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5 Ways to Increase Conversions in International & Multilingual Markets

Effectively engaging multilingual customers requires a thoughtful approach to content, site design and localization.

Introduction

Many companies use website traffic as a key metric for measuring business success, **particularly in international markets**. But traffic alone doesn't tell the full story. Depending on a business' goals, there are more important metrics to consider.

For instance:

- ▶ E-commerce sites live and die by conversion rates
- ▶ Lead-gen sites are sabotaged by high bounce rates

Is your website seeing traffic from the right multilingual and global markets, **but is failing to convert visitors into customers**? Here are five reasons why that might be happening, and a few ways to address them.



1. Load Times and UI

Poor website performance—especially long page load times and confusing user interfaces—are immediate turn-offs for multilingual users. These site visitors often have exacting UX expectations due to their unique in-market circumstances.

It's no secret that smartphone use has eclipsed desktop Internet use in established markets. Perhaps less known is the fact that, in many international markets, people often use smartphones as their *only* Internet-connected devices.

This means **speedy page-load times are more important than ever** for your global constituents. Here's why:

- ▶ Telecom infrastructures in some global markets are less robust than others
- ▶ Mobile bandwidth and data allowances vary widely between countries
- ▶ An example: Latin America is home to some of the slowest Internet connections in the world

If a market's bandwidth is slower than what's needed to effectively render your website, **visitors won't stick around**. The stakes are higher than you might think:

- ▶ Customer satisfaction decreases by 16% when customers wait 3 seconds for a page to load
- ▶ 40% of consumers abandon a site that takes more than 3 seconds to load
- ▶ Page abandonment exponentially increases with each passing second
- ▶ 80% of people won't buy from a site again if they were disappointed in a website's performance

What's the cure? Use design and development best practices, for both desktop and mobile experiences. A few pointers: eliminate website plugins, compress images and enabling browser caching.

Also work hard to keep **your site's user interface and layout simple**, and its navigation clear and easy to follow. Calls to action should be clear, not subtle. Seek an independent analytical perspective on your site by conducting heatmap studies to see where your visitors are most (and least) engaged by your on-site experience.

Making these tweaks can reduce bounce rates, increase time on-site, and improve conversions.



2. Ask Your Audience

While helpful, the quantitative data provided by Google Analytics, marketing automation platforms and other services aren't very good at providing meaningful insights into how you might address shortcomings in your online customer experience.

You need qualitative data for that sort of thing. A great way to collect this information is through customer surveys. Reach out to your international constituents—be they prospects, existing customers, employees or business partners. They'll share their concerns about your offerings or content.

As patterns emerge, act on the most consistent feedback.

3. Regarding Content

Businesses have long known that the key to creating relevant, resonant content is to know your audience, their worldviews and needs. But did you know that—**depending on where they live and what customs they practice**—your customers' worldviews and needs can vary in ways that impact the effectiveness of your buyer's journey and conversion funnel?

For instance:

- ▶ Online spending increases in traditionally Muslim countries during the holy month of Ramadan. These are ideal days to run in-market promotions or sales.
- ▶ Cinco de Mayo-related marketing rarely resonates among U.S. Hispanic customers. Native Mexicans don't widely celebrate this day, and Hispanics who hail from other Latin American countries don't celebrate it at all.
- ▶ If you serve China, incorporate Nov. 11 into your marketing calendar. Sales generated on Singles Day are often more than double what U.S. retailers see on Black Friday and Cyber Monday *combined*.

Catering to these unique in-market nuances can make the difference between losing a sale and closing it.

Discovering and understanding these worldviews (and the business opportunities they bring) requires an investment of effort, or partnering with a vendor—such as an agency or translation provider—that can help leverage cultural fluency in appropriate ways.

Beyond this localized approach, it's always safe to lean into video content. Webpages with videos can boost conversions by more than 80%.



4. The Importance of Language

A fast-loading, meticulously designed, content-rich website won't generate great business results if it's in a language customers can't read.

English is no longer the *lingua franca* of the Internet, if it ever was. These days, **customers in all markets expect to be engaged on their terms, in their preferred channels, in their preferred languages.**

Consider these use cases in which multilingual customers would be excluded from meaningful engagement:

- ▶ Localized answers to customer support questions can't be found on-site, which increases inbound phone and email support requests (which increases your operating costs)
- ▶ Brand awareness drives customers to your URL, but only a monolingual experience awaits them (which alienates them and increases bounce rates)
- ▶ A local distributor's site refers an interested user to your corporate site for more information, but the site isn't available in their language (which derails the buyer's journey)

- ▶ In-market sales and marketing teams engage local customers with localized assets, but your website remains untranslated (which also foils the customer experience)
- ▶ Critical touchpoints within the customer journey (such as account management, payment information, shipping/returns data and more) are inaccessible and ultimately ineffective

The solution: Work with a translation vendor that can localize your website, secure login areas (such as portals for customers, employees and business partners), and your omnichannel, multimedia and mobile content.



5. A Fully Translated CX

Unfortunately, not all translation vendors are created equal. Many can't localize online content with much accuracy or efficiency. The issue isn't one of translation—it's a matter of *technology*.

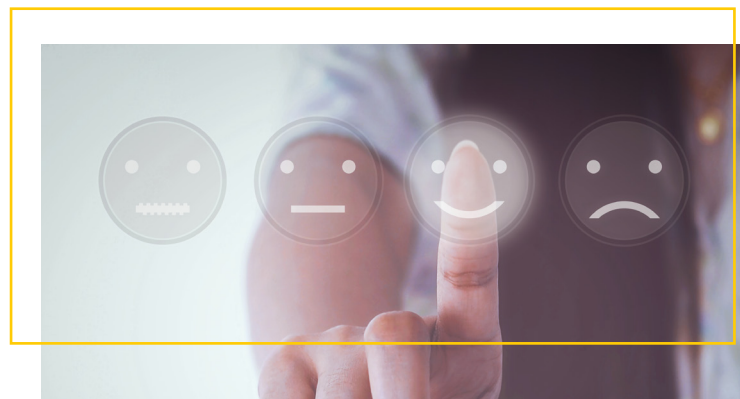
Most aspects of an online CX require **superior technology that can reliably parse digital experiences**, extract content in any format for linguists to translate, and seamlessly integrate the translated content into the localized site.

When vendors fail to fully separate a website's content from its code, an on-site "mixed language" results, which wrecks your CX:

- ▶ Not all on-page text is translated, making critical content unreadable
- ▶ Promotional graphics that include copy within the images remain untranslated
- ▶ Single-page applications may display only some localized content, or not function at all
- ▶ Important content for business partners, including service manuals and sales sheets, can't be used at all

Many of these important components are notoriously hard to parse and translate. The most complex components—such as single-page applications and dynamic content—present especially thorny challenges that most vendors can't solve.

You need a superior solution that can handle this technical minefield ... and, ideally, handles them without any effort required from you.



About MotionPoint

MotionPoint solves the operational complexity and cost of localizing web and digital content. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites and other digital content, optimizing the customer experience across all channels.

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