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## The Secret Ingredient for **Global Marketing Success**

Learn how your company can build global brand awareness and credibility through cultural fluency.

## Introduction

All companies face unique challenges as they expand into global markets online—but **their marketing teams usually feel the most pressure**. You must build awareness, credibility and trust among new international customers.

The best way to achieve this is by publishing websites in their preferred languages.

But that's not easy when your marketing team lacks the kind of **authoritative linguistic and cultural knowledge** needed to communicate with customers in authentic ways.

What's the solution? You need more than mere website translation and a “one-size-fits-all” marketing approach. *You need cultural fluency.*

## Custom Content for Global Markets

Cultural fluency is a **deep knowledge of a market's cultural identity**, how it communicates, and how that unique perspective impacts customer expectations.

When companies can “talk” and “sell” like a local—often by illustrating a familiarity with locally-preferred **lingo, customs, holidays and buying preferences**—they generate more goodwill and engagement among local customers.

You probably already do this for customers in your domestic market. In fact, those customers practically expect it.



### Acknowledging Local Holidays

Companies that leverage these customizations **can see big results**. Take a furniture manufacturer-retailer that partnered with a leading website translation vendor to launch an Arabic-language website for the Moroccan market.

The partners soon identified a local promotional opportunity: the Islamic holiday of Eid al-Adha. They created an **authentic message tied to the holiday**, and prompted customers to register to receive company information and special offers.

This timely, local-friendly move generated nearly **25% more conversions** than average.

Your global customers like it, too.

Consider the impact of showcasing your company's knowledge of a local holiday or custom in a global market, and tying that cultural fluency to a promotion or sale.

It's win-win. **It's good for your brand**—you're not phoning in your efforts to serve local markets. **It's good for your customers**—they notice that, and are far more likely to engage.

## Locally-Preferred Translations

Companies can also showcase their cultural fluency through *localization*. This form of translation **goes beyond the linguistic word-for-word conversion** of conventional translation. It instead uses locally-preferred words and phrases.

Localizations get consumers to lean in. They slyly convey your familiarity with how local customers speak, which **helps build credibility and trust**.

This **localized content** can make a big difference. One organization used this approach to customize its Spanish-language website user experience. A month later, the site's impressions had **grown by nearly 75%**.



### The Importance of Transliteration

In some markets, companies must localize the very name of their brand or company to ensure customer understanding, and obey local regulations.

This process is best known as *brand transliteration*. It's quite common in markets that do not feature Latin-based alphabets.

Most companies' transliteration efforts usually aspire to capture a phonetic similarity to their Western brand names. But great transliteration also artfully considers a language's individual written characters and the positive qualities they may evoke for readers.



## The Value of Multilingual Multichannel

Your website will always be a critical digital marketing channel, but it's by no means the only one.

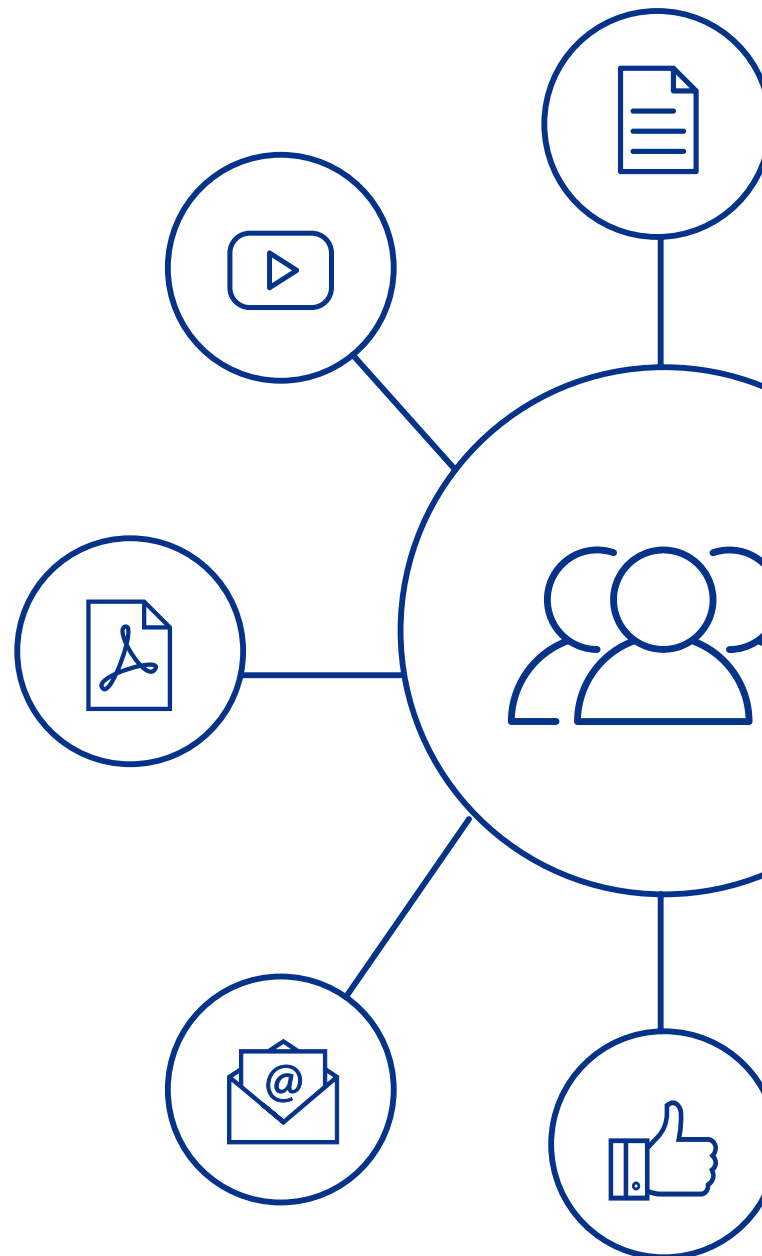
The need to distribute relevant messaging across many digital channels is more important than ever.

Translating social media posts, and repurposing previously translated content across multiple channels, are cost-effective ways to **quickly create and maintain brand awareness** in any market.

Along with social media, companies usually own a wealth of valuable material such as **YouTube videos, PDFs of product information and manuals, PPC ads and more**. These can all be localized to reach global customers in their preferred digital communities, too.

Ideally, your mobile-centric content—from smartphone apps to the mobile version of your website—should also be translated. Adoption rates for mobile devices, particularly in emerging markets, continues to skyrocket. Localizing this content for the customer journey in international markets is more important than ever.

The best translation solutions make **multichannel translation worry-free** by using localized brand glossaries and style guides to ensure a consistent brand voice. They optimize the translations for the appropriate audience and channel. And they have designers who can create images, videos, apps and documents that have the same look, feel and quality as the source material.



## International SEO

You can leverage your website's cultural fluency in other key ways, such as **increasing organic traffic, engaging customers and boosting conversions** through regional SEO. This is best accomplished through leveraging keyword research, understanding user intent and localizing metadata.

### Keyword Research

Keyword research focuses on **the actual words and phrases** that global customers use when searching for your services or products.

**This is different than using translations that are grammatically or linguistically perfect.** Those translations might be “spiritually identical” to the text on your origin website, but they won't generate the kind of inbound traffic the way SEO-optimized translations will.

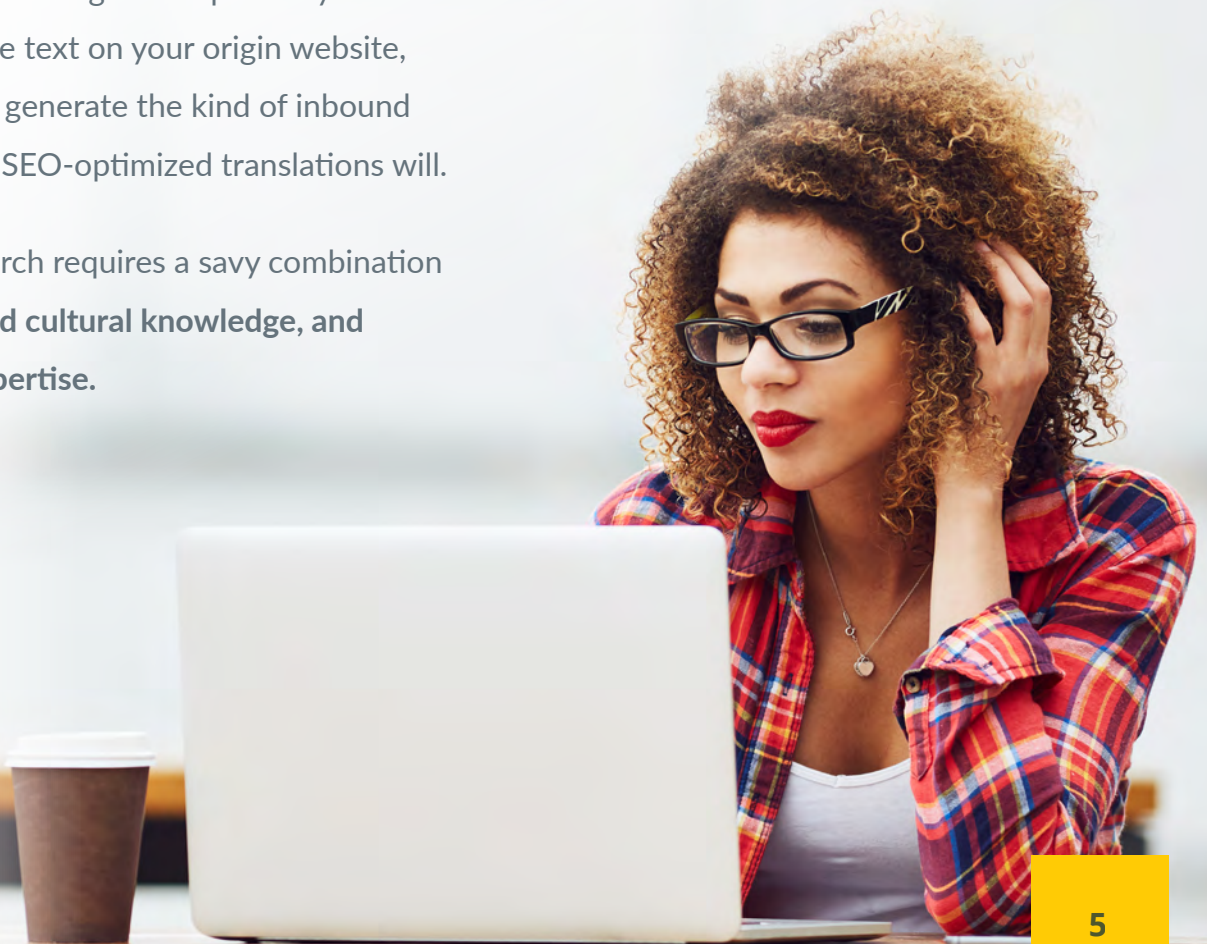
Keyword research requires a savvy combination of **linguistic and cultural knowledge, and global SEO expertise.**

## User Intent

Understanding user intent goes beyond website searches. It requires getting inside the minds of your customers—**identifying what they're trying to learn, achieve or possess**—and helping them easily reach those goals through your website.

This demands **an authoritative fluency in the behaviors of global customers**, and how they differ from market to market.

Determining user intent often requires the help of agencies that have this exhaustive knowledge, and can apply it in useful, actionable ways that boost traffic and engagement for your website.



## Localized Metadata

Your website has important content called metadata that customers don't pay attention to, but search engines love. These **SEO-rich elements work behind the scenes** to improve search visibility, enhance on-site customer experience and grow referral traffic from social media.

Leaving these webpage titles and descriptions untranslated can hurt your organic traffic. And **your brand integrity can suffer** if you don't translate social media metadata, such as Twitter Card and Open Graph content.

Untranslated social content can **lead to serious brand/customer disconnects**. For instance, loyal customers might use your Latin American website's "Share to Facebook" functionality to share your product information with their friends. But if that content isn't translated, that shared post would appear in English, not Spanish. That's an amateur-hour mistake **that clobbers your brand credibility**.

## Conclusion

Organizations that understand how their global customers think and shop can generate big gains. As your business eyes new international markets, it's important to select a website translation partner **that's fluent in far more than languages**.

## 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.



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