

The RWS Moravia Go Global Model: Engage



What it is

The RWS Moravia Go Global Model is designed to help brands handle the scale, complexity and speed of today's global content and product operations.

It is a modular process comprised of five phases:

Plan • Create • Localize • **Engage** • Optimize

Flexibility is key—you can start with any phase, work with your existing setup and use the combination of services that works best for you. As your localization efforts evolve, you can add and adapt services to make sure all your needs are covered.

The Engage phase is all about creating rewarding experiences—and profitable interactions—wherever your customers are.

After all, better customer experience means more engagement—and more sales.

What this means for you

You are at the Engage phase if:

Your content is live. It is getting some traction globally—comments, likes, shares, conversions—but you want more. You want your message to spread even further.

You have localized your website, but you are still collecting the data to really understand your target audience. You want to test your assumptions so that you can offer customers an experience they really enjoy.

Your content is out there, but your traffic is still low. You need to know how to optimize your digital content and website for searchability.

You know you need to embrace social media in all your target countries—but where do you begin?

How it works

Here are some of the ways we can help at the Engage phase:

- **Local persona research**—our in-country experts shed light on the demographics, beliefs, behaviors and preferences of your users in each locale to help you understand your global target audiences, so you can tailor your products and make the right connection every time.
- **Global digital marketing strategy consulting**—we can help you scale your global marketing by applying tried-and-tested approaches to your existing campaign assets while making the most of local opportunities, too.
- **Social media strategy**—we help you talk to people in the right way and use sentiment analysis to see how they are responding.
- **Paid media**—we will set up paid advertising in the most effective ways based on where your customers are and how they engage.
- **Global SEO and SEM**—our global Search Engine Optimization (SEO) and Search Engine Marketing (SEM) services make sure you can generate traffic and convert visitors into consumers, with the same level of accuracy and insight as in your home country.



See it in action

If your customers are unable find the right content, or if the content they do find is not user-friendly, they will be less likely to engage—and much less likely to buy.

That was the problem for a top [web hosting and services firm](#) we worked with. They had a comprehensive strategy and were producing great content across 18 locales and 24 markets. But no one was finding it.

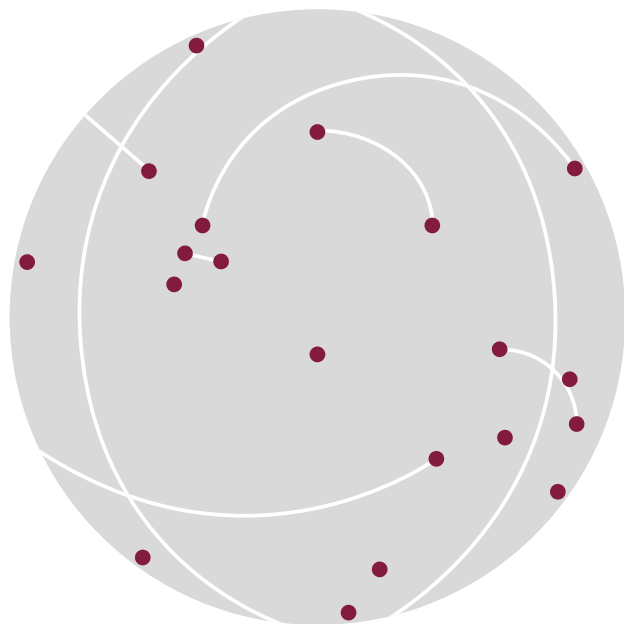
Keywords were guesswork. And tracking was non-existent.

We helped them learn what users were engaging with, and how they were getting to it. We then developed a comprehensive SEO strategy with a unique plan for each market.

Next we rewrote the content to seed in the keywords from our own research (and competitor analysis) and used all of that to boost traffic.

What was the impact?

- > Boosted web traffic by 15–40%
- > Became first-page results for many important search terms
- > Increased user satisfaction by sharing very local content



Why RWS Moravia?

We know all about engagement. In fact, every day more than two billion people use products localized by RWS Moravia.

We work with content-driven businesses across the board, including those in:

- > **Information technology**
- > **Media and entertainment**
- > **Travel and hospitality**
- > **Retail**
- > **Finance**

And we work with all the “Fab Five Tech Stocks” companies.

We know that global commerce is not just great for business—it has the power to connect people and enhance our lives.

That is why we help ambitious companies do amazing things globally.

See how the Engage phase fits into the [Go Global Model](#).

Ready to conquer your next market?

Get in touch with us