

# Email Marketing: International Content

eLawMarketing

## Market to Overseas Clients. . . In Their Own Language

Globalization has led many law firms to open overseas offices and begin servicing clients in foreign countries. Marketing messages now need to be delivered on an international scale. That's why eLawMarketing offers a robust Foreign Language solution that features the ability to send foreign-language emails with the proper encodings. Our **Foreign Language** solution includes the following features:

- **Encodings**

When creating an email, a user can easily select from a variety of email encodings, including for Japanese, Korean, Chinese, Russian, and the Unicode UTF-8 Standard. (Figure 1)

- **Local Keyboard Settings**

By honoring local keyboard settings, including single-byte and double-byte characters, our HTML editor gives users the flexibility to type text in their native language.

- **Subject Lines**

We allow users to type or paste foreign languages into the email subject line -- a critical component to ensure that international recipients open your emails.

- **Local Support**

Offices in Europe, Australia, New Zealand and Asia have access to local technical support.

## Schedule a Demo Today

To view a demo of our email marketing application, and learn more about our Foreign Language solution, please contact us today at 866.833.6245 or sales@elawmarketing.com.

### Foreign Language Support

Does your firm have clients in China? Korea? Japan? Russia? Why not communicate with them in their own language?



당사에서 실시한 조사 결과의 무료 전체 개요를 **다운로드**하실 수 있습니다. 리더 양성 전략의 일환으로 코칭에 투자하는 가치에 대해 더 자세히 알아보시기 바랍니다.

Figure 1: Sample email with Korean characters