

## Play the UK Lottery in Afrikaans

Playuklottery.com, a website which allows international players to take part in the UK Lottery, is being marketed to the Afrikaans community by offering the site in their home language.

Martin Ryman, CEO of playuklottery.com, says that the Afrikaans community with their disposable income has proven a huge asset to their company. The translation of the site into Afrikaans is an acknowledgement and a show of appreciation for their support, he says.

The website's huge appeal lies not only in its sizeable payouts, but also in the fact that the winnings are tax free and offshore.

Ryman says that he is surprised at how little marketing in SA is produced in Afrikaans. "I find it a pity that marketers overlook the obvious benefit of communicating with their target market in the mother tongue of that market. If you expect customers to support your business, you have to show them that you have a vested interest in who they are, and what better way to do this, than to speak their language."

**Source:** [Media Web](#)