LATeral Thinking - Issue #9
Speak their Language, reach their heart

We've got news!
LAT has a new subsidiary.

LAT Marketing, a brand new subsidiary of LAT Multilingual, was launched this spring to help clients localize their Quebec marketing strategy and build long-lasting relationships with French Canadian customers.

Selling to the French-Canadian Market?

Already localizing your print and web content for the Quebec market? French Canadian customers are committed to the brands they love. Our new subsidiary, LAT Marketing, offers you in-market digital marketing expertise specifically tailored to the Quebec market. Our team of professional marketers live and work in Quebec to bring you closer to your customers and make your business a part of the community.

The Latest Trends in Chinese Social Media

Want to stay up-to-date with the latest trends in social media? A great way to do so is to keep an eye on what's happening elsewhere. China often leads the way with new marketing and social media innovations. At LAT, we like to stay on top of new trends in other parts of the world so that we can offer you new and innovative ways to reach your local markets. Our latest resource outlines the major trends across China's largest social networks. Read more here.

Chinese Mobile Marketing Comes to LAT

Chinese customers are interested in your brand, but you're not reaching them on Twitter and Facebook. LAT can help you reach Chinese customers in your local market with our brand new, customizable Mobile Marketing tool. We design, translate, and create mobile ads that resonate with Chinese audiences. Learn more here.

O2O Marketing: A Case Study

The Outlet Shoppes at Burlington came to LAT for a comprehensive Chinese marketing strategy that increased site visits to their stores. We blended digital and traditional methods to help them create an exceptional experience for incoming Chinese visitors. Read the case study to learn more about our comprehensive approach. Want to bring more visitors to your location? LAT can help!