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When Translation Becomes Distraction

Learn how website localization tasks can waste in-country marketing resources—and what to do about it.

Introduction

Most companies recognize the value of translating their websites and marketing content for global customers. But they rarely realize that the common practice of using in-country marketing managers to translate this content is often **inefficient, risky and ultimately costly**.

Asking your marketing professionals to translate content, or even manage a third-party translation service:

- ✗ Distracts them from their core duties
- ✗ Wastes their time and skills
- ✗ May compromise content quality
- ✗ May create regulatory noncompliance issues

More important, it dilutes the value of your professional marketing staff, whose talents are urgently needed to establish and grow the business in the new market.

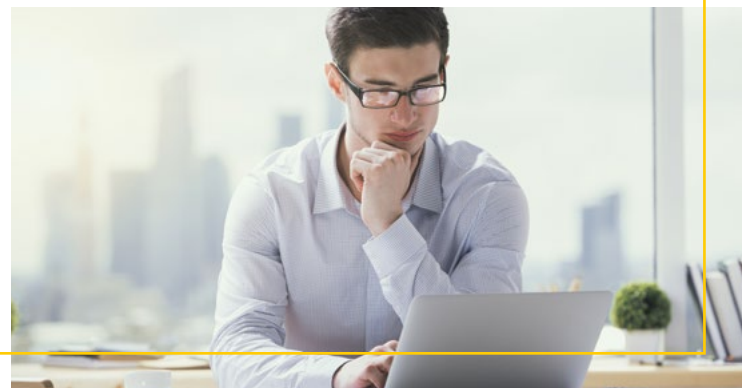
This guide will explain the downsides of this distracting common practice, and how to avoid it by exploring solutions that eliminate the ongoing burdens of website translation and operation.

The Risks of Overextending In-Country Marketers

There is a lot at stake—and a lot to accomplish—for companies that expand into new global markets. They must increase brand recognition, carve out a competitive position, build a sales pipeline and, of course, create authentic connections with customers.

Your in-market marketing managers play a crucial role in these activities. You hired them to concentrate on tasks such as:

- ✓ Developing detailed plans with goals and metrics
- ✓ Understanding customer needs and the competitive landscape
- ✓ Creating messages and offers for the local market
- ✓ Overseeing advertising and direct marketing firms
- ✓ Managing the budget



It's unfair and unwise to also task them with translating online content for the local market. Here's why.

It Sacrifices Valuable Skills

Because in-country marketing managers are typically native speakers with knowledge of the local culture, it is tempting to add translation to their responsibilities.

However, translation activities eat up hours that should be devoted to marketing—the reason these professionals were hired in the first place.

Content translation might play a role in raising brand awareness and increasing website and social media engagement, but it's peripheral to a marketing manager's primary job.

By asking these managers to become translators, the company wastes its investment.

It Increases Business Risk

Although in-country marketers are usually fluent in the local language, they often do not possess professional-level translation abilities.

It takes a lot of specialized skills to produce precise, high-quality business translations, including:

- ✓ Training and certification
- ✓ Knowledge of technical terminology
- ✓ Industry experience
- ✓ A firm grasp of the market's cultural nuances, politics and worldview

Depending on marketers for translation can lead to costly mistakes in word choice or tone that impact the brand, alienate customers—or even affect regulatory compliance. These preventable errors can delay or outright derail your expansion efforts.



It Compromises Customer Experiences

Ironically, website translation requires far more technical fluency than linguistic fluency. Websites are highly complex environments that load translatable content from numerous databases and third-party sources.

Marketers are not fluent in these technical “nooks and crannies” of a website. They often overlook important content for translation.

This can include metadata, alt tags for images, content in single-page applications, dynamically loaded content from third-party services and other important items. The result: A partially-translated website that confuses customers, and harries marketers as they urgently try to locate—and translate—that “hidden” content.

Further, a lack of technical understanding, or ignorance of international SEO best practices, negatively impacts website traffic.



For instance: Do your in-country marketing managers know about structured data? This unseen, SEO-rich content provides regional search engines with useful information about your business—which greatly improves your site’s rankings in local search results.

When it isn’t localized, traffic often suffers.



Time-Wasting, Costly Translation Workflows

Even if your company uses a third-party agency to localize your website and multichannel content, your in-country marketing managers will probably be required to supervise the agency and oversee the translation workflow.

These tasks are complex, time-sensitive and prone to error.

Most marketers aren't trained for these tasks. **Consider this typical workflow, which would require your marketing manager to:**

- ✓ **Identify new or updated content** for translation
- ✓ **Manually extract and compile** the content for translation
- ✓ **Send it** to the translation agency
- ✓ **Retrieve the translated content** from the agency
- ✓ **Review the translations** for accuracy
- ✓ **Iterate with the agency** on word choice or translation quality as needed
- ✓ **Inject the final content** into the localized website's CMS
- ✓ **Ensure the content displays properly** and does not create design or functionality issues. If it does, your marketing manager must identify which translations are causing the disruption, submit them to the translation agency, and go back and forth until the problem is resolved
- ✓ **Repeat this process** on an ongoing basis, every time new or revised content is published

Your local marketers can expect a similar process for localizing multichannel content, such as printed collateral, social media posts, event signage and more.

Your marketing manager must also interact with the translation agency on an ongoing basis on rates and billing, delivery schedules and translation quality—and perform other administrative tasks.

Again, these urgent, demanding, inefficient and ongoing tasks pull your people away from what they were hired to do. It wastes time, effort and resources.

Technology-Based Solutions to the Rescue

There are better ways for your in-country managers to spend their time—and there are far more efficient ways to localize your website for global markets.

Digital-first agencies that specialize in the unique challenges of website translation now offer powerful, technology-based solutions that remove the translation and operational responsibilities from your local marketers, enabling them to focus on their core duties.

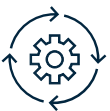
For instance, using a fully turn-key, proxy-based solution for website localization automates many tasks and actions, or handles them behind the scenes.

This approach eliminates the ongoing burdens of launching and operating localized websites.

The best proxy-based solutions regularly analyze your website to detect changes as they occur, and automatically schedule them for translation. The content is translated, edited, published and QA'd on-site typically within one business day. This process requires no notification or effort on your end.

This content is also stored in a database of translations called *translation memory*, where it can be used for multichannel communications or other use, at no additional cost to you.

Today's technology-based solutions offer a better way to achieve timely, accurate content translations than using in-country marketing staff. Their benefits include:



EFFORTLESS OPERATION

Automation that minimizes administration



TEAM SCALABILITY

Effortlessly accommodates high translation volumes



FAST TRANSLATIONS

Rapid speed-to-market for websites and other communications



LINGUISTIC EXCELLENCE

Consistent quality and accuracy, using professional translators

Conclusion

Your marketing managers are on the front lines of business development in new regions. Their skills and experience are essential for engaging new customers, building brand awareness and identifying opportunities to deliver targeted products and services.

Don't distract your team from their core responsibilities with onerous translation tasks. Instead, your organization should explore new approaches that offer hands-off automation, high quality, speed and scalability through advanced technology.

About MotionPoint

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

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

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