

The background image shows a person's hands interacting with a laptop. Overlaid on the image are several circular icons representing digital concepts: a smartphone, a tablet, a cross, an envelope, a location pin, a magnifying glass with 'www.', an '@' symbol, a padlock, and a group of people. The scene is set in a bright, modern office environment.

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The Business Impact of **Translating Your Digital Channels**

How to create a localized customer experience that drives business results.

Introduction

Most companies operating in today's hyper-digital world aren't just competing on product or even price. **They're competing on customer experience.** This is especially true for international companies. Creating a cohesive experience for customers—no matter where they're based in the world—is one of the most powerful ways to generate trust, loyalty and value beyond products and services.

To get that done, organizations must invest in localizing the digital channels that their customers use most, including:



Website content



Email



Campaign assets



Social media

By delivering critical content in the language your customers use, you can create the kind of engaging, personalized buyer journey that can differentiate your brand from in-market competitors.

The Upside of Localizing the Customer Journey

At some point, many global businesses realize that translated content is not just a nice-to-have for their marketing programs.

Localized material is essential for conducting international business.

But today's integrated, omnichannel approach to building a compelling customer journey means that buyers require several touchpoints in different channels—and all require individual consideration so each experience feels cohesive and purposeful. Let's take a look at some of the most essential channels to localize.

1 WEBSITE

Your brand's website is an important home base in today's digital marketplace, and is often the first place customers visit to learn more about your offerings.

This means your site's most important content, from text to multimedia, should be localized to reflect the cultural needs and nuances for your global audiences.

Website discoverability is important, too. Translating your site's SEO-rich metadata will increase your brand's rank and relevance in local search engine results, which ensures new customers can find you more easily.



2 MOBILE

With [over 60% of the world's population using their mobile devices to go online](#), providing your mobile app in multiple languages—and ensuring that SMS communications can be delivered in the relevant languages—can go a long way to engender the trust and engagement of local customers. It also conveys how much you value their business.

Localizing your application will also improve its discoverability in international app stores, which leads to higher downloads and adoption.

3 VIDEO

Video remains the most powerful and engaging media format on the web. [YouTube's 1 billion users alone](#) represent nearly a third of the entire Internet's user base.

Whether you have a YouTube channel for your brand, host videos on your site or share them on social media, you'll want to make them available in multiple languages. This could be the video content itself, or professionally translated subtitles and captions.

High quality, in-language video content can increase your global audience reach, enhance international SEO and encourage engagement and interaction from your valued global viewers.

4 SOCIAL MEDIA

Social channels are key outposts for customers to discover and engage with your brand. They're also incredibly diverse: [85% of Facebook's daily active users live outside the U.S. or Canada](#), and [80% of Twitter's users](#) aren't American.

Localized social content captures the attention of global users and encourages behaviors like sharing and commenting among international audiences—far more than untranslated content does. This content is also more likely to appear when customers conduct in-network searches, or ask their friends for recommendations.

5 DIGITAL DOCUMENTS

Sometimes, the easiest way to convey critical information is through a digital document that customers can download and review offline. Product brochures, instruction manuals, catalogs and resource materials are often delivered this way, and they're key components of great customer service.

Making these documents available in your customers' preferred languages can help them get accurate information that also reflects any subtleties or local details that are especially relevant in their market. This content can help your sales teams, too, by empowering them with localized resources to propel international prospects through the buyer's journey.

6 IN-STORE KIOSKS & DISPLAYS

For brick-and-mortar businesses, engaging customers in the midst of their in-store shopping experiences can be a significant challenge. Many companies find success by providing in-store kiosks or digital displays to deliver self-serve support and information to customers.

But every customer wants to consume this content in the language they speak. Providing localized in-store kiosk experiences helps brand-new customers feel seen and valued, and gives longtime customers the personalized support they need.

7 EMAIL MARKETING

Leading brands today know that a significant amount of marketing power is housed in their email lists. This one-to-one personalized communication channel can be an essential way to reach prospects and customers.

Translating this content presents opportunities to deliver localized promotions, offers and campaigns that are unique to your global markets. And adding a personal touch can keep your email campaigns whitelisted, out of junk folders and driving results for your international marketing programs.

8 SECURE CUSTOMER SUPPORT PORTALS

As many as [70% of buying experiences](#) are based on how customers feel they're treated. And that's never more pivotal—and obvious—than when a customer needs information or support.

While many companies have invested in translating the content for their market-facing websites, far too few have extended that investment to the secure support portals they use for engaging with people who are already customers.

Whether it's a login or account screen, a resource center for FAQs or contact information for local customer service channels, it's important to translate this content. Not only will customers find the information they need more quickly, but they'll know that your brand is committed to making their experience with you as pleasant and frictionless as possible.

9 PARTNER & DISTRIBUTOR RESOURCES

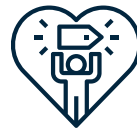
Many organizations depend heavily on international partners and distributors to help them sell to new markets. Translating content for these allies—whether it's providing localized assets through online portals or helping them populate their sites with relevant content—can:

- ✓ Make their jobs easier
- ✓ Quickly educate them on your offerings
- ✓ Drastically decrease time-to-market
- ✓ Accelerate engaging and serving new customers

New prospective customers will also notice the continuity between your domestic-market content and their experience with global partners. This creates equity and trust that fuels meaningful business relationships.



The Upside of Localizing the Customer Journey



Brand Reputation

Communicating to your customers that you value their

business means ensuring that they can do business their way, in their languages. Providing well-translated content can set you apart in a crowded industry.



Professionalism & Productivity

Continually redirecting internal resources to translate brand

content means those team members aren't focused on their jobs ... or your customers. Keeping teams focused on their primary responsibilities is imperative—as is ensuring that your translations are crafted by experts who know the market, the language, and local cultural nuances.



Competitive Advantage

Translated omnichannel content helps ensure new customers

can find you in organic search and in the digital communities they value. When the market is moving fast, the investment in a localized CX can make the difference between leading and playing catch-up with competitors.



Compliance

Many markets and industries mandate that certain content be made available in multiple languages. For example, businesses that sell products in the Canadian province of Quebec are required to create French versions of their websites. In some U.S. states, healthcare regulations insist on the availability of translated content, too.



Opportunity Cost

Providing a subpar customer experience can hit you where it matters most: the bottom line. Underdeveloped marketing programs that don't fully speak to local markets in their own languages can erode trust, slow down sales and damage the brand equity you've worked so hard to build.

The Action Plan To Stay Ahead

Providing a localized, immersive CX for global customers is possible—and well within your reach. The key is finding a trustworthy, experienced vendor that understands how to build localized website and omnichannel experiences across international markets.

The best ones have both the linguistic expertise and the technical know-how to help you build an integrated digital ecosystem in the languages your customers want to use. And depending on the scope of your needs—which a good partner can also help you define—there are different approaches to getting the job done.



Conclusion

Today's international customers expect to transact in a way that's simple, easy and personalized for them. Translating your content ecosystem communicates that you value their culture as well as their business.

Choosing a digital-content translation solution with the right combination of expertise, technology and in-market knowledge can help deliver an omnichannel experience that sets your brand apart, hones your competitive edge, and delivers value to the customers who'll fuel your company's growth for the long-term.

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