

# 2020 Comprehensive Guide on Proven International Digital Marketing Strategies

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## INTERNATIONAL DIGITAL MARKETING STRATEGIES



Internationalization of business has become a common thing these days. With the internet and digital world out there, it has become straightforward for companies to expand their business for various countries and go global. 😎

Companies are now adopting new ways to reach their customers from all over the world.



Online presence is one of the most critical aspects of digital marketing, and businesses these days are trying to strengthen their online presence with the help of websites and various other digital marketing strategies.

It is vital to opt for international digital marketing strategies that will help in globalizing your presence.

## Market Research

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This step is the first and foremost thing that you have to do. Conduct market research about the services available and know where you stand. There are some countries where the products that you deal with have good demand, and there are some countries that don't need the product or service that you offer. So, you need to conduct market research and know whether your product is acceptable or not in a particular place.

Apart from regional research, you have to conduct some competitor research tools to know about how things work. You need to explore your industry in a particular region.

## Proper Translation

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Setting up a website is easy, but you need to give it a regional touch. Just imagine visiting a website to shop for something, but you find a different language there that you don't understand. It isn't appealing at all. Although you have done excellent SEO work and are

getting good ranks on top of the search engine, a website that isn't in an understandable language isn't going to make an impact on the user.

### **Recommended read: 2020 Tips & Tricks: How to Promote the Business through Digital Marketing Strategy**

So, you need to be extremely careful about the words used here. If you are expanding your business to a country that speaks a different language, then you have to translate your website. This task should be a human translation, do not depend on some software or plugins here. You can consult a digital marketing consultant and ask them to get a translator for conveying your message in a proper tone.

## **Flexible and Scalable Digital Marketing Strategy**



Digital marketing strategies can act all tricky sometimes, so you need to be extremely careful about the plan that you select here. The international market is not going to be homogenous, so you have to customize your approaches depending upon the situation.

The rules and regulations are different depending upon the regions. And you have to create strategies that align with those rules with ease. Do not create a plan that anchors to a particular personality or a culture. Make it global and give it a personal touch when necessary. Your marketing strategy should always be open for changes and make sure to convey the same to your digital ad agency.

## **Web Design Parameters**

The cultural and linguistic factors are going to have an extreme impact on website design. This scenario is the reason why you have to get a website that matches the requirements in different regions with ease.

## Visuals

Some languages have longer words and lengthy sentences. You have to make sure that your site can accommodate such kinds of visuals with ease. Avoid smaller fonts and tight layouts. You have to be extremely and highly careful with the font choices that you make here. They are going to matter a lot.

## Layout

The plan of the Asian and western markets is pretty different. This scenario is the reason why you have to be very careful when choosing a layout for your international website. Take the help of a digital advertising agency to select the right type of arrangement that will suit the requirements of various markets across the world.

## International SEO

Yes, international SEO is quite different than national SEO, and you have to adapt different SEO strategies if you want to take your business global. It is a complex strategy, but ignoring it is not going to do anything good for you, so be extremely careful with your choice here. Paying a fortune for a website is not going to matter until and unless you make the correct use of it, and the search engine recognizes it.

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Different search engines have more popularity depending upon regions. For instance, Baidu is famous in China and Yandex in Russia. On the other hand, the European market is dominated by Google, along with Yandex. Every search engine has a different algorithm, and you need to design strategies that align with the search engine requirements. If this is the first or foremost time you are going with international SEO, then be organized and plan it carefully.

## International Keyword Research

Again, remember that complete word to word translation is not going to have an impact here. Check your current keywords and translate them into regional languages first to understand the terms that you will be using. Do not use them as keywords now. Check your competitors' website and understand what is helping them in standing out. For this, you can use a fantastic tool SemRush. You will be able to see the terms that your competitors are ranking organically. This way, you can come up with preliminary keywords and then use them accordingly.

## Proper Market Knowledge

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People from different regions will have different kinds of preferences, and if you want to expand your business to a particular area, you have to sell them what they prefer. For example, in China, people give importance to gift wrapper color. You have to know about such preferences and mention the same in your website. This scenario will help you in giving a local touch, although you are marketing your products globally.

## Moving Forward

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The agencies that offer digital marketing solutions will surely help you with effective website design, development, keyword research, SEO, SMM, as well as cultural preferences. All of them are going to have a significant impact on your globalization.



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