

# 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

### 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

### 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

### 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

5+

languages

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

50.000+

content pieces

40.000+

product texts

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.