



"Working with GACC Midwest's marketing experts to create a US LinkedIn page allowed us to zero in on our target groups, refine our messaging and grow our online audience."

Are you not gaining the expected traction you expected in the US? Do you have limited capacity to focus on US marketing? Marketing in the US requires international businesses to meet the tone of the target market — both visually and verbally. Let our team lend you a hand to localize your content.

A marketing strategy optimized for the US market offers your company numerous opportunities to win new customers in the US. With years of experience in international communication, journalism, translations, branding and PR in Germany and the US, our marketing team is at your disposal for professional support. In close consultation with your team, your goals, and your priorities, our marketing services optimize your presence in the US.

IMPLEMENTING A US-FOCUSED MARKETING STRATEGY

Effective marketing tactics in Germany often do not have the same impact in the US, making a US-specific approach critical. Our team collaborates with you to create a customized marketing strategy for your US target group, then puts the plan into action through social media management, copywriting, and more. Native (American) English speakers write all content, whether it's for websites, social media or product catalogs. Native speakers can more easily match the language and tone that US customers are attracted to—namely a more informal, upbeat, and friendly approach to sharing information combined with specific industry vocabulary.



Kick-Off Meeting



Research and Development - Strategy Paper



Content Calendar



LinkedIn Page: Creation and Launch



Monthly meetings for continued success

LINKEDIN FOR GERMAN COMPANIES

LinkedIn is the largest professional network in the world, with over 750 million members globally—a quarter of whom are located in the US—and is rated number one in B2B lead generation. In addition, four out of five LinkedIn members are decision makers in their companies.

These numbers add up to great potential for German subsidiaries in the US, and are the reason we recommend creating a US LinkedIn page to all of our clients, together with a website and newsletter. LinkedIn is an interactive business platform that lets users engage with professional connections and expand their network to reach those key touchpoints for company success.

WHY LINKEDIN?

LinkedIn is the world's largest professional network

750 + members worldwide
25% of users are in the US
#1 in B2B lead generation
80% are decision makers in their companies

Contact Information

German American Chamber of Commerce of the Midwest, Inc. / AHK USA-Chicago
DEinternational - Consulting Services of the German Chambers Abroad (AHKs)

Alexandra Bolz

Manager, Marketing and Consulting Services

150 North Michigan Avenue, 35th Floor | Chicago, Illinois 60601

Tel.: +1 (312) 585-8015 | Fax : +1 (312) 644-0738

E-mai: bolz@gaccmidwest.org

Start Today!