

Client Information

Independent Expat Finance is a financial intermediary for expats. It's a startup company so it's very important for them to create name recognition in their industry.

I interviewed the client about their blog objectives. Their main goal was to create brand awareness and to build authority and trust with potential clients. We decided to target expats that are still in the research phase of their move. I came up with a blog strategy and the first 10 blog topics.

I do research for each blog post, I write the blog post and create a blog post cover. I also include 3 to 5 images. After my client approves of the content, my native US English speaking editor, edits the blog.

Copy Close Up:

Since we're targetting expats that are in the phase of researching the Netherlands, I decided that we would not only talk about finances in the blog posts for Independent Expat Finance. The idea is to attract an audience of expats, so the topics range from 'What to expect of the Netherlands' to 'Should I follow my employer to Europe after Brexit' to 'Finance in the Netherlands 101'. The idea is that the client will start to trust Independent Expat Finance as their source of information about the Netherlands so that the client is top of mind for them once they arrive in the Netherlands.

Copy Excerpt:

What expats need to know about personal finances when moving to the Netherlands

So, you're moving to the Netherlands to work as an expat and you need to take care of a million things before you go. If you have a relocater, things will probably go smoothly. If you're taking care of everything yourself, or if you want to keep a little bit of control about where and with what you end up, you need to find out as much as you can.

One extremely important thing you need to take care of when you're moving to the Netherlands is your personal finances. Personal finances is a very broad term. It usually includes insurances, mortgages, banking, investments, and loans. Every part of your personal finances is subject to different rules and regulations. Those rules can be very confusing even if you aren't also dealing with a different language.

Do you find your personal finances to be confusing in your own language? If you do, then you'll definitely feel lost taking care of it in a foreign language. Have you ever tried to Google translate Dutch websites? It's horrible! But don't worry, we're here to help. So, today, we're going to teach you the basics about personal finances for expats in the Netherlands.

Client: Independent Expat Finance

Project: Blog

Objective: Create authority and trust, brand awareness

Strategy

Each blog is 1000 to 1500 words long because in-depth long form posts get the most social media interaction.

My SEO keyword research showed that 'moving to the Netherlands' is a longtail keyword with low density and high searches. So I make sure I use this keyword in titles and the blog posts.

The title mentions who this blog is for (expats moving to the Netherlands) and what they will get out of reading this blog (advice about personal finances).

I talk about the concerns the reader might have because that's what they care about and that's what will keep their interest.

To connect with the audience, I'm using a conversational tone of voice.

Testimonial

When I read your work I thought: Yes, this is exactly what we sound like and what we would say.

Serge Pouw - Co-founder Independent Expat Finance