

# Understanding Why Companies Should Translate Omnichannel Content



When organizations expand to serve customers in online global markets, most will need to localize content beyond their corporate websites. Here's a closer look at why translating omnichannel assets has become more important than ever.

## 1 Digital and Printed Documents

These are often manuals, brochures and other documents typically available as PDF files.

### Why Translate Your Offline Documents?

- ✓ Meets customer expectations for support material in their preferred languages
- ✓ Builds brand credibility and customer goodwill
- ✓ Creates valuable resources for on-the-ground sales reps



## 2 Email Newsletters

These are usually marketing emails that contain product announcements, tips and other informational content, and promotions.

### Why Translate Your Newsletters?

- ✓ Generates customer interest and engagement in global markets
- ✓ Keeps your brand relevant and credible for new international customers
- ✓ Returning customers can **boost revenue by nearly 25%**



## 3 Interactive Kiosks or Online Portals

Electronic kiosks are in-store computer terminals that provide information to customers. Portals provide similar functionality to online customers.

### Why Translate Your Kiosk or Portal?

- ✓ Immersive in-language experiences deliver positive customer experiences
- ✓ Enhances customer satisfaction
- ✓ Generates customer loyalty
- ✓ Ensures legal compliance (For instance, many healthcare organizations are required by law to provide translated documents)

## 4 Mobile Apps

Great smartphone applications provide stellar digital experiences, on par with desktop websites.

### Why Translate Your Mobile Apps?

- ✓ Enhances app discoverability among multilingual app store users
- ✓ Increases brand visibility, in relation to specific keyword searches in app stores

## 5 Social Media

These virtual communities now make a significant contribution to how customers around the world communicate, research and make purchases.

### Why Translate Your Social Media?

- ✓ Increases global discoverability; only half of all tweets are in English
- ✓ Captures attention in growth markets' preferred languages
- ✓ For instance: The number of Facebook English users recently grew by 70%. The number of Portuguese **users grew by over 800%**
- ✓ The second-fastest growing language on Facebook is Arabic, followed by German
- ✓ Boosts product and brand sharing: Twitter users are more likely to retweet and mention tweets in their preferred language



## 6 Content Feeds (XML/JSON/CSV)

These are often product lists that can be displayed, advertised or compared in a unique way. XML, JSON and CSV is also used to create automatic sponsored links campaigns, or retargeting advertisements.

### Why Translate Your Content Feeds?

- ✓ Delivers a branded in-language user experience, even beyond your website
- ✓ Ensures all on-site content, such as products, are properly translated
- ✓ Fully translated digital experiences generate brand credibility

## 7 Multimedia

These assets are often a combination of text, audio, images, animations, video and interactive content.

### Why Translate Your Multimedia Content?

- ✓ **59% of executives say they prefer video** to text
- ✓ Videos are over 50x more likely to show up the first page of a Google search than text
- ✓ Retail website visitors who watch videos stay on site **2 minutes longer and are 64% more likely to buy**