



motionpoint

The Future of Global Marketing

Evaluating Global Marketing Trends

Learn about the latest global marketing trends and how website localization, translation, and other tactics can be leveraged to effectively engage a global audience for business success.

Introduction

Global marketing is the process of how a business creates, organizes, positions, and advertises its products and services on a worldwide scale. For years, large corporations have used global marketing to support operations in countries they've physically operated in. Now, websites, social media platforms, and other online tools allow businesses of all sizes to participate in global marketing strategies and achieve sustainable global growth.

The internet is a truly global medium. According to research, less than 27 percent of web users speak English, and more than half of Google searches are done in languages other than English. In addition, 76% of internet users prefer to read product information in their native language, and 75% of consumers are more likely to repurchase the same brand if the after-sales care is in their native language. Therefore, connecting your product to a global audience is critical in a modern business success story. This ebook discusses emerging

global marketing trends that are integral parts of thoughtful and effective marketing campaigns to grow your business across the digital landscape and offer customers a positive journey that leads them back to your brand.

When a global marketing strategy is implemented correctly, it can have incredible benefits. This includes new revenue opportunities; increased brand awareness, reputation, and trust; and the ability to help refine and improve on products or services through customer interactions.

The Advantages of Reaching a Global Audience

Millions of people outside of the U.S. possess a robust online presence with proven buying power. This makes targeting a global audience a natural next step in expanding your business. Reaching an international audience offers the potential for a positive ROI and strong brand awareness - especially when you can target the right people in the right places.



Why target a global audience? First, global access reaches many more customers, increasing revenue and overall market shares. Taking your business global also allows you to diversify markets, so revenue sources are more stable: even if the domestic activity is slow, your global market presence will make up the difference.

Although most content on the internet is in English, many users don't speak or read the language. About 40% of internet users won't buy from websites that aren't in their native language. Reaching a global audience means meeting potential customers where they are, both regionally and culturally. Fortunately, several emerging global trends help you make inroads towards international business success.

Although most content on the internet is in English, many users don't speak or read the language. About 40% of internet users won't buy from websites that aren't in their native language.

Localized Websites and International SEO

Reaching global customers isn't possible without creating a global website to support your business. Ensuring your website content is localized is an essential step for your business to "speak" to a global audience. After all, more than half of all Google searches are in languages other than English! There are millions of people looking for products and services in many languages. In fact, research has shown that 87% of customers would not buy from an English-only website. This presents a massive opportunity for growth.

Localization has emerged as an essential component of market expansion. The more your business expands globally, the greater the need to develop websites and brands on a localized level, and the more people will be attracted to your business. International growth means you also need to prepare for international SEO. International SEO should extend any content marketing strategy for an international audience. Placing your website prominently in global search engines can put your brand in front of many eyes, giving you a competitive edge that sets your brand apart.



The Increasing Utility of Artificial Intelligence

Global marketing is a targeted effort to reach people in every corner of the world, and Artificial Intelligence (AI) is a method of leveraging intelligence technologies to impact marketing efforts. In marketing, AI is used where speed is essential. The utilization of AI directly impacts global markets, including content translation for effective localization. AI technology can include content writing, audience segmentation, enhanced advertising capabilities, chatbots, and customer service capabilities.

AI goes hand-in-hand with localization and the need for comprehensive translation.

AI also has a vital role in translation - specifically, Neural Machine Translation (NMT). NMT uses AI to automatically translate content from one language to another without human input. NMT essentially “learns” new languages and applies that knowledge to produce translated content accurately. It also localizes large amounts of content, with neural networks working with large datasets, requiring little supervision. This is crucial when translating web content that constantly needs updating to ensure businesses reach their target audience promptly.

Purpose, Inclusivity, and Impactfulness: The Rise of Gen Z

Who are all of these marketing efforts going to, then? The needs and expectations of the next generation of consumers have constantly challenged the status quo and shown the way for innovation. Right now, that generation is Gen Z, the youngest generation of consumers representing over \$140 billion of spending power. Gen Z is true “digital natives” who have had access to the world through smartphones, almost since birth. Gen Z is now the world’s largest population cohort, with 2.5 billion people, about a third of the global population.



You won't find Gen Z on traditional marketing channels. According to research, about 54% of Gen Z shoppers in the U.S. feel that social platforms like Snapchat and TikTok are better for finding out about new products than online searches, while 50% of global Gen Z buyers feel the same. For companies, the focus on Gen Z involves reworking marketing efforts to appeal to a customer base that is more diverse than any other generation and grew up with social media as their research guides.

Gen Z holds brands to high standards and expect the brands they support to have high Corporate Social Responsibility (CSR). Today's consumers expect their brands to take a stand on at least some topics. According to research, 57% of consumers are more loyal to brands that commit to addressing social inequities in their actions. Specifically, 63% of Gen-Zers are more likely to purchase from brands that support important causes, and 71% think brands have the responsibility to give back to society. These statistics should all come into play when developing a marketing strategy for Gen Z, especially using innovative social media and website content. Businesses must understand the culture of Gen Z, then "talk the talk" as they communicate their brand to this young group of people.

Omnichannel Marketing and Customer Experience

Another crucial global marketing trend is omnichannel marketing: a seamless integration of branding, messaging, and online and offline touchpoints for consumers as they move down the sales funnel. The ultimate goal of omnichannel marketing is to create a positive customer experience fully supported by the brand.

Today's consumers expect their brands to take a stand on at least some topics. According to research, 57% of consumers are more loyal to brands that commit to addressing social inequities in their actions. Specifically, 63% of Gen-Zers are more likely to purchase from brands that support important causes.

Omnichannel support in today's business landscape is no longer an add-on - it's become a necessary part of business communications and marketing. Meeting customers where they are is something they now expect. Research shows that 80% of consumers use social media to engage with brands and 73% shop on more than one channel. In fact, according to one study, shoppers spent an average of 4% more on every shopping occasion in the store

and 10% more online than single-channel customers. A well-organized omnichannel marketing strategy contains consistent messaging, visuals, and positioning statements across channels, platforms, and devices, to drive customers to their brand and keep them coming back.

In addition, customers will be happier in the long term if they feel supported by customer service. Companies with omnichannel customer engagement strategies retain an average of 89% of their customers, compared to just 33% for companies without omnichannel customer engagement strategies. Translation and localization are both important parts of the omnichannel experience. Accurately translated websites, communicating chatbots, and the streamlined transfer of desktop to mobile consumer experience all play a role in engaging - and keeping - customers.

Privacy and Data Protection

Global marketing trends are dependent on customers, and the demand for privacy and data protection are hot topics. The abundance of data breaches and controversies involving tech giants show how modern technology can erode privacy. In response, laws have been established to regulate how companies and organizations

handle users' data. One example is the creation of the General Data Protection Regulation (GDPR), the European Union's landmark privacy law that went into effect in 2018. The GDPR attempts to put the individual back in control of their personal data, which means marketers need to work harder to access and use it.

Major global sites are also making changes to give privacy back to consumers. Recent concerns led to stricter privacy regulations and decisions by major tech companies, such as Google and Facebook, to discontinue their support of third-party cookies, which track users' activity as they browse the internet. In addition, as part of an iOS 14 update, Apple now allows users to block the Identifier for Advertisers (IDFA), effectively cutting targeted advertising on iPhones and other mobile devices.

Marketers are guardians of a business's brand image. Ignoring privacy concerns by choice or necessity could negatively impact brand value. Studies have found that misusing user data can have dire consequences for organizations. About 8 out of 10 customers report that they're willing to abandon a brand if their data is used without their knowledge. Therefore, exploring effective marketing analytics is essential to learn about - and from - your customers in a purposeful way.

New Technology: AR, VR, and Metaverse Marketing

Marketing strategies come in all shapes and sizes, and they have a common thread – the need to grab attention and offer people something they’ve never experienced before. Technology such as augmented reality (AR), virtual reality (VR), and metaverse marketing help create content used in marketing campaigns and deliver exciting experiences to target audiences. Virtual channels allow for a more global audience and mean the way you’re marketing on these channels needs to appeal to that broader global audience.

Augmented reality (AR) helps forward-looking retailers and brands offer consumers customized experiences that drive growth, often through a mobile device. Prospective customers using AR can experience augmented shopping experiences, such as “trying on” makeup or clothing. Or, with a smartphone AR app, consumers can screen what prices might be on sale or what

buying combinations might make sense. AR supports localization by allowing anyone anywhere around the world to sample your product in the palm of their hand.

Virtual reality (VR) is also changing marketing possibilities. With VR, potential customers can imagine themselves driving the car, being a part of the event, or having access to a new experience. This ensures that customers can have a more personalized relationship with a brand. Successful VR campaigns increase user engagement by offering consumers more opportunities to interact with content.

The Metaverse has been described as virtual universes that merge reality and the virtual world. **Metaverse marketing**, therefore, blends virtual and augmented reality systems. As a customer spends time observing or trying items on in the metaverse, marketers gain real-time information about their preferences and can determine exactly how long they interact with products or entire companies. The Metaverse landscape always has the potential to change and grow, and businesses can take advantage of the vibrant landscape to market to potential customers from all over the globe.



Stay Ahead of the Global Marketing Trends

Global marketing trends are constantly shifting and evolving. Therefore, it's essential to closely evaluate all of your marketing tactics for localization and translation, including websites, search engine results, social media, and advertising. Combining business assets with influential marketing trends is crucial for a growing business. MotionPoint is equipped to handle all of your translation and localization needs, stay ahead of trends and keep your business expanding with your customers' needs.

Conclusion

Global marketing trends are heading in exciting directions for businesses looking to expand their horizons, customer engagement, and ROI. The future of global marketing means trying a variety of trends that encompass the technological, psychological, and tactical ways to develop a successful global business strategy, including:

- ✓ Importance of website localization
- ✓ Significance of international SEO
- ✓ Buying habits and power of Generation Z
- ✓ Omnichannel marketing and its relationship to customer service
- ✓ Evolution of privacy and data protection
- ✓ Advantageous technologies such as AI, Augmented Reality, Virtual Reality, and Metaverse marketing

MotionPoint understands how trends set the tone for business development and strategy. Contact us if you'd like more information about how you can utilize global marketing trends to bring your business to life globally.



motionpoint

MotionPoint Corporation

info@motionpoint.com

www.motionpoint.com