



motionpoint

# Speaking the Language of Your Customers In Every Channel

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When serving global markets, it's critical to localize content beyond your website.

## Introduction

In today's globally-connected marketplace, most brands already understand—and even champion—the importance of translating their websites for international customers.

But even the largest, most successful companies make the mistake of focusing only on their websites ... while ignoring the importance of localizing content across other marketing channels.



Engaging your international customers online means more than just translating your website. You need a truly omnichannel approach that embraces the language, culture and character of your customers.

## The Customer Journey Is More Than a Homepage

More than ever, global customers use social media, mobile apps, search engines, email marketing and digitized content to learn about your company, products and services.

That means an international customer's experience doesn't end with a translated website. In fact, a visit to your homepage is usually just the beginning of their experience with your brand.

Global customers have rewritten the rules on how they interact with the brands they know and love. Here are a few reasons to localize your omnichannel content:

- ▶ **Mobile-first customers are becoming more common.**

In some parts of the world, desktop and laptop use still drives customer relationships. But customers in most markets have become mobile-first, or mobile-dominant. To reach these people the right way, you need content that's translated and optimized for mobile consumption.

- ▶ **Social media platforms vary from market to market in terms of presence and influence.**

American-based businesses know that Facebook dominates the U.S. social media space. But the situation can be vastly different in international markets, where regional platforms are often preferred or even required. You'll need to be able to deploy your translated content to any international social network, anytime, without missing a beat.

- ▶ **Search engine results can vary widely in global markets.**

There are regional preferences for search engines, too. Google dominates in much of the world, but not so in China, which favors Baidu. Russia prefers Yandex. To optimize your translated content for international search engines, it should include preferred keywords and metadata elements for each market.

► **Multimedia continues to dominate content consumption.**

It's not just text that gets people's attention. Increasingly, high-performing and engaging content includes video, email, photos and downloadable assets like e-books and white papers. While you may be investing a lot of money creating this kind of content for your primary market, your customers are missing out if you aren't offering them multimedia content in the languages they use and prefer.

► **Offline documentation is still critical.**

Despite the popularity of the web, customers still rely on offline documents, such as owners manuals. Signage, product descriptions, sales brochures, research papers and any other offline marketing materials should also be part of a comprehensive translation plan to support the customer journey—and your sales teams—every step of the way.

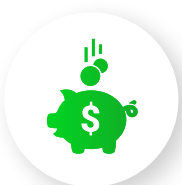
## The MotionPoint Advantage for Seamless Omnichannel Translation

MotionPoint localizes your multimedia content, social media messaging, offline and online documents—in every medium and channel you use—with culturally relevant language. And supporting a complete, authentic user experience in your customers' preferred language is easy with MotionPoint's fully turn-key proxy approach.



### **BRAND CONSISTENCY ACROSS CHANNELS**

We'll work with you to create glossaries and style guides that ensure your brand's unique voice is translated accurately and authentically. Your brand experience will always resonate across all channels, with every audience.



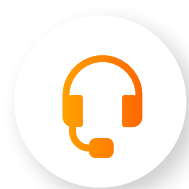
### **BUDGET FRIENDLY**

MotionPoint employs a "translate once, pay once, use anywhere" approach to translation. We can reuse your previously-translated content on any channel you choose, without added expense. And our fully turn-key solution eliminates the need to add tasks to your company's in-house teams, which saves on personnel costs.



### **PLATFORM AGNOSTIC**

MotionPoint's proxy technology works seamlessly and independently of your company's existing CMS, and any other platform where your content might be stored. Change website platforms, switch shopping cart providers or swap email solutions. MotionPoint can keep translating your content, seamlessly.



## FULL OMNICHANNEL SUPPORT

Unlike other translation solutions, MotionPoint is equipped to handle all of your content translation, which eliminates the additional costs of hiring multiple vendors. Our experienced translators and technology experts can handle content in any medium—from text to images, video captions and more—including single-page applications and content loaded from third-party services. This includes online shopping carts, payment solutions, product inventory management systems (PIMs) and more.

## Conclusion

Today's customers don't encounter your brand exclusively on your website. They're looking for you across the digital landscape, in their language—and they're looking for a consistent, superior experience.

Take the next step in your global marketing strategy, and see how MotionPoint can help you create a truly powerful customer experience in any language, in any channel, today.

## About MotionPoint

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

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

