# The Multilingual Digital Marketing Checklist

Multilingual
Višejezični
Đa ngôn ng
متعدد اللغات
Πολύγλωσσ
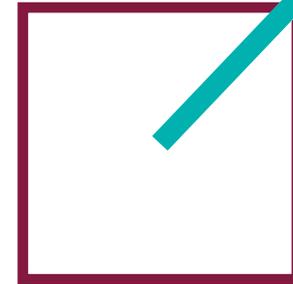
**Smart marketers know the huge opportunities multilingual digital marketing can bring for opening up new markets and driving revenue.**

But to make the most of the investment in multilingual digital marketing, it has to be strategic. All too often, localization—making marketing materials ready for different languages, countries and cultures—is the last step in the marketing process.

You created a brilliant campaign, but if delivering that campaign in other markets simply involves throwing it over the wall to localization teams and hoping for the best, you are not giving that campaign its best chance of success.

That is a big mistake. Localization can be a powerful way to multiply the value of your content—but only if it is considered early. It has to be treated strategically, not as an afterthought.

Here is a run-down of the things you need to think about when you are getting your content ready for multilingual markets.

1

Centralize Your
Localization Strategy
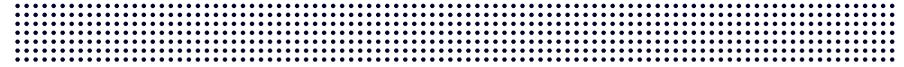
Great localization relies on brilliant in-country marketing teams and local partners. But for multilingual digital marketing to be effective, your localization strategy needs to be defined and managed centrally.

**This means you have to:**

› **Identify an owner:** a single person either in or reporting directly to the C-suite who oversees the delivery of all your localization efforts.

› **Define the corporate strategy:** in which of your current markets do you want to increase revenue? What new regions do you want to target?

› **Agree on a process for interpreting your brand guidelines:** they need to be reinterpreted in different countries, yet preserve brand consistency.

› **Centralize your localized content:** storing all your global translations in one place is the best approach for achieving consistency.
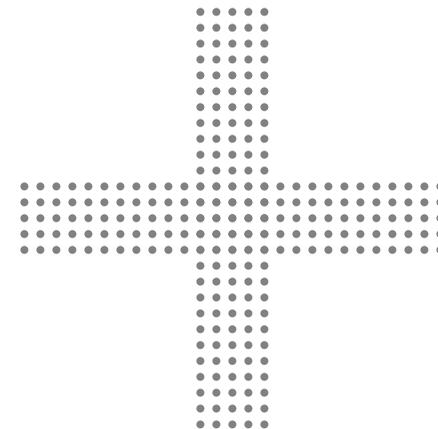
# Did you know?

…Japanese car-makers rewrite all of their content from scratch in English—then use the English version as the basis for translation and transcreation in other markets.

# 2

## Choose the Right Approach for the Right Content
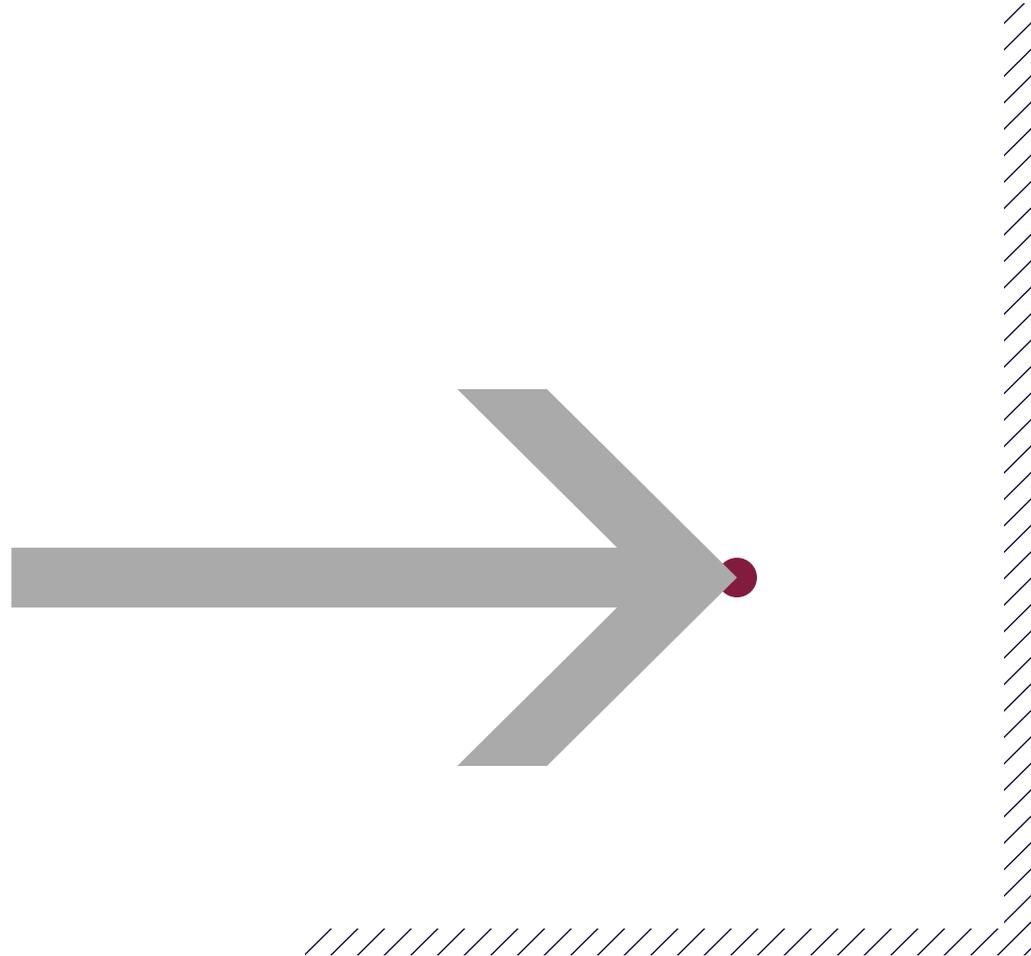
**Localization is not a one-size-fits-all process. Use different approaches for different content types to ensure you are making the maximum impact while being as time- and cost-efficient as possible.**

**You need to ask:**

› **What content do we need to transcreate?**
Transcreation is when you recreate the original content in a new language while making it appropriate for a new market and context. Transcreation is necessary for your most creative pieces: your web content, core downloadables, social media content, etc.

› **What content do we need to translate?**
Translation is when you are literally changing the words from one language to another without much creative tinkering. This is most suitable for content that is not a creative priority: product catalogs, user reviews, technical documentation, etc.

> **What content do we need to create in-country?** Sometimes specific regions need their own content so you can take advantage of local opportunities. In Mexico, for example, you might want a piece of content that ties into the 'Day of the Dead' celebrations.

> **What can we leave in English?** In some instances, it is not necessary to translate at all, and you can leave content in English. This comes down to the English language penetration in-market.

# Did you know?

In Sweden, 90% of people have at least some fluency in English. But in Brazil, only 5% of people will understand English content. That means your approach to localization in those countries is going to be very different.

**90% of Sweden**

**5% of Brazil**
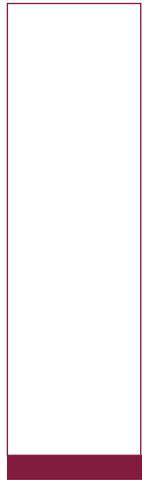
# 3

## Think 'Content Journeys'
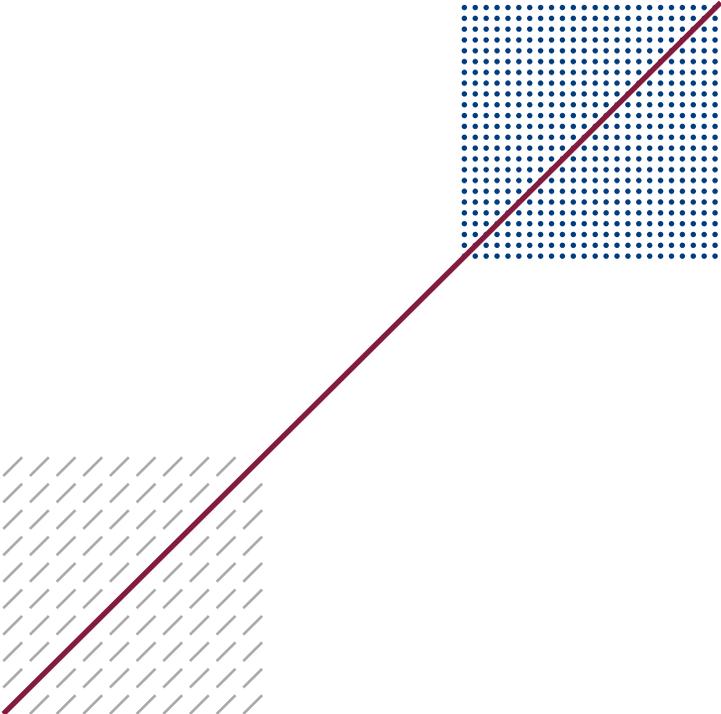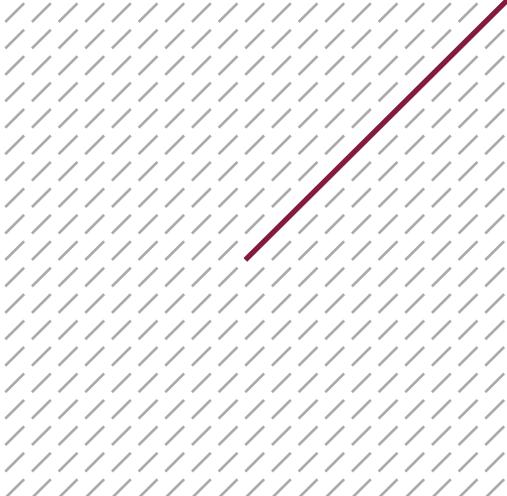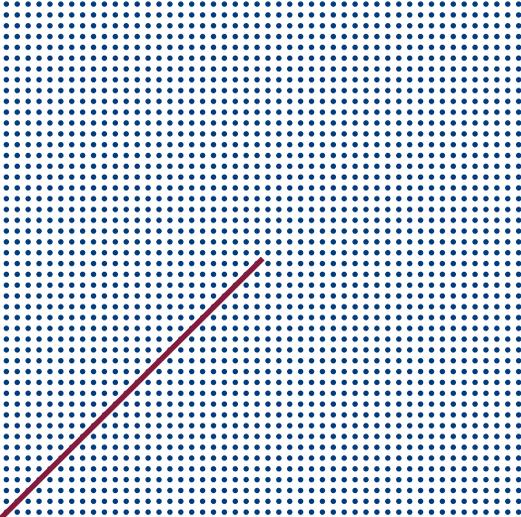
In the multichannel world, keeping brand consistency is a hard enough job in one language. In multilingual digital marketing, you have to work even harder.

**You have to:**

› **Determine the most common channels** your prospects will be using to interact with you.

› **Figure out your highest-priority journeys** based on those most likely to purchase.

› **Manage and mitigate the risk** of people dropping out of their journey because the experience has switched language.

4

Prioritize Your
Markets
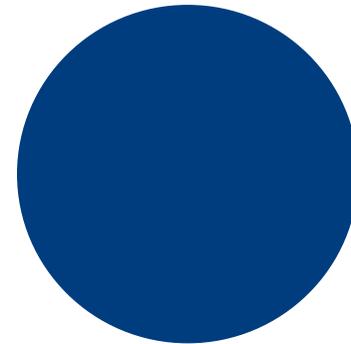
In a world of limitless budgets, you would localize every piece of content with equally high priority in every single market. But unless we missed something, that is not how the world works. Localization is strategic—so spend your budget strategically.

› **Determine your biggest foreign markets** in terms of revenue.

› **Determine which markets** represent the biggest opportunity.

› **Identify the level of localization complexity in each region** (e.g. cultural similarity, level of English-language penetration in the market).

› **Apportion your localization budget** based on where it is going to see the greatest returns—and get into the virtuous circle of tying past spend to future investment.

5

Think How Your
Customers Think
(and Search)

Multilingual marketing in the digital age is as much about being where your customers are as producing the right content. This means being savvy about multilingual SEO:

> **Find out what terms** your target consumers are using to talk about your industry.

> **Learn what tools** they use to search for information.

> **Optimize your content** for these terms.

> **Go beyond translation** to make sure your marketing concepts are adapted to suit the target market's culture.

# Did you know?

Germans drink their beer cold.
But Kenyans drink theirs warm.
If you sell beer, your website content
for your Berlin and Nairobi markets
has to reflect this.
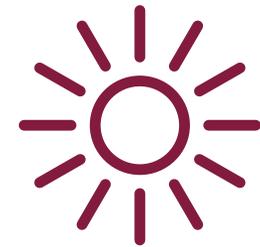
6

Localize Your
Social Strategy
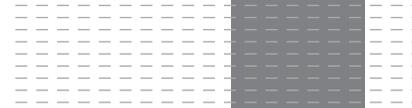
To amplify your localized content, you have to localize your social media to make sure you are serving up content that will resonate in the places it will be found.

**That means you have to:**

› **Find out what social media platforms are most popular** in each region and what platform is going to be most effective for your business.

› **Localize communications** so they are culturally appropriate and timely— understand local holidays, seasonal celebrations and religious traditions, as well as sporting and cultural events so your brand can join in.

› **Research the common social media behaviors** of local users so you can stay ahead of trending topics and work out what local market segments are talking about.

# 7

## Start Measuring,
## Keep Measuring
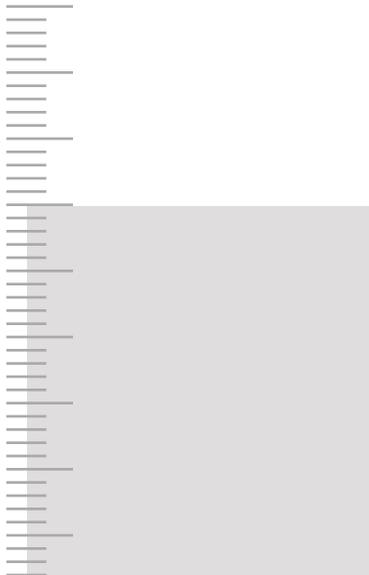
**Multilingual digital localization is an ongoing process that needs constant measurement so you know what is working and what is not.**

**Here is what to do:**

› **Measure the engagement rates of your content** in your original market (unique views, click-throughs, bounce rates, conversions, etc.) to establish benchmark levels.

› **Make sure you are collecting the equivalent metrics** in all your localized markets.

› **Compare the numbers** to make sure your translation or transcreation is delivering similar results: a significant drop in engagement points to a problem in your localization.

8

Pick the Right
Partners
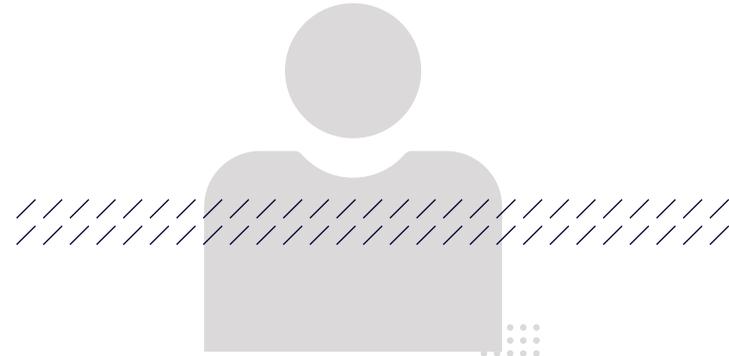
**Having the right partners for your localization efforts is vital. It is the difference between your multilingual marketing being revenue rocket-fuel or a constant drain on time, energy and budgets.**

**Here are a few tips for choosing wisely:**

› **Less is more:** consistency is king, so the fewer partners you have to work with, the better. Find one that can cover most if not all of your territories.

› **Older is wiser:** a mature localization partner with years of experience learning from mistakes is less likely to make those mistakes again.

› **Digital is the differentiator:** for your digital marketing to succeed, you need a localization partner that also thinks digital.

# We are RWS Moravia,
## the localization partner
## for digital complexity.

We work with some of the world's most ambitious businesses, building an agile localization workflow right into their content production processes, so their content is ready to make a real-time, multilingual, device-agnostic, personalized, omni-channel splash the moment they hit publish.

Let us do the same for you.

Get in touch.

Follow us

RWS
Moravia