



# Global Marketing

Nano Learning Workbook

## WENDY PEASE

President and Owner of Rapport International

Author of “The Language of Global Marketing”

Podcast host of “The Global Marketing Show”



# **Global Marketing: Turn Your Domestic Sales Into International Profits**

Nano Learning Series

**Global companies have, on average, 20% higher revenues than their competitors!**

**Do you want to build a stronger and more profitable company?**



**Develop your custom multilingual  
marketing strategy to:**

**increase revenues**

**increase profits**

**increase valuations**

**increase salaries and**

**build resiliency!**

# Global Marketing

Nano Learning Workbook

This workbook is designed as a supporting tool to help you develop a multilingual marketing strategy to increase your revenues worldwide!

The marketing exercises will help you to define your vision, identify your mission and create a plan to implement a global marketing strategy that fits your business.

**Turn your domestic sales into international profit!**

1  
Introduction: Global  
Marketing

2  
Inbound Marketing &  
Buyer's Journey

2 (cont.)  
Buyer's Journey:  
Attract, Engage & Delight  
Your Clients

3  
Global Marketing Strategy  
& Goals

4  
Importance of  
Quality Translation &  
Cultural Adaptation

5  
Deciding Which Content  
You Want to Translate

6  
Who Can Do Translation?

7  
Roadmap for Success

8  
Conclusion: Deepen Client  
Connections

# 1 INTRODUCTION: GLOBAL MARKETING

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Rapport International has provided high quality translation and interpretation services for over 30 years. The company specializes in marketing, legal, medical and technical translation. Rapport International offers a 100% Satisfaction Guarantee, has a 100% on time delivery record, free strategy advising, cultural adaptation and linguistic matchmaking.

<https://www.rapporttranslations.com/>







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Orchestrated by Base

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