



Global Marketing

Nano Learning Workbook

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President and Owner of Rapport International

Author of “The Language of Global Marketing”

Podcast host of “The Global Marketing Show”



Deciding Which Content
You Want to Translate

5 WHAT CONTENT TO TRANSLATE

Don't know where to start?

Start with the website!

You have 3 options:

1. Translate the ***whole website*** – this is always an option but can be expensive.
2. Translate a ***microsite*** – a smaller site that provides information about you and the specific products/services you are offering in that market.
3. Translate a ***landing page*** that provides a summary of all the information on one page.

Action

Think back to what attracts, engages, and delights your buyers on their journey.

Write down what you want to get translated.

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