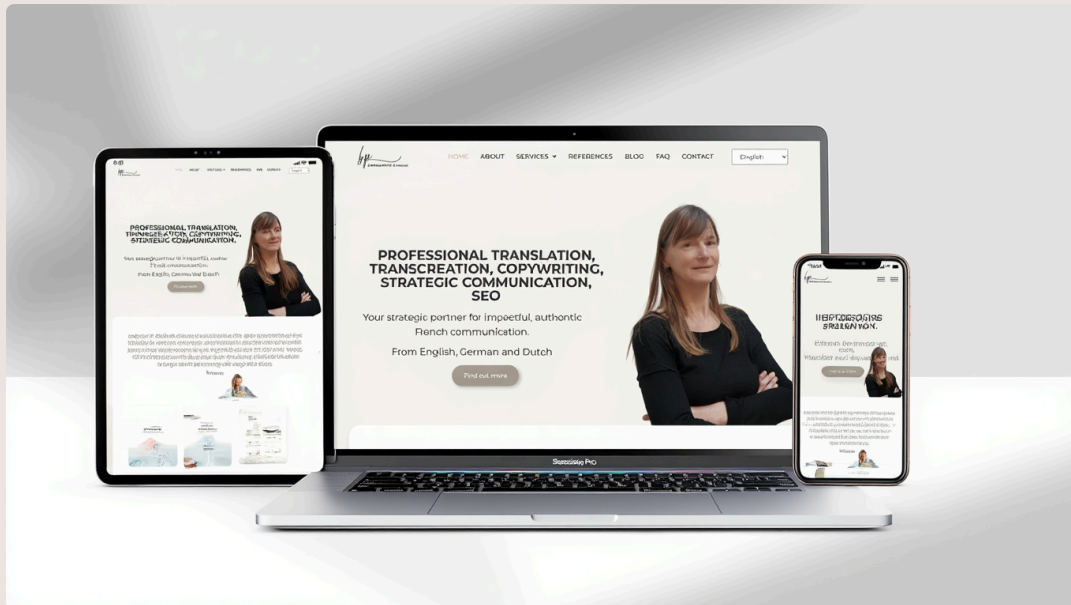




My Website is Now Live!

Hello {{ contact.PRENOM }},

We had the chance to connect some time ago, and I'm especially happy to write to you today for two reasons: I'm launching my very first monthly newsletter and my website is now live!

The website is available in four languages (English, French, German and Dutch) and is fully responsive, so you can explore it seamlessly on desktop, tablet, or mobile.

I'd like to warmly thank Charlotte Jeuniaux for her expertise and thoughtful guidance throughout the project. And I'd be delighted if you could have a look!

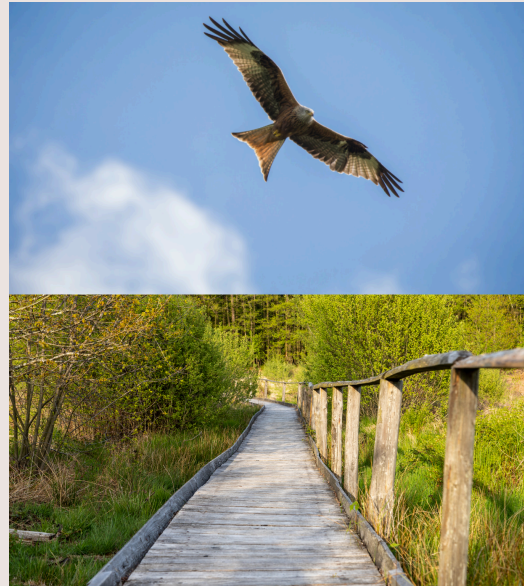
Take a look at my website!

In this Issue

- Spotlight on Belgium's Eastern Cantons
- Premium branding in the D-A-CH region
- Real estate in Mulhouse
- SEO in 2026

Spotlight : Belgium's German-speaking community

2025 ended with a **marketing translation project in French** for the German-speaking part of Belgium. This part of the country is home to around 80,000 German speakers, and also the highest point in Belgium, at 694 meters. In recent years, the community has been working hard to raise its profile among tourists, with some truly impressive **branding**. And what a success! The **German-** (and **Dutch-**) language articles I worked on were excellent, both in writing style and content quality.



My mission was to provide the same quality in **French**. Finding just the **right tone of voice** to make **French-speaking readers** want to discover this incredible region in eastern Belgium: the High Fens, the lakes, the deep forests, and all the sports and adventure activities... I can't wait to hop on my bike and explore the many cycling trails in the area. A change of scenery just a few kilometers from home, what more could you ask for?

Premium branding in the D-A-CH region

First, just to make sure we are on the same page, **D-A-CH** refers to the German-speaking region covering **Germany, Austria, and Switzerland**.

These brands really know how to make a name for themselves and they are synonymous with **premium quality** and **prestige** across Europe and beyond. Their **branding** and **marketing** leave nothing to be desired.

Whether we are talking about toys, kitchenware, automobiles, or anything else, these gems deserve **copywriting** that does them justice **in French**. This goes beyond **translation**, it's all about **transcreation**.

Otherwise, the original message simply gets lost.



Keep an eye out: my **upcoming blog** article will explore the role of **transcreation in premium branding!**



Real Estate in Mulhouse

Recently, I passed through Mulhouse on my way to Switzerland.

Why mention Mulhouse? In an **SEO article** I worked on for the **real estate** sector, Mulhouse was highlighted as one of the French cities with the best rental yields. I didn't have time to explore it this time, but the surrounding area looks well worth a visit.

Switzerland, of course, did not disappoint. And if **real estate** piques your interest, you've now got a quick insight. And it's one of my **areas of specializations**.

SEO in 2026

If **SEO** and related topics interest you, I've shared some thoughts on my blog about the relevance of **updating SEO content** in the age of **AI**.

[Updating SEO content for AI: a good idea?](#) →



Thank you for reading this first edition.
If you enjoy this format, I'll be delighted to catch up with you next month.
In the meantime, feel free to reach out!



**Bernadette
Putman**
Multilin
gual
Commu
nication

info@bernadette-putman.com
+32 (0)472 53 31 13
www.bernadette-putman.com



You are receiving this email because you are a client or have interacted with us.

Unsubscribe: {{ unsubscribe_link }}