

MARKETING & CONTENT SOLUTIONS

We're a team of marketing, content, translation, and design experts. Our goal is to make your brand visible, create consistent messages across all channels, and reach your target audiences effectively. With a holistic approach, we combine strategy, creativity, and technology to achieve sustainable growth, clear communication, and measurable results – both locally and internationally.

An overview of our services

Marketing & Performance

- ⇒ Integrated strategies for brand building and sustainable growth
- ⇒ Performance marketing: paid ads, social media campaigns, conversion optimization
- ⇒ Email marketing & automation: segmentation, personalization, lead nurturing
- ⇒ KPI monitoring: reach, engagement, conversion rates, ROI

5+

languages

(German, Swiss-German, English, French, Italian)

Content & Translation

- ⇒ Editorial content for websites, blogs, landing pages, and social media
- ⇒ Translations & localizations with cultural adaptation
- ⇒ Terminology management, style guides, and quality assurance
- ⇒ Multilingual SEO: market-tailored optimization for international audiences

50.000+

content pieces

Product & Content

- ⇒ Product and category texts for e-commerce and online marketplaces
- ⇒ Conversion-focused copywriting for Sales and Marketing
- ⇒ Social media content for product launches and promotions
- ⇒ Consistent brand communication along the customer journey

40.000+

product texts

Translation & Creative Services

- ⇒ Specialized translations and creative transcreation for campaigns, slogans, and ads
- ⇒ Consistency through glossaries, terminology management, and quality checks
- ⇒ SEO optimization for translations where relevant
- ⇒ Graphic design: visuals for social media, campaigns, web, and print

200+

social media campaigns

Why choose CIIB?



Extensive industry knowledge – experience in consumer goods, health care, electronics, travel, and more – with a special focus on regulated industries like pharma.



Scalable solutions – marketing and content concepts you can rely on at any scale.



High content quality – texts and translations that precisely reflect your brand identity, target groups, and regional requirements.



Data-driven strategies – clear analyses and KPI monitoring for sustainable visibility, engagement, and conversion.