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## The Consequences of Not Localizing Your Digital Channels

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Discover cost-saving ways to engage international customers—and avoid sidelining your global expansion efforts.

## Introduction

As more companies pivot to serve customers in global markets, the value of website localization becomes abundantly clear. **Speaking to global customers in the languages they prefer can have a dramatically positive impact on sales and revenue.**

But when brands discover the costs associated with properly translating their websites and omnichannel content, they often look for budget-saving alternatives.

They usually opt for **localized splash pages or landing pages** to welcome global customers. Unfortunately, this approach doesn't deliver a satisfying customer experience—which often winds up costing companies more in the long run.



## The Problem with Splash and Landing Pages

It's a best practice to localize your website and other digital channels for customers in international markets. Global customers are more likely to convert with—and stay loyal to—brands that engage with them in the languages they prefer.

But limiting the scope of translations to splash pages or landing pages practically eliminates the positive impact it might have on international customers. Partially localized digital channels deliver a compromised user experience and put your brand at risk. Here's why.



### Risking brand credibility and alienating customers

Global customers often become very disappointed, very quickly, when they navigate from landing pages in their preferred languages to pages they can't understand—such as ones published in English. Unable to find what they're looking for, these visitors usually leave the site ... and they're less likely to return.

Failing to meet customer expectations can create long-term damage that is difficult to undo. High bounce rates and low

engagement metrics can negatively impact your ranking in search results, as can a lack of translated SEO keywords.

Poor discoverability and low organic traffic often contributes to stagnating revenue and protracted delays in meeting international business goals.

### **Undermining efforts of local marketing and sales teams**

Your website serves as a centralized hub of content that sales and marketing teams use to help educate buyers and close deals. But failing to localize this content can make it significantly harder for international teams to successfully do their jobs.

**To bridge this gap, many companies rely on in market employees—who are often professional sales people and marketing specialists, not linguists—to translate this content.**

Unfortunately, the resulting translations can be inconsistent in word choice and quality. Customers quickly notice these mistakes, which compromises your CX and brand credibility.

Placing the burden of translation on sales and marketing teams also distracts them from their core duties, which usually results in fewer closed deals and lost revenue.



### **Potentially going against local laws or industry regulations**

In some markets, and for many industries, providing content in the local language isn't just a best practice—it's required by law. You may be obligated to translate product descriptions, company information and other content. There are often legal consequences if you don't.



### **Creating gaps in customer support**

Your website is an educational resource for all stages of the buyer's journey—including after a prospect becomes a customer. Your website probably provides several ways to support your customers, such as product manuals, FAQs and secure login areas.

If you leave these assets untranslated, global customers will increasingly turn away from these self-service options and contact your customer service department for help. This can create significant organizational issues and additional costs for your business, as it increases the workload of your customer support staff.



## Losing opportunities to attract local partners

Translating your digital channels doesn't only make positive contributions to your buyer's journey. It also plays a critical role in attracting local partners, talent and distributors.

These international allies find your brand the same way customers do: through organic search, your website and omnichannel content. When this material isn't localized, it introduces challenges for business partners, distributors and resellers, since they cannot easily present your products or services to buyers. There are opportunity costs associated with this neglect.

Prospective employees are similarly affected. If regional job listings or company information isn't available in local languages, job seekers have very little incentive to apply.



## The Benefits of Localization with Larger Project Scope

If translated landing pages and microsites offer underwhelming experiences for international customers, what's a better alternative? **Localizing your content-rich origin website**—especially vital product and service information, and mission-critical conversion paths—is far more likely to increase traffic, customer engagement and in-market revenue. Other benefits include:

### 1 SUPPORTING SALES & MARKETING:

Translated webpages, product documentation and omnichannel content empower local sales teams as they promote the brand and close deals.

### 2 SEARCH ENGINE OPTIMIZATION:

Localized websites with SEO-rich content and keywords generate higher search rankings since their content matches what local customers are actually looking for.

### 3 LEAD GENERATION:

Localized conversion funnels seamlessly move visitors through the customer journey, transforming your multilingual sites into lead-gen tools for global markets.

**4 BUILDING CREDIBILITY:** Translating your digital presence illustrates your commitment to international markets, and demonstrates that your brand is serious about doing business there.

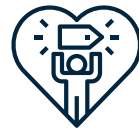
**5 REGULATORY COMPLIANCE:** Localizing your website can help your business meet the compliance and disclosure guidelines that are unique to each market, too.



## Deciding the Ideal Scope for Your Project

For effectively serving customers in global markets, many companies localize the full contents of their websites and omnichannel assets. But this may not be feasible or affordable for some companies. In these cases, organizations must prioritize the localization of their most strategic content.

The key to this exercise is identifying what content—published in which channels—best serves your global business goals. Here are several aspects of your digital CX that can benefit from localization:



### BRAND AWARENESS

Translating your corporate homepage and information about your brand's history, mission and leadership is critical. Also consider translating news, awards and other favorable reports. You can share this content on locally preferred social media platforms, too.



### INBOUND MARKETING

For companies with longer sales cycles that benefit from providing prospects with educational content, consider translating blog posts, product and service information, white papers, videos and case studies. Many of these assets can also be shared through social media and emails.



### LOCAL SALES SUPPORT

Translate webpages and other assets about products and services that sales reps will use most—including technical documentation, pricing, case studies and third-party product evaluations.



## TRANSACTIONS

It's critical to localize conversion funnels, including non-transactional funnels such as enrollment pages, newsletter opt-ins and requests for reports and e-books. For e-commerce funnels, be sure to translate the shopping cart and payment mechanisms.



## PARTNERSHIPS

Local distributors, resellers and other potential partners will want to read about your products and services, and about your partnership programs (benefits, rewards, enablement) in their preferred languages.



## HIRING

Attract local talent by posting job openings in local languages. Prospective employees will want to know about your company and your offerings at a high level. Consider localizing your corporate LinkedIn information, too.

## Localize to Meet Customer Expectations

Your project scope should also be determined by what content is most—and least—relevant to your international customers. For example, they may expect product descriptions in their languages, but not blog posts or press releases.

You may also want to exclude the translation of some product or service information if you do not offer your full portfolio to international markets.

Also, prioritize omnichannel content for your audience's preferred channels, such as mobile, social media, emails, virtual malls and other applicable third-party sites.

## Use Industry-Leading Translation Technology

The best way to limit your translation spend is to use a modern translation solution built specifically to localize the digital customer experience.

The best localization partners use purpose-built scoping technology and algorithms that quickly and accurately evaluate the scope of your translation project.

Features of superior technology include:

- ▶ Accurately detecting all translatable content, including text, multimedia and content from third-party platforms
- ▶ Customization to include or exclude any URLs or related paths, or even sections within a page
- ▶ Detection of repeated content that only needs to be translated once, and automatic reuse of the translated phrase every time it appears

A translation vendor that specializes in digital channels can also help you plan your localization strategy. Look for a solution that offers technologies and processes built to optimize your translation spend and maximize your global customer engagement.

## Conclusion

Ideally, every website serving international buyers should offer fully translated content and functionality. But in reality, many organizations must make compromises to accommodate budget constraints.

Avoid harming your brand image by opting for a splash page or microsite that generates virtually no customer engagement. Instead, partner with a leading website translation vendor that can help you make smart choices about optimizing your translation spend to meet business and customer needs.



## Other Cost-Saving Best Practices

In addition to helping you define your translation scope, here are other ways great vendors can help reduce the cost of translating digital content:

- ▶ Make sure your translation provider uses **advanced proxy-based technology** and provides all-inclusive hosting, project management and IT solutions. These features eliminate nearly all the effort—and the extra costs—associated with translating, deploying and operating a multilingual website.
- ▶ Partner with a translation provider that supports **omnichannel localization**. The best solutions allow you to repurpose your existing translated content for social media posts, marketing emails, printed catalogues and brochures and other media— instantly, and at no additional cost.
- ▶ Great vendors offer **flexible, cost-saving translation options**. For example, they can localize high-trafficked, nuanced content with professional human linguists, and use budget-friendly machine translation for high volumes of less brand-sensitive content, such as catalogues or product descriptions.

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