

#LIFEINDÜSSELDORF

How to Engage with the English Community



 ÜSSELDORF

Tips on Engaging the English Community

- Why English?
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- What is #LifeInDüsseldorf?
- How can I market to the English community now?





Why English?

19% of Düsseldorf's population are foreigners.

While that's not to say that they all speak English, it is quite a universal language to work with as a business. There are more than 110,000 non-native people living in Düsseldorf. Look at it this way, that's 1 out of every 5 people who walk into your place of business.

While integration into the German society is important, it's also important to show that you care about those who are still taking those baby steps to learning the language and settling in.

110,000 people who you could be opening your business to for more sales!

1. SOCIAL MEDIA

Be active in both English & German

If you're not on social media yet, it's time to get on there. Social media is **free** and it is a simple way to promote your business. If you're not sure where to get started or don't have the time, just [ask us](#) the best way to do it.

BE ACTIVE ON SOCIAL MEDIA

There are many websites you should be active on, be sure that even if you're not active yet, you have profiles on the following social media sites:

- Twitter
- Facebook
- Instagram

These are popular sites for both Germans and foreigners.

BE ACTIVE IN ENGLISH & GERMAN

Since social media is so international, many people choose to write in English. Feel free to mix it up and write in both English and German. On social media sites like Facebook, you can actually write the text in both English and German and depending on the viewer's language, either English or German will show up on their screen.

Go on, get started!

2. WEBSITE

Have an option to read in English & German

This is so important for attracting international customers. If your website is only in German, many people will immediately switch to a blog or review site in English instead. Keep your customers on your page by offering both English and German language.



Example: [Hacienda Real Düsseldorf](#) offers English and German by clicking on the top right hand corner of the site.

3. INTERACTION

We're online, start interacting!

Interaction via social media is a very personal way to attract customers. If you can spend 30 minutes per day interacting with local community members in both German and English, you'll be surprised what can happen.

Respond to customer comments



Share customer photos



Mention customers in your messages



4. PARTNERSHIPS

Partner with English speaking clubs and groups

There's hundreds of expat and international groups in Düsseldorf online who are looking for sponsors, event space, speakers and much, much more! Think about it what can you offer the community?



WHERE TO FIND PARTNERSHIPS?

Well, you can start by contacting us and working together to reach the English community - just [send us a quick email!](#)

You can also find Expat groups on Facebook, Internations, Twitter, Meetup, and the list goes on (and on, and on). Come out to some of our meetups and get a better idea for yourself!

5. GET CREATIVE

There's many more ways to catch our attention

Really start thinking about what you can offer the community to encourage repeat sales and returning customers. Whether you're an ice cream parlour, beauty shop, online service provider or cleaning service, there's always a way you can reach new customers. Here are just a few examples:

HOLD A SOCIAL MEDIA CONTEST

Hold an English contest on social media giving away a prize - ice cream, free mascara, one month service, 1 house cleaning, etc.

HOST AN EVENT

Weird? Trust me it's not. No matter what type of business you're running, you can always host an event (even if it's online). You can confirm attendees by creating an event on Facebook.

TALK TO 1 ENGLISH SPEAKER A DAY

Don't be shy, as you're walking to work or buying your groceries listen around you and you'll find lots of English speakers in the community. Talk in English about anything and then let them know about your business. It sounds strange, but it works!

GIVE DISCOUNTS/COUPONS

Make us feel welcome here in the city, offer some sort of discount simply as a "welcome" gift.



#LifeInDüsseldorf

Hi, I'm Jenna Davis.

I was born and raised in Toronto, Canada and have relocated to Düsseldorf, Germany as a content creator and social media manager. After having a rather rough start integrating into the local community, I've created #LifeinDüsseldorf as a way for newcomers to feel at home and for long term expats to interact and share their own insiders tips. I'm now working with local businesses on campaign strategies which will allow foreigners to feel welcome and businesses to generate a new source of income from a new target audience.

#LIFEINDÜSSELDORF

The Story

Life in Düsseldorf is an online English community publication focused on sharing insiders perspectives on living life in Düsseldorf.

THE LOCAL ENGLISH COMMUNITY

Düsseldorf is a relatively **new location** for **international travellers** and expats.

In order to make their move more enjoyable, we offer an online community that shares insider tips from personal perspectives. We allow other English speaking community members to interact and produce their own content online to help support local businesses who deserve to be recognized and to help welcome newcomers to the city.

THE LOCAL BUSINESSES

With a population of approximately 600 thousand people in Düsseldorf, more than 110 thousand people are foreign to Germany. This number is only **growing** from here.

Imagine how difficult it is moving to a new country, learning a new language and settling in. This is where local businesses can help grow their markets. By partnering with #LifeinDüsseldorf and welcoming English speaking community members, you can open your doors to thousands more!

Boosting your business

We offer marketing packages to help put you in the spotlight of the English speaking community!

1. **Blog Features**
Inspirational, promotional & more!
2. **Banner Ads**
Newsletter, website, social media & more!
3. **Interactive Events**
Social chats & sponsored events!
4. **IGTV - Video Creation**
60-90 seconds of pure amazement!

For more information, send us an email at
hello@lifeinduesseldorf.com



Questions?

Simply [send us an email](#) for more information, ask as many questions as you'd like and don't be afraid to tell us exactly what you think your business needs! We're here to help!