



HOW TO OPTIMIZE YOUR GLOBAL BUSINESS:

A GUIDE FOR MARKETING
PROFESSIONALS

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GLOBALIZATION FOR MARKETING DEPARTMENTS

Companies that want to stay competitive need a global strategy. Buyers are not forced to rely on local suppliers to meet their needs, and growth-minded companies are taking advantage of overseas markets to expand their ranks.

A global strategy means that employees, suppliers, and customers are located around the globe, so clear communication is critical to success and sustainable growth. Translating and localizing content for key audiences is a must if you want to:

- WIN new business
- ACCELERATE growth
- INCREASE brand awareness



Traditional forms of marketing have been replaced by digital marketing strategies that are focused on website optimization, social media marketing, content marketing, and other types of inbound activities.

A quick Google search will unveil a plethora of businesses offering whatever product or service a customer is looking for - at whatever price point they need. So you might be asking yourself, how do I stay competitive online?

CORPORATE WEBSITES

Buyers' journeys often begin with a Google search. To remain competitive, it's vital that your company and products are optimized for search engine exposure in each of the markets you serve. Part of that optimization needs to include a multilingual strategy.

QUICK FACTS

- 93% ▶ of online experiences begin with a search engine ¹
- 81% ▶ of retail shoppers research a product online before making a purchase ²
- 65% ▶ prefer to buy products in their native language, even if it's poor quality ³
- 60% ▶ rarely or never buy from English-language websites ⁴
- 84% ▶ of the world's population owns a smartphone. ⁵
- 61% ▶ of users will never return to a website if it is not mobile friendly. ⁶



Check-In

Does your organization have a multilingual SEO strategy?

MULTILINGUAL SEO VALUE

Localizing your content and selecting the correct SEO keywords in your target language will enable customers to find you in their preferred language.



TIP: Only 5% of web traffic continues past the first page of Google search results. Without a multilingual SEO strategy that focuses on the most relevant high-value keywords for your business, you could be missing out on the 95% of traffic that never makes it beyond page 1 results.⁷

CORPORATE WEBSITES

As the saying goes, content is king - and by creating high-value gated content on your website, you can generate new leads and demonstrate your expertise in the industry. Establish yourself as a thought leader, and potential customers will trust you more and be more likely to purchase your products.

WHAT ARE THE MAIN TYPES OF IN-DEMAND GATED CONTENT?

- ▶ Case Studies
- ▶ eBooks
- ▶ White Papers
- ▶ Webinars
- ▶ Research Reports
- ▶ Tools and Templates
- ▶ Demos

WHAT B2B BUYERS WANT

B2B buyers have been influenced by their experiences as consumers, and they want the same types of experiences in their business world. Consider:

1. Providing a personalized buying experience, complete with anticipating needs, making suggestions, and engaging across the buying journey.
2. Delivering value to create successful outcomes.
3. Building trustworthy partnerships
4. Creating and delivering experiences that drive adoption and value.

BENEFITS OF THOUGHT LEADERSHIP

Thought leadership done right can increase your:

- ▶ Brand recognition
- ▶ Customer loyalty
- ▶ Industry influence
- ▶ Sales opportunities
- ▶ Company revenue

CORPORATE WEBSITES



TIP: Provide clear, useful information about your company, products and services, localized for your target audience. Include local contact information, and make sure your calls to action are displayed prominently in the target language.

5 THINGS EVERY BUYER WANTS TO KNOW

- 1 Product features
- 2 Product quality
- 3 Reviews and testimonials
- 4 Best pricing
- 5 Pre and post-sale support

VIDEO CONTENT

People turn to videos now more than ever. A 2022 survey ⁸ showed that people watch an average of 2.5 hours of online videos, which is a 1-hour increase from 2018.



Watched an explainer video to learn about a product or service.



Bought a product or service based on watching a company's video.



Bought or downloaded software or application after watching a video.



Preferred to watch a video over reading (11%), view an infographic (4%), download an eBook or manual (3%), watch a webinar (3%) or listen to a sales call or demo (3%).

eCOMMERCE

DID YOU KNOW THAT NATIVE ENGLISH SPEAKERS ACCOUNT FOR ABOUT 25% OF THE WORLD'S INTERNET USERS TODAY⁹?

In 2021, the global eCommerce market was valued at \$13 trillion and is expected to reach \$55.6 trillion in 2027¹⁰. If you want to tap into that market or expand your existing eCommerce business, it's critical to connect with the remaining 75% of internet users. To do that, you'll need to translate and localize your online content into other languages.

WHO ARE YOU TRANSLATING FOR?

- ▶ Current and potential customers
- ▶ International customers
- ▶ Partners and third-party vendors



CONSIDER THIS:

If you support just **10 languages**, you'll be reaching **77% of internet users**¹¹

Most common languages used on the internet:

- | | |
|---------------|-------------------------|
| 1. English | 6. Indonesian /Malaysia |
| 2. Chinese | 7. French |
| 3. Spanish | 8. Japanese |
| 4. Arabic | 9. Russian |
| 5. Portuguese | 10. German |



Top Countries as a Percentage of Total Worldwide eCommerce¹²



United States



China



United Kingdom



Japan



South Korea

MARKETING MATERIALS

Creating high-quality marketing materials takes considerable time and effort, but your message and brand can easily get lost in translation if your content isn't localized correctly. Don't let your efforts go to waste in overseas markets because of poorly worded or "too literal" translations.

SPOTLIGHT ON NEWSLETTERS

- ▶ Newsletters are an excellent way to unobtrusively and regularly remind potential clients about new medical products and upcoming events.
- ▶ When distributed regularly they are an especially useful tool for increasing long-term product and brand awareness.

*But newsletters are only effective and impactful when they are **localized** for your target audience.*

MARKETING CONTENT TO TRANSLATE



Advertisements



Brochures



Press releases



Trade show displays & banners



Websites

LOCALIZED CUSTOMER SERVICE

Creating and maintaining a strong global organization often comes down to providing excellent customer service - in your customer's language. Making the experience a positive one can gain brand loyalty and referrals that can lead to significant new business and repeat business.



CONTACT US INFORMATION

If you publish effective online content, ensure you don't lose a potential lead because your contact information is hard to find or not listed.

Make it easy for a potential customer to reach out by including a 'Contact Us' form on every page of your website and providing relevant local contact information.

MULTILINGUAL CUSTOMER SUPPORT

It's vitally important that you're prepared to respond to any drug or device inquiries promptly and professionally, and ideally in the same language as the inquiry because:

- 57% ▶ Global customers expect services in their native language.¹³
- 70% ▶ Customers feel more loyal to companies that provide support in their native language.¹⁴
- 75% ▶ Customers are more likely to return to a website if they have support in their native language.¹⁵

HOW MORNINGSIDE CAN HELP

Morningside's project managers are specially trained in each component of the localization process. The best-qualified project manager for the required localization services handles the project from beginning to end, including:

- ▶ Source content analysis
- ▶ Project initiation
- ▶ Assembling translation teams
- ▶ Managing in-country translation review



PROJECT REQUEST & DELIVERY

New project requests can be emailed or uploaded via HUB, our client platform, and delivered to you in any format you require, including:



JAVA



Flash



CSS



Captivate



Articulate



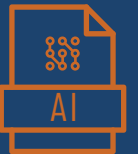
InDesign



FrameMaker



Lectora



Illustrator

ABOUT US

Morningside equips the world's leading organizations with a full suite of end-to-end language solutions. With over 4,000 clients in 55 countries, Morningside is globally recognized for its subject matter expertise and technology innovation in regulated markets such as legal services, life sciences, corporate compliance, and IP services. Our translation, localization and interpretation expertise equips leading global organizations with the tools they need to operate seamlessly in foreign markets, overcome regulatory hurdles and connect with audiences worldwide. Global 500 companies, international law firms, and regulatory bodies all rely on us as trusted partners to make intelligent choices for their most valuable assets.



Websites



Multimedia



Marketing Materials



Software &
Apps



Desktop
Publishing (DTP)

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