

LET CLIENTS COME TO YOU – INBOUND MARKETING FOR TRANSLATORS

Apart from reaching out to our clients ourselves, we can make sure that our online platform is set up correctly to attract your ideal clients to you. In this session you will learn what platforms and strategies you can use to get potential clients to find you online, including your website, SEO and social media.

You will learn how to convert strangers into leads and ultimately into customers and referrals.

During this workshop you will get:

- 4 Steps to Create an Inbound Marketing System
- 5 Worksheets
- Live Feedback
- Tips and Tools for Optimized Platform and Follow Up

You will create:

- Ideal Client Persona
- Content for Website + Optimize for Search Engines
- LinkedIn Profile
- Database/Portal Profile
- Content Strategy: Find and Share Valuable Content to Ideal Clients
- Google Analytics Account and Report

What previous attendees say:

“Very powerful workshop that is giving you direction and methods to dig deeper into who your clients are and how you can find more of them”

“I really enjoyed the workshops. The content was great - very comprehensive - meaning that I can get on and improve my marketing strategy in all the areas covered. Thank you, Tess!”

” Tess covered a lot of the subject and provided many specific ideas for me to put into practice.”

Length: 6 hours

Please send an email to tess@marketingtipsfortranslators.com for honorarium, scheduling and more information.

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