

A QUARTERLY NEWSLETTER WITH MARKETING TIPS  
TO HELP YOUR BUSINESS.

# Marketing Tips

## Question 1: Should I translate my website to another language?

**Answer 1:** Here's a few things to think about when you are considering translating your website (for example: English to French):

### The geographic location of your prospects:

- If your prospects are in Canada, 21% of the country's population communicates in French across Canada.
- If you wish to specifically target Quebec, a bilingual site is a must since 80% of the population communicates in French—as a mother tongue.

(Source: Statistics Canada)

### About your company:

- When researching a product or a service online, people are looking for the best company offering. Having a site in multiple languages increase your market reach.
- When you have a bilingual company, it indicates that you are a national company, it makes your company look bigger, it inspires trust. Perception is reality.

## Question 2: How can I find out where the visitors from my website are coming from?

**Answer 2:** The best way is to install a tracking mechanism in your website.

### Where do I start?

- Ask your website's supplier, (s)he may already have a tracking mechanism installed in your website. Ask about the key trends.
- You can easily install a tracking mechanism. There are many systems available, including Google Analytics—one of the best tracking mechanism available on the market today. It is free, however it is complex to interpret the data correctly. You may wish to leverage a marketing professional for data analysis.
- In most cases, the tracking mechanism must be installed to all your web pages.

### Key benefits of a tracking mechanism:

- Not only will you be able to find out where your visitors are coming from, but you will be able to find out about their activities on the site, to learn from your visitors' behaviour, to identify content issue, and more.
- You can set campaign goals and measure success.
- You can benchmark your site with your competitors', compare your company against the industry.

[Contact us for additional information](#)

## Winter Newsletter



### More tips...

- To increase your visibility on the web, you can register your site in Google Maps. It's free!
- Leverage Social Media sites to increase your traffic, such as LinkedIn, Facebook, Twitter, Sphinn, Digg, etc. by adding links to your website.
- Before adding a "button" leading to your social media page, consider the following:

1. *What is the "call to action" on this page? What do you want people to do (leave your site to visit your social media page?)*
2. *If you invest your marketing dollars on a campaign to drive prospects to your website, do you want them to leave to visit your social media page? Or do you want them to buy a product/service on your website?*

