21 Elements of International Marketing - TranslateMedia's latest free tool for international marketers

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London, United Kingdom, October 23 2013 — Interested in taking your business global? TranslateMedia announces the release of an online resource to help businesses that are considering expanding into international markets. The 21 Elements of International Marketing includes insights into the best strategic approaches to:

- eCommerce
- Social media
- Display advertising
- Mobile websites or apps
- Display advertising
- Paid and organic search
- Multilingual CMS selection
- International PR
- Investor relations
- and more...

The reports are a must-have for business owners, entrepreneurs and digital agencies who manage international campaigns.

"Aside from language services, our clients are increasingly relying on us to provide them with market data, local knowledge and best practice information regarding entering developed or emerging overseas markets. We're continually expanding our knowledge and expertise in the areas of international digital and traditional marketing and hope that these reports will allow us to share this information with other businesses who are considering going global" said Patrick Eve, Managing Director of TranslateMedia.

About TranslateMedia:
TranslateMedia is a leading global language and translation services agency with offices in London, New York, Austin, Paris, Munich, Hong Kong, and Guangzhou. With a network of over 6,000 professional linguists, TranslateMedia serves clients across a broad range of industries, using innovative web technologies to bring multilingual media effortlessly and cost-effectively to its customers.

TranslateMedia is part of the ATC and ATA, and has been independently audited and awarded the EN15038 and IS09001 certificates. TranslateMedia has been ranked in the Deloitte Technology Fast 50 UK and Fast 500 EMEA for three years running, ranked in the Top 50 Fastest Growing European Digital Media Companies at Media Momentum Awards 2013, and recognized as a finalist in the 2013 Digital Entrepreneur Awards. Learn more at www.translatemedia.com.

To provide feedback on the 21 Elements of Marketing or to receive future information, please contact:

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