



## Multilingual Digital Marketing: Managing for Excellence in Online Marketing (Paperback)

By Maria Johnsen

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. For any online business that can sell its products globally, multilingual digital marketing will be a big part of their marketing and selling efforts. In 21st century the push to expand into new areas of the world will increase as the competition tightens. For businesses that are currently struggling because of the competition found in their home languages, it means an opening of new, large areas of interested customers who speak different languages. By tapping into new markets, a business may see its customer base skyrocket depending on how well they can advertise their products into these areas. There are several advantages that multilingual marketing offers businesses that are seeking new customers from parts of the world that speak a different language. The challenges are present, such as effective translation that appears natural, but the potential in 2017 is considerable. The first and foremost benefit is that your product is being introduced to an entirely new audience. If what you offer is unique, then you have a considerable opportunity to expand your business with little to no direct competition....



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