The Global Marketer's Blueprint

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@Kathleenbostick

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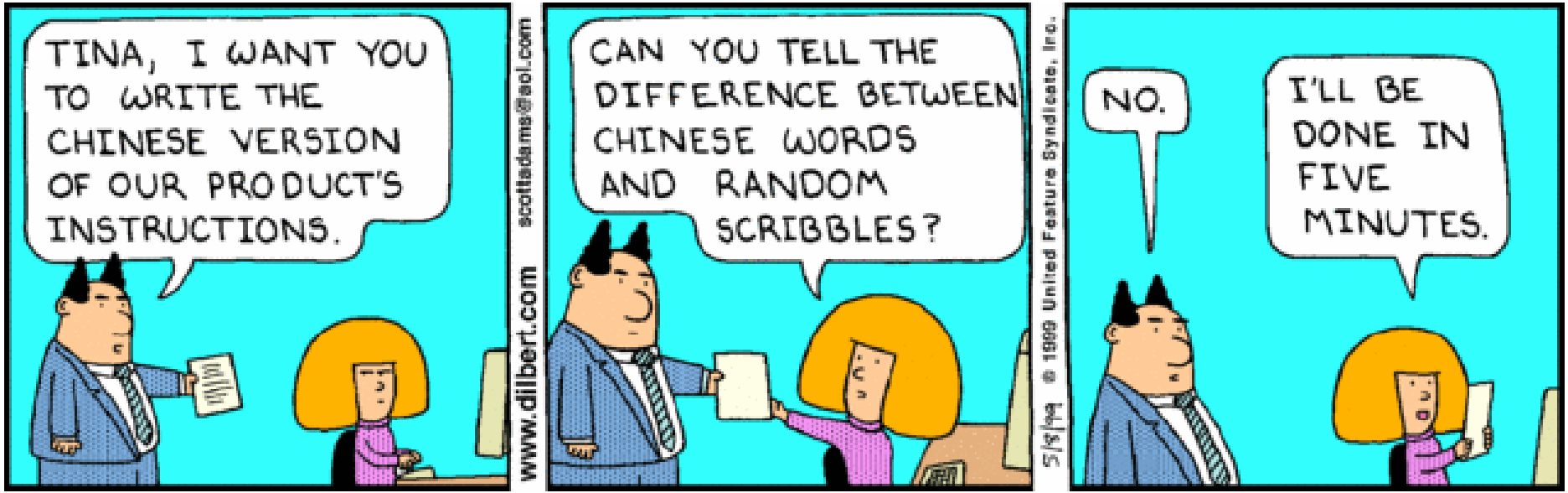
TINA, I WANT YOU TO WRITE THE CHINESE VERSION OF OUR PRODUCT'S INSTRUCTIONS.
CAN YOU TELL THE DIFFERENCE BETWEEN CHINESE WORDS AND RANDOM SCRIBBLES?
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I'LL BE DONE IN FIVE MINUTES.
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Experience is more than words

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- Maya Angelou

Experience is *the* differentiator for brands

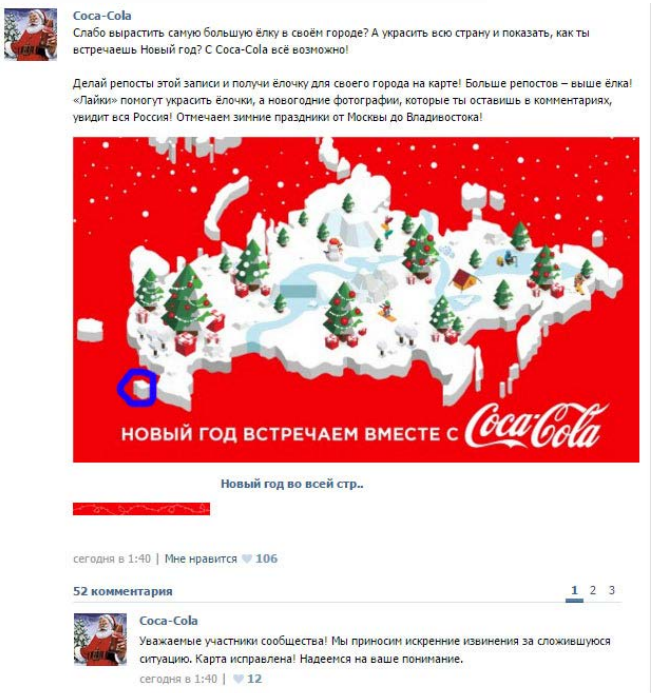
89% of organizations will compete on customer experience in 2016.

Source: *Gartner*

It can be a challenge to get things right

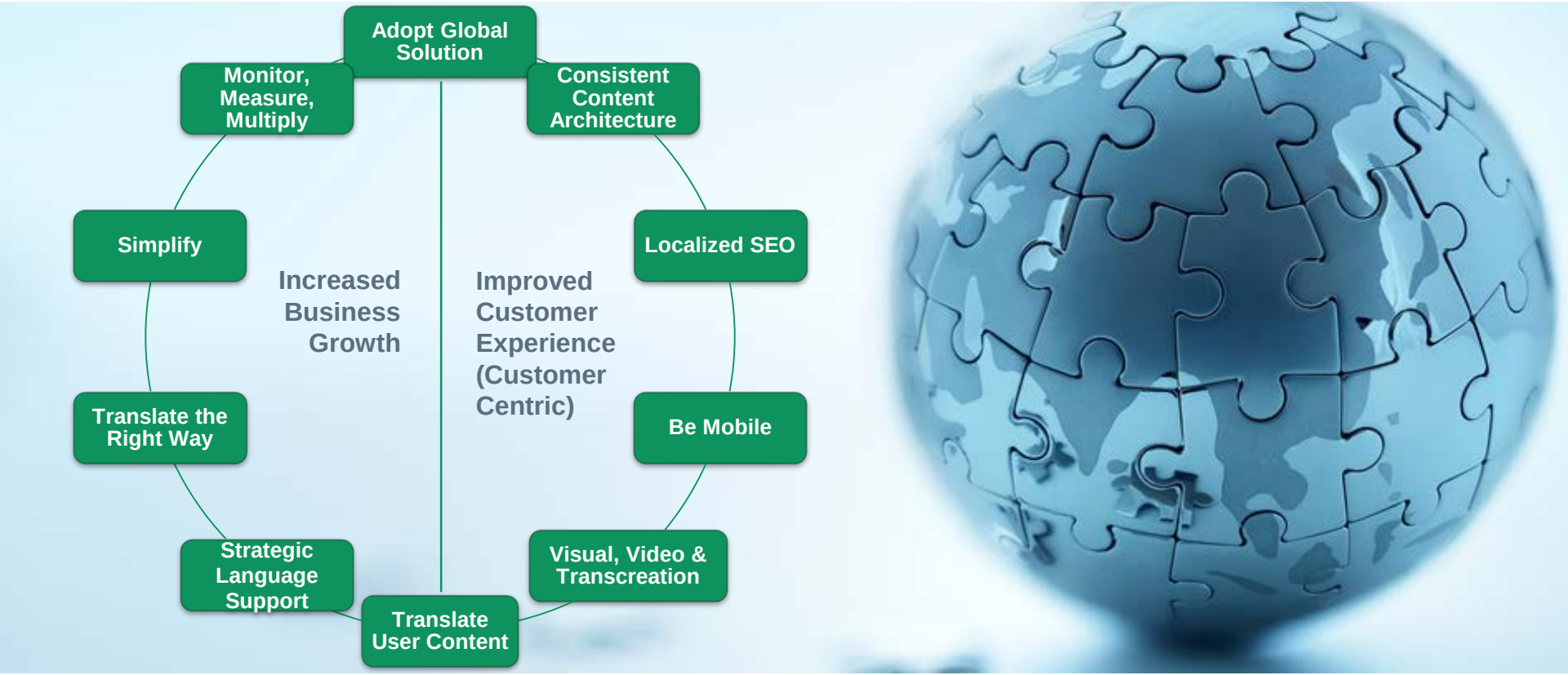
Ukrainians launch Coca-Cola boycott after map with Russian Crimea

Image source: social networks



Sometimes even the obvious can be missed

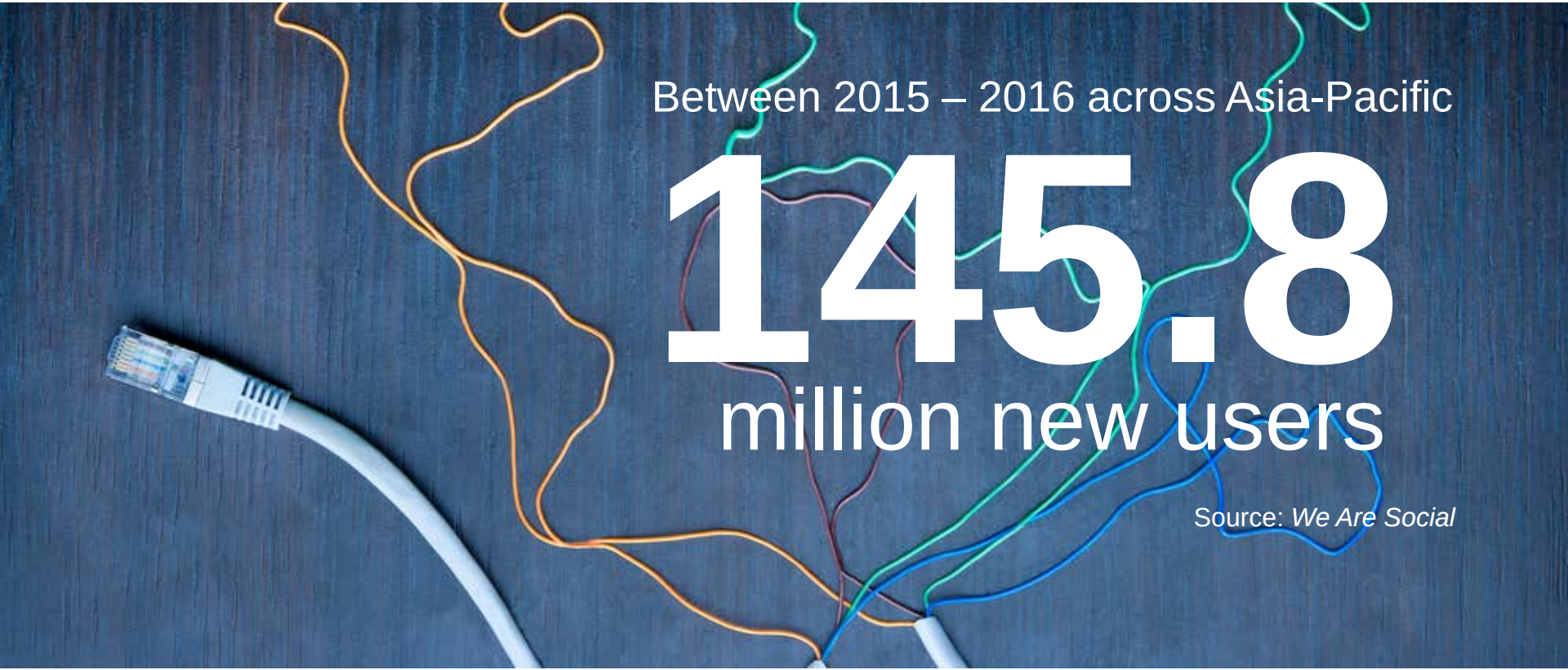
10 point blueprint to going global



#1

Adopt a complete global marketing solution

Emerging markets are the fastest growing

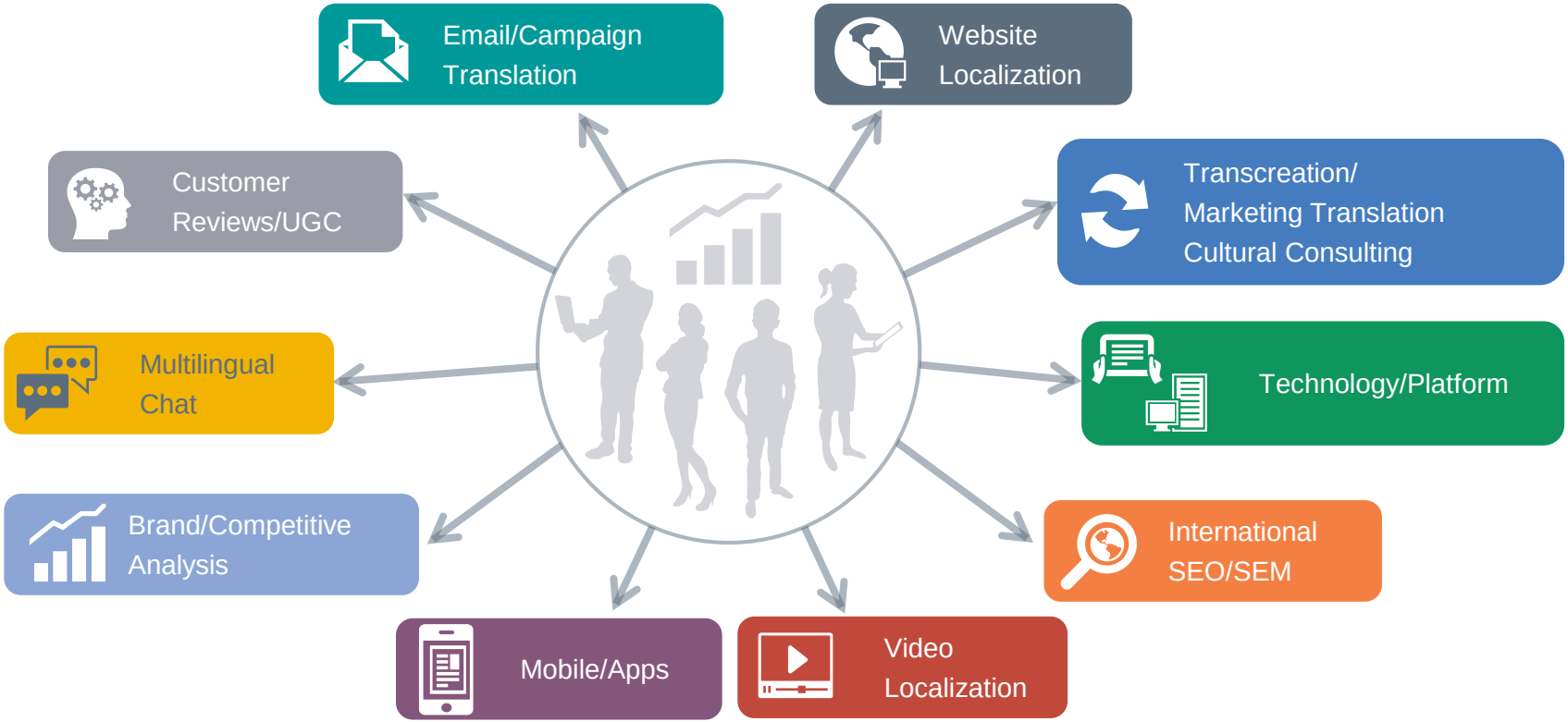


New content and channels are everywhere

4Chan: **11 million users**
Instagram: **400 million users**
Periscope: **10 million users**
Reddit: **36 million accounts**
Snapchat: **100 million users**
Wechat: **1.12 billion users**
Weibo: **600 million users**
WhatsApp: **900 million users**

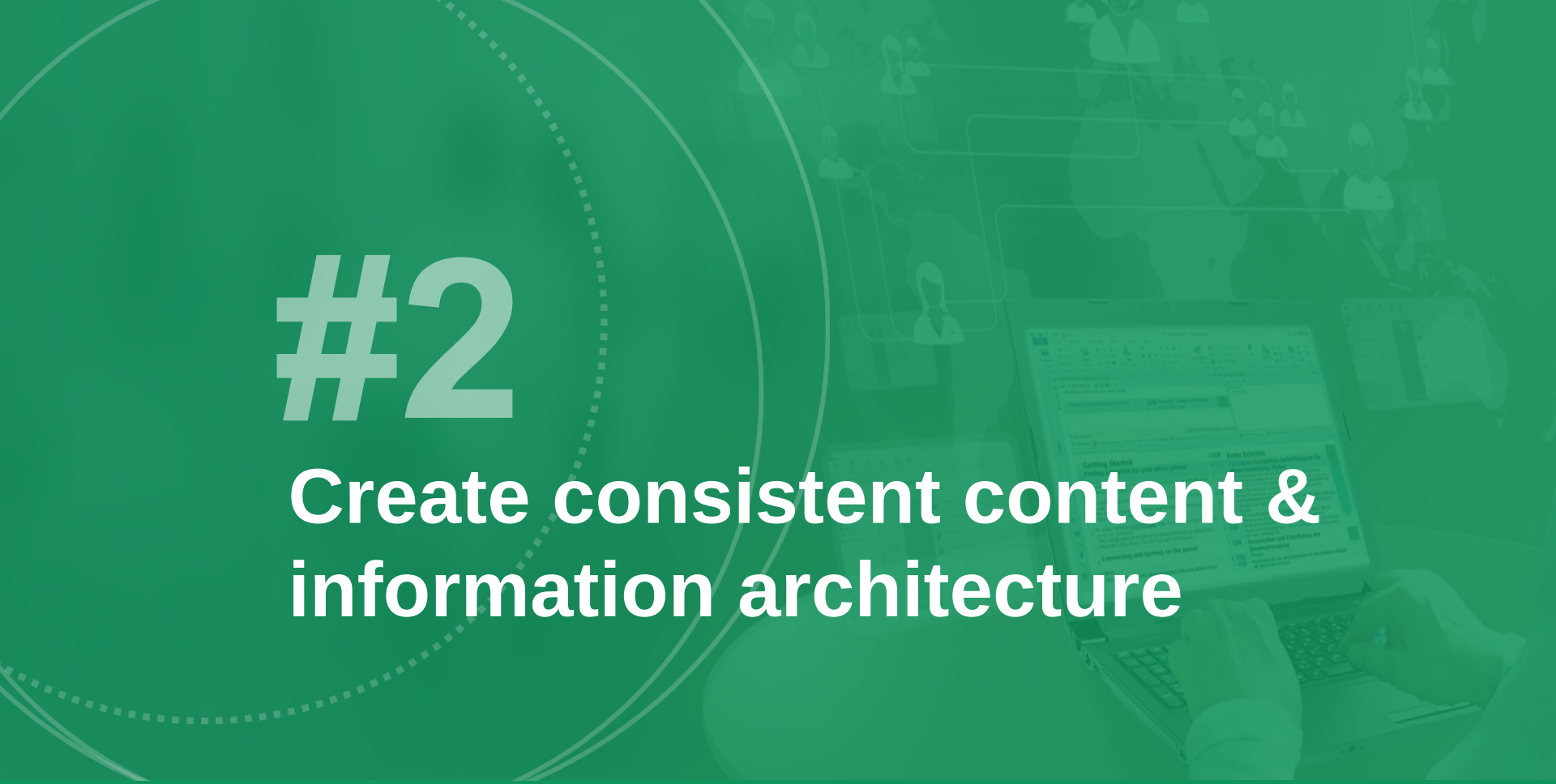
Source: *Brandwatch*

#1: Adopt a complete global marketing solution



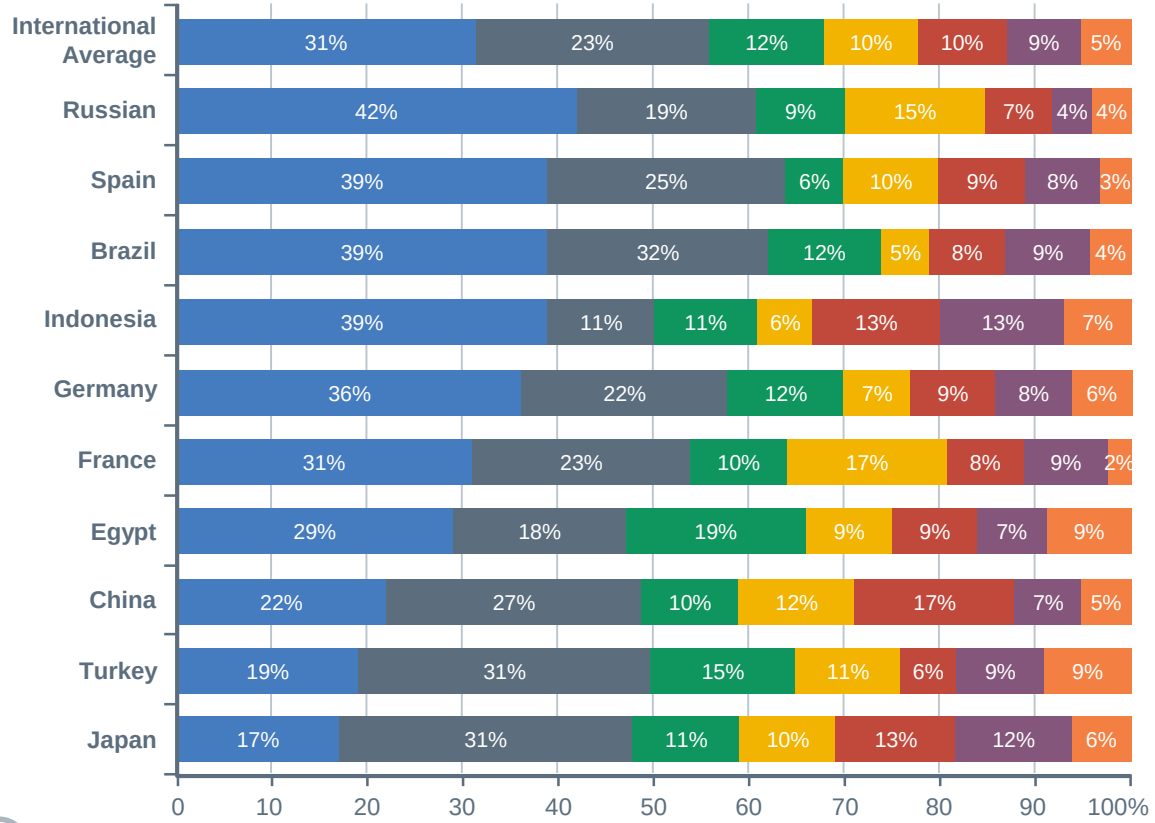
#2

Create consistent content & information architecture




72%
of customers spend most or all of their time on websites that are published in their own language.
Source: *Harvard Business Review, Common Sense Advisory*

Customers won’t tolerate content “not in their language”



Reasons for Abandoning Foreign Websites

- I accomplished what I came for and left
- The navigation is not in my language
- The site requests too much personal information
- The site keeps reverting to English
- The site is slow to load and crashes
- I abandoned the shopping cart due to transaction problems
- There is too much animation or too many graphics

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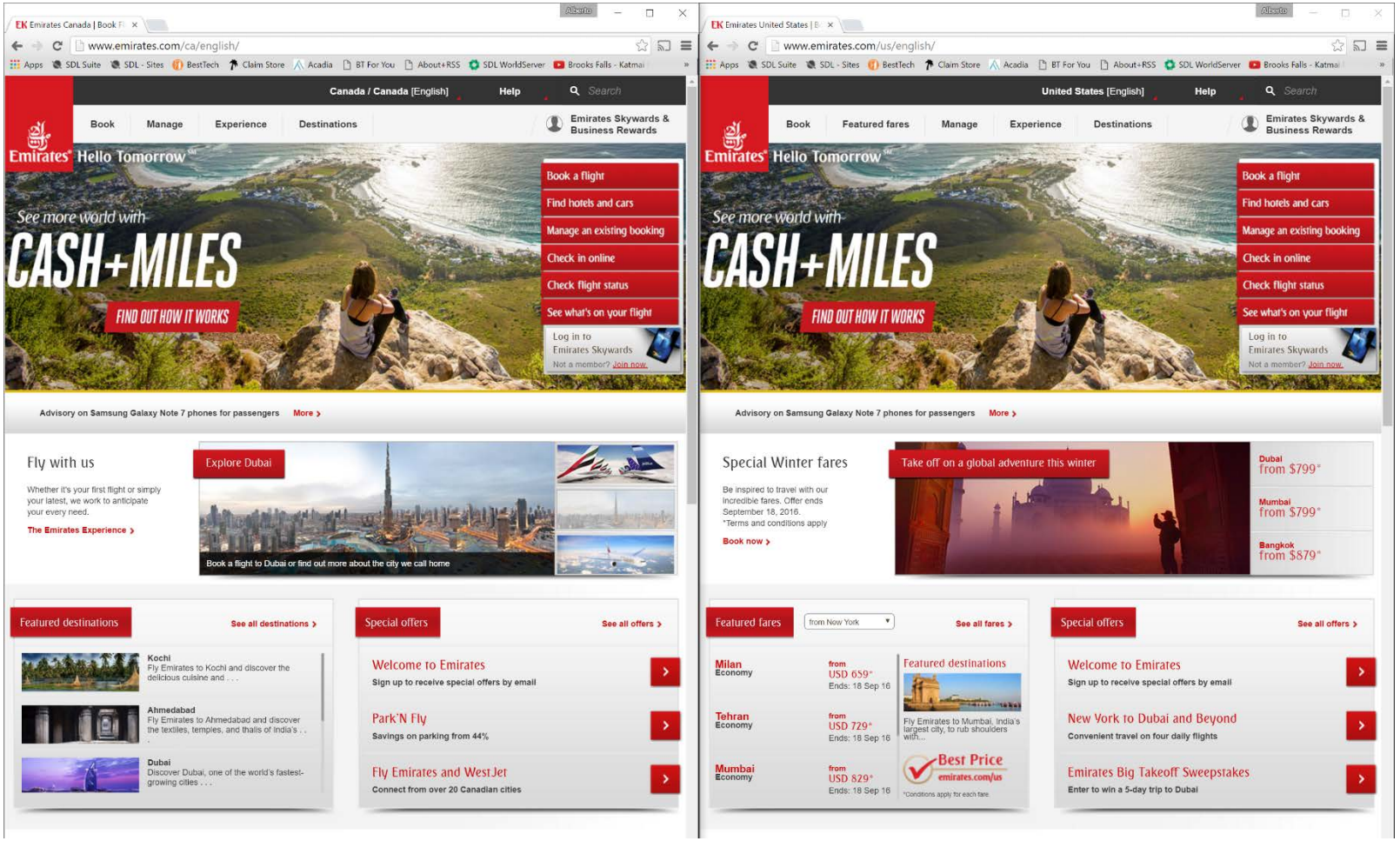
#2: Create consistent content & information architecture

Use global templates

Determine what information is global and what is local

Will sites be localized by language or by country?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Convenient travel on four daily flights
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Enter to win a 5-day trip to Dubai

#3

Localize your SEO for your global markets

Finding content isn’t just about Google

Google

Source: *Brandwatch*

Customers aren’t just searching for words

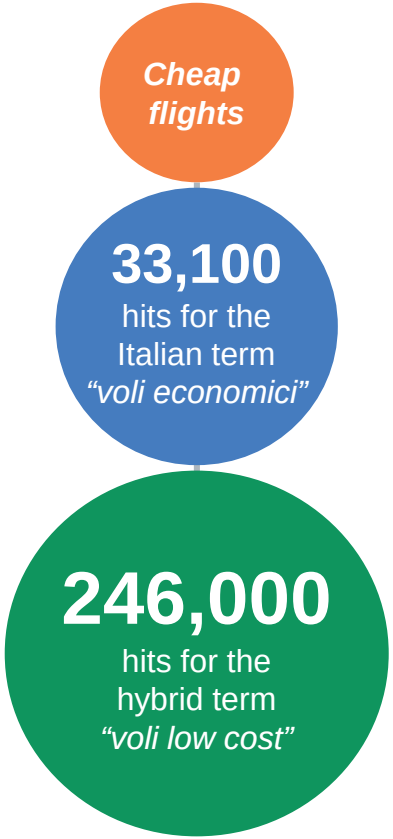
Which makes YouTube the 2nd largest search engine globally.

More than AOL, Ask, Bing, and Yahoo! combined

Source: *YouTube*

Point #3: Localize your SEO for your global markets

- Keywords should be *LOCALIZED* (not simply translated)
- Once localized, your keywords for each market can be incorporated into the terminology database for that market/language
- Ensure that your translation systems and processes support the active use of terminology

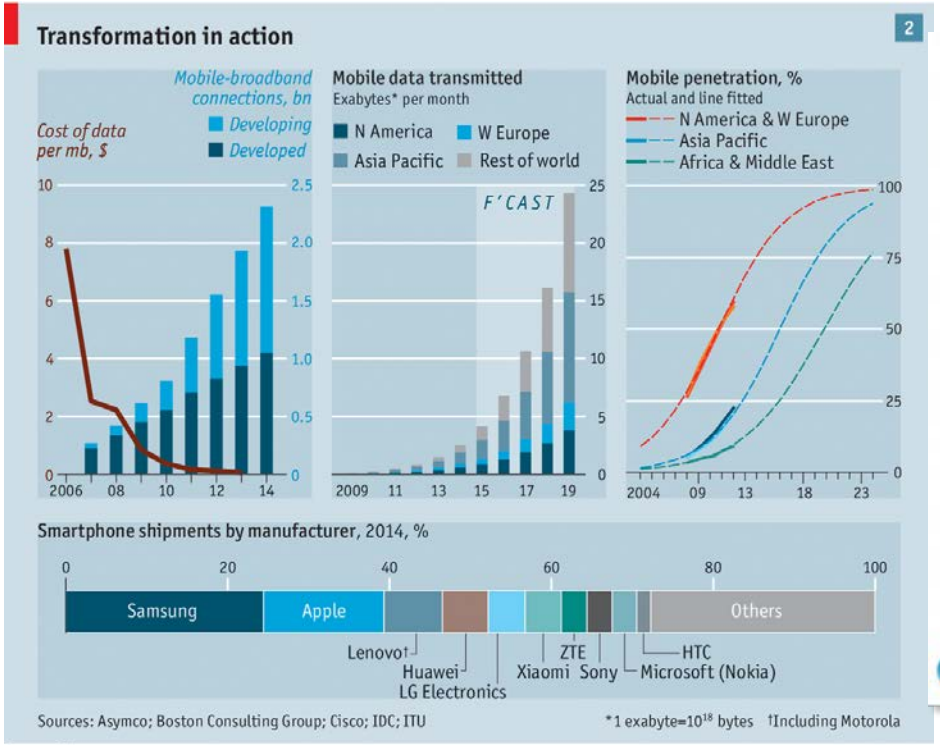


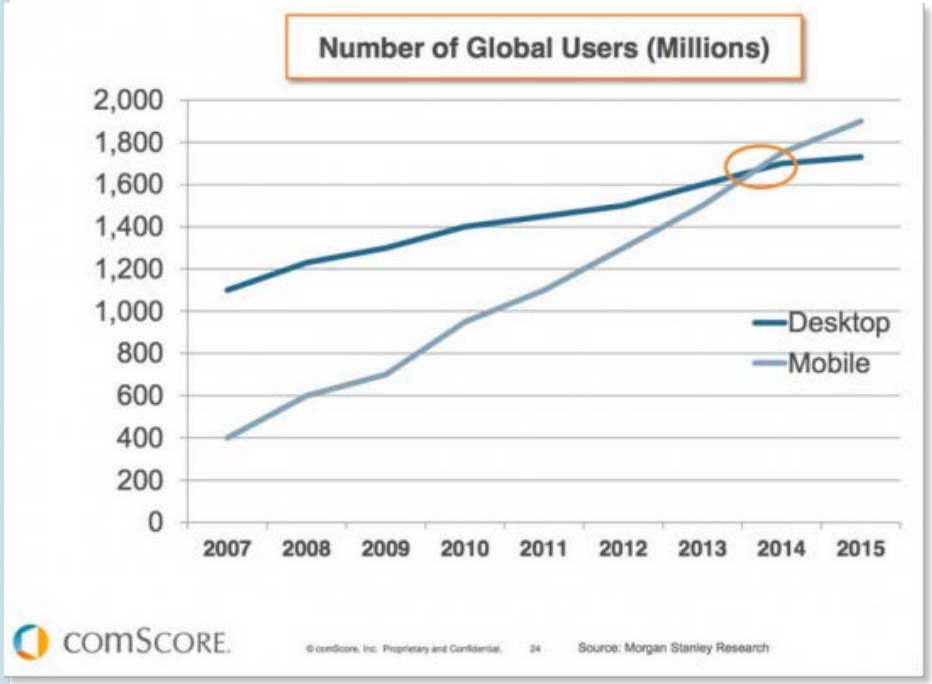
#4

Globalize your mobile marketing strategy

Mobile has changed the whole customer experience

In fact, mobile has transformed society





Sources: *Economist.com* | *Forrester*

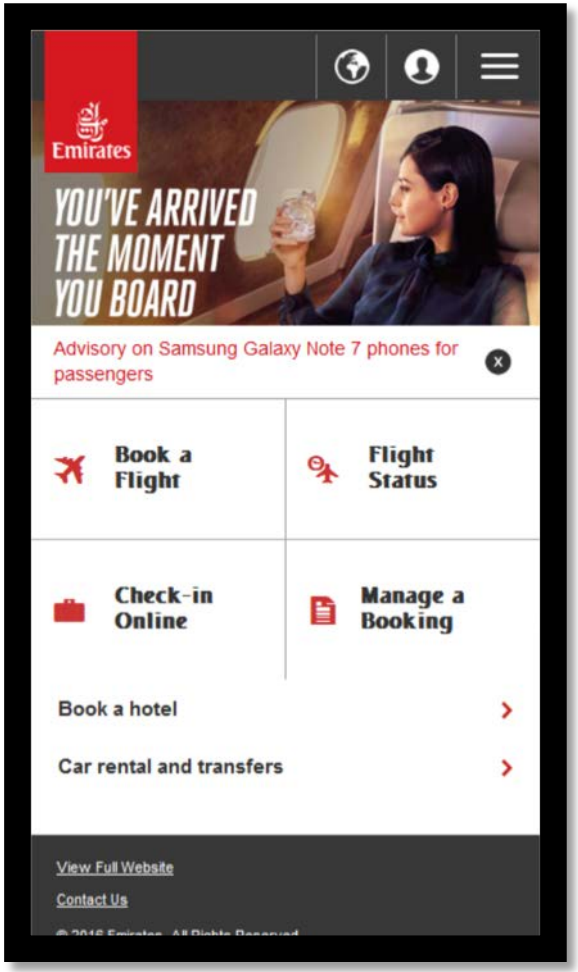
Point #4: Globalize your mobile marketing strategy

Internet access by mobile phone is more common than via PC in many countries

Ensure your platform supports mobile display formatting. Use responsive design

App localization may need to be incorporated into your strategy

Apps can be inexpensive to localize -- you may want to support more languages there than on the website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Check-in Online
Manage a Booking
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Car rental and transfers
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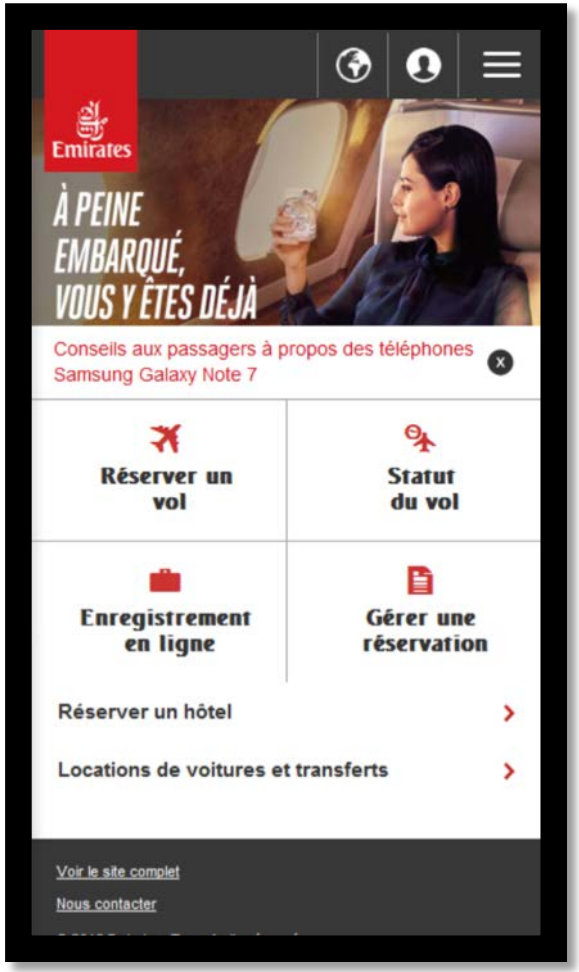
Emirates
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Statut du vol
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Gérer une réservation
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Locations de voitures et transferts
Voir le site complet
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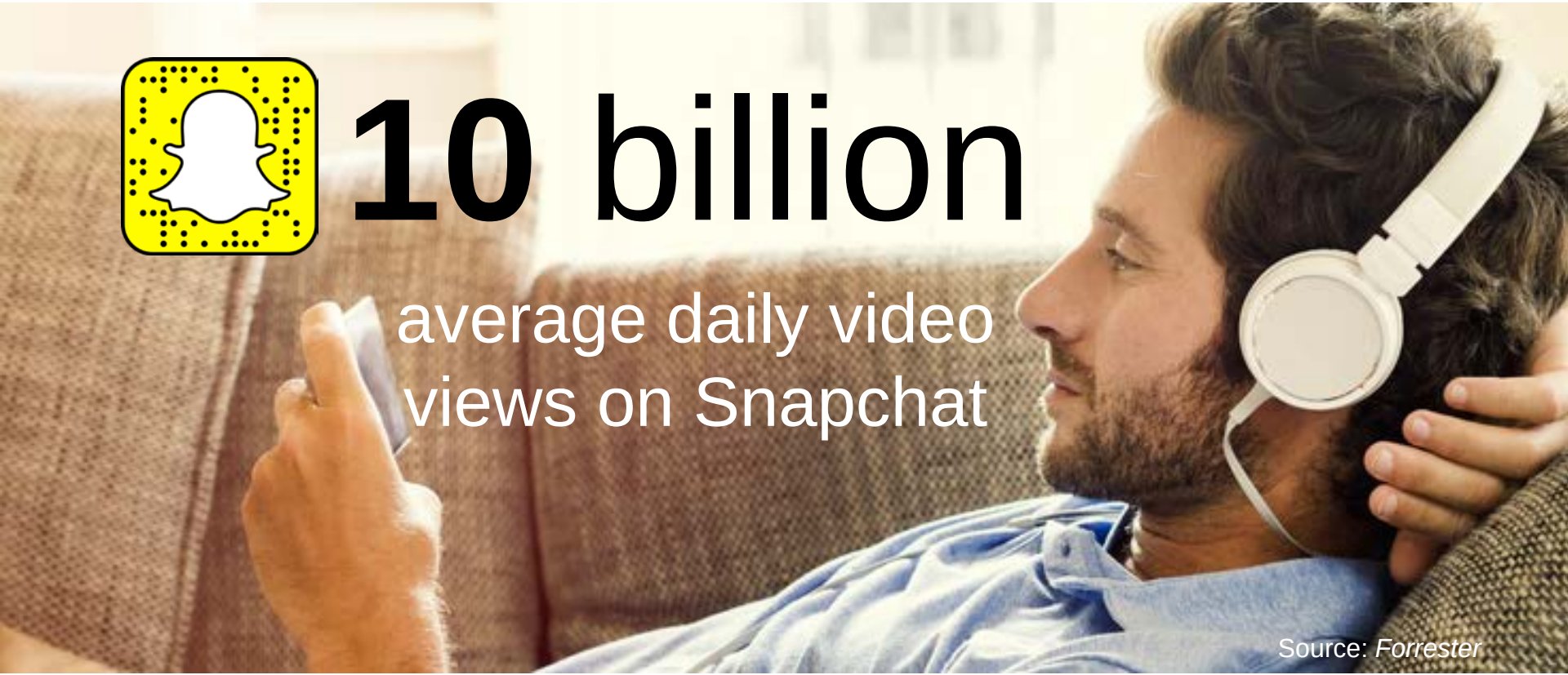
#5

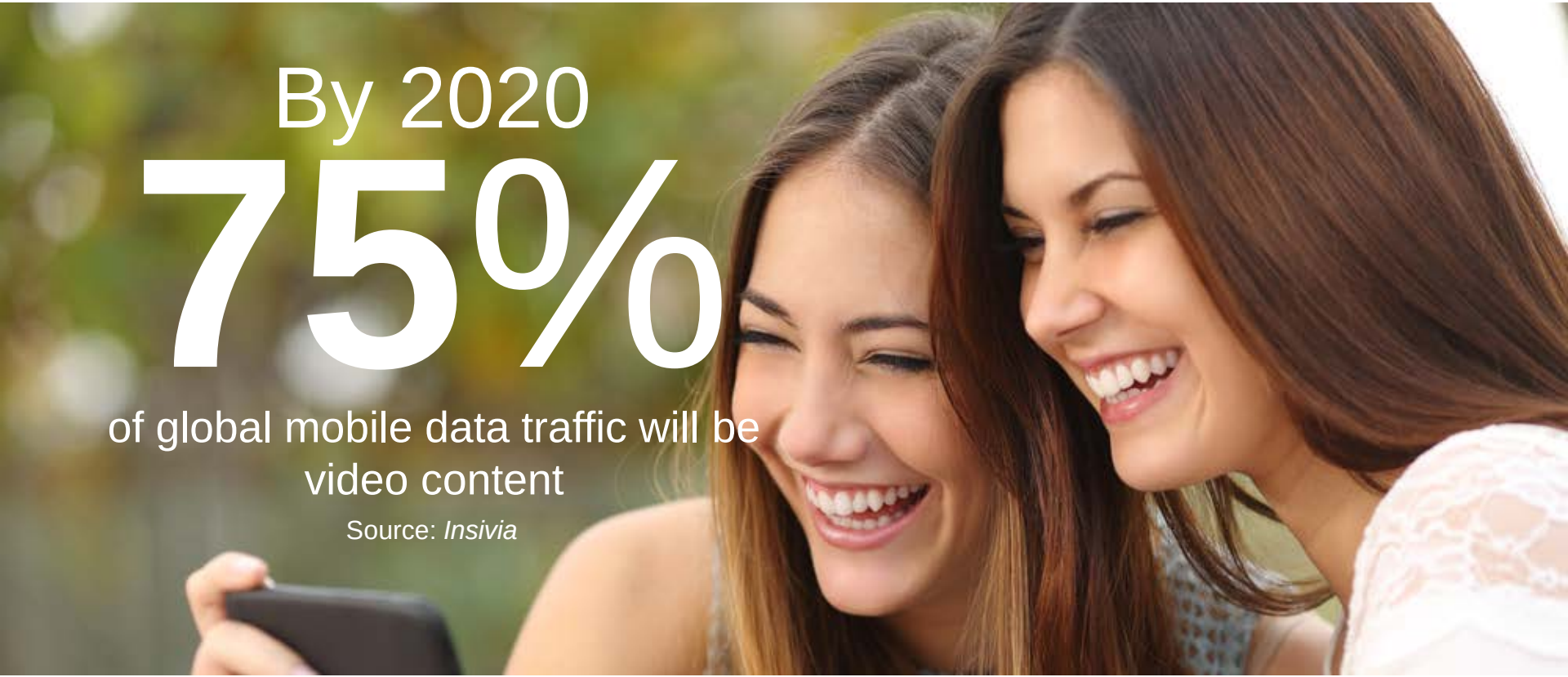
Remember Video, Visuals & Transcreation

Video is becoming the new normal



Customers enjoy sharing video

Customers *really* love sharing video via mobile



Video can say so much more

Source: *"Press Play: Quick Introduction to Video Localization"* by Rebecca Ray Common Sense Advisory, Inc.

3 major options for localizing videos

Services:	Subtitling	Rapid-to-Market Voice-Over	Professional Studio Services
Objectives	Translate media at low cost	Make a greater impact with translated media without all the cost	Professional media production for high-profile projects
Turnaround	2-3 days	3-5 days	5-10 days

Localizing video helps you reach more markets affordably

Creation of a 5-minute video:

1	Project brief	$360.00
2	Script creation	$720.00
3	Voice over	$1,250.00
4	Sound effects	$200.00
5	Sound track	$500.00
6	Illustration/Animation	$780.00
7	Video editing	$840.00
8	Video rendering	$240.00
	Total:	$4,890.00

Localization of a 5-minute video:

Subtitling
$325.00 per language

14 *Additional Markets*

Voice-Over
$575.00 per language

8 *Additional Markets*

Dubbing
$950.00 per language

5 *Additional Markets*

Visuals

Consider local differences around:

- Imagery
- Cultural references
- Color

What does the color red mean around the world?

WEST	LOVE, ACTION, DANGER
APAC	PROSPERITY, GOOD FORTUNE, VITALITY
MIDDLE EAST	DANGER, CAUTION, EVIL
AFRICA	DEATH, MOURNING

Transcreate motivational or inspirational content

Translation

"**...**is the communication of the meaning of a source-language text by means of an equivalent target-language text."

- ✓ Translator
- ✓ Sentence-based translation with TM
- ✓ Paid by the word count
- ✓ 1,500 to 2,000 words per days

Transcreation

"… is the process by which new content is developed or adapted for a given target audience."

- ✓ Bilingual Copywriter(s)
- ✓ Concept or paragraph-based translation with or without TM
- ✓ Paid by the hour
- ✓ 800 to 1,200 words per day

Think about local relevancy & timing

#6

Translate your user generated content

Point #6: Translate your user generated content

Nearly 70% of global customers trust online reviews

Top brands are heavily leveraging online reviews:

Yelp: 67,000,000 online reviews

TripAdvisor: 170,000,000 online reviews

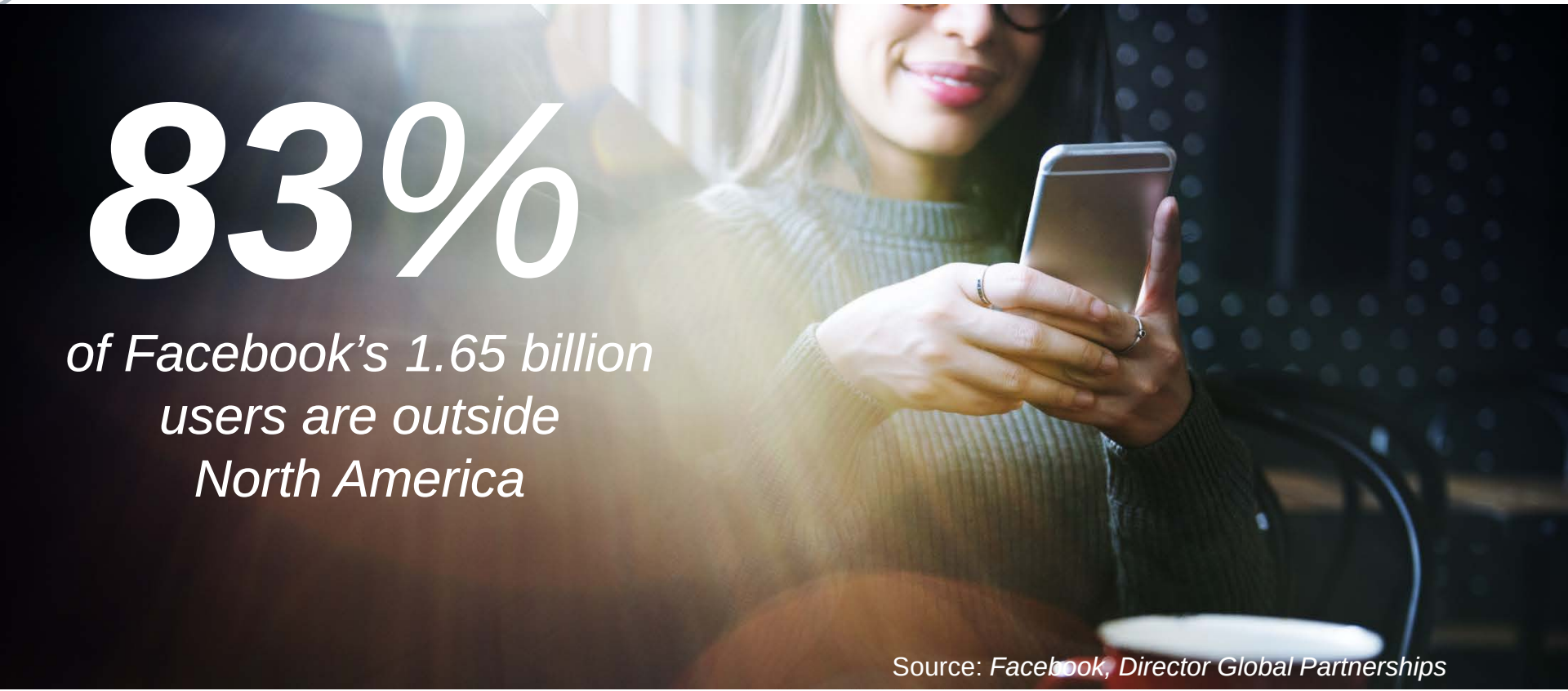
Point #6: Translate your user generated content

#7

Add language support strategically

Social media is driving growth globally

Social media growth is creating new opportunities



Source: *Facebook, Director Global Partnerships*

Customers prefer local engagement

Locally run Facebook pages have a

346+%

increase in engagement
over globally run Facebook pages

Source: *Socialbakers/Audisense*

Point #7: Add language support strategically

Remember… negative ROI doesn't mean you misjudged the opportunity – *but it does mean that your current approach isn't working!*

#8

Determine the right translation method

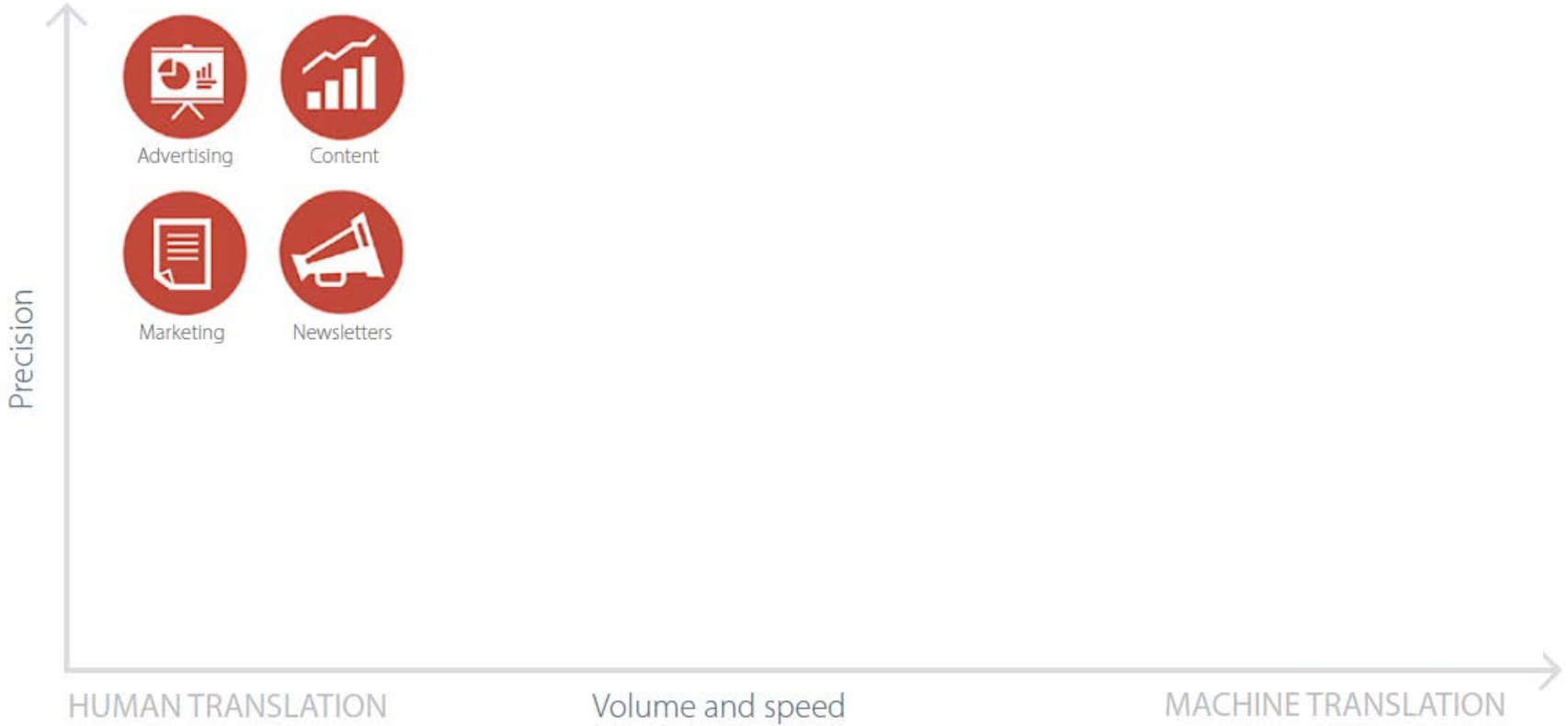
Customers are becoming more impatient

75%

of online customers expect a response within five minutes.

Source: *McKinsey*

Point #8: Determine the right translation method



#9

Reduce the complexity of globalization with automation

Multi-lingual is no longer a “nice to have”

70% of internet traffic comes from non-English native countries

Source: *Common Sense Advisory*

Multi-lingual is a “must have”

342 million individuals online don’t use one of the top 10 primary global languages.

Source: *Common Sense Advisory*

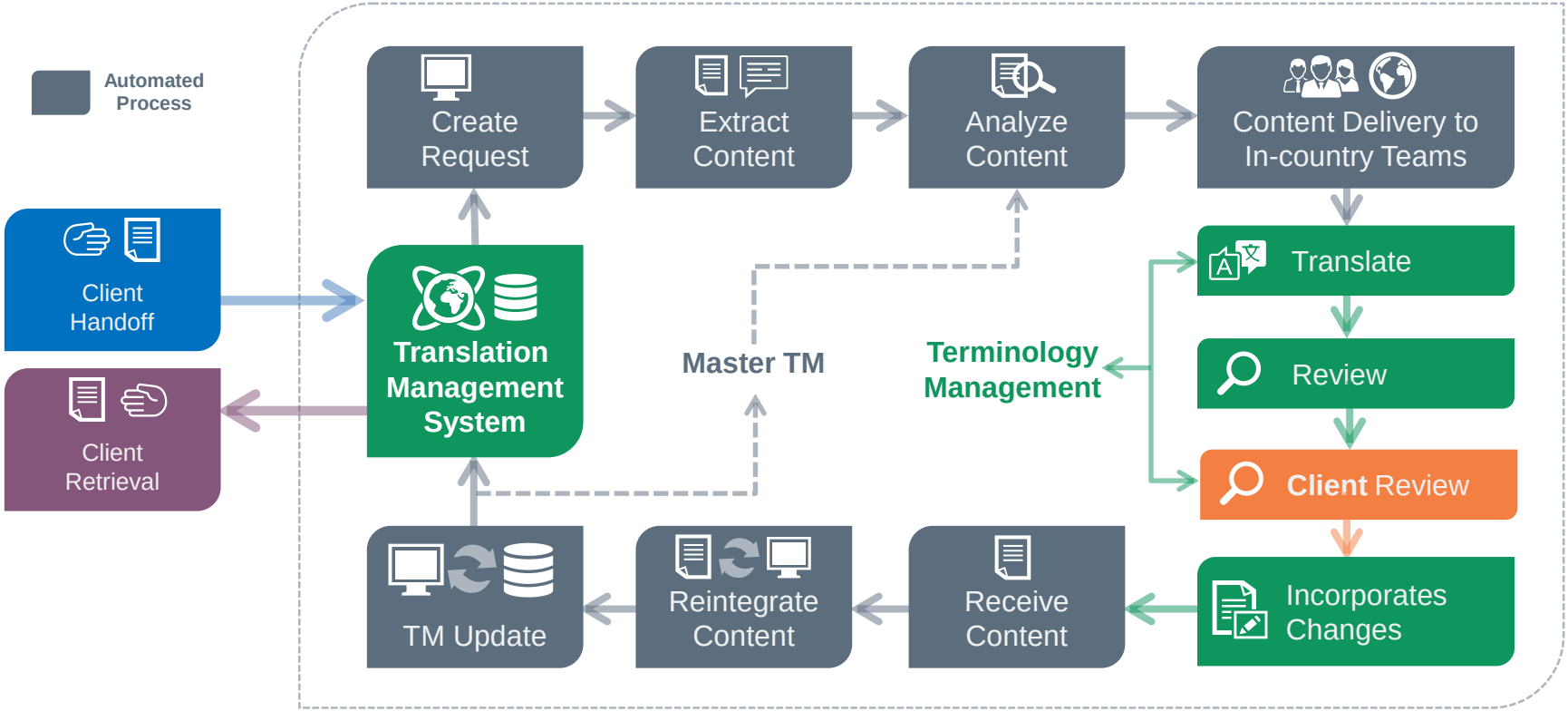
Manual translation process

35 manual steps to convert content into a language

Enterprise

Translator

Automate & simplify the process with a TMS



Point #9: Reduce the complexity of globalization

2016 Olympics project – A test in agility

- 1M target words
- 22 languages = 500 days of translation
- 3-5 day turnaround

Tough to manage without a technology platform

#10

Monitor, measure & multiply

And they are happy to share their frustrations publicly

@SadderDre

Follow

Yoooo I ordered a Pizza & Came with no Toppings on it or anything, Its Just Bread 😐 @dominos

RETWEETS 11,495 LIKES 6,664

12:19 PM - 1 Sep 2014

Domino's Pizza ✓
@dominos

Follow

@SadderDre We're sorry to hear about this! Please let our friends at @dominos_uk know of this so they can help. *EV

RETWEETS 6,902 LIKES 3,047

1:06 PM - 1 Sep 2014

@SadderDre

Follow

Never mind, I opened the pizza upside down :/ @dominos @Dominos_UK

RETWEETS 13,238 LIKES 8,984

1:09 PM - 1 Sep 2014

Adam
@Adamstone341

Follow

Hi @Tesco I've got a serious problem with one of your products I've recently purchased.

RETWEETS 6,317 LIKES 4,841

Tesco ✓
@Tesco

Follow

@Adamstone341 Hi Adam, could you please elaborate on this? - Thanks Lauren

RETWEETS 4,230 LIKES 2,400

Adam
@Adamstone341

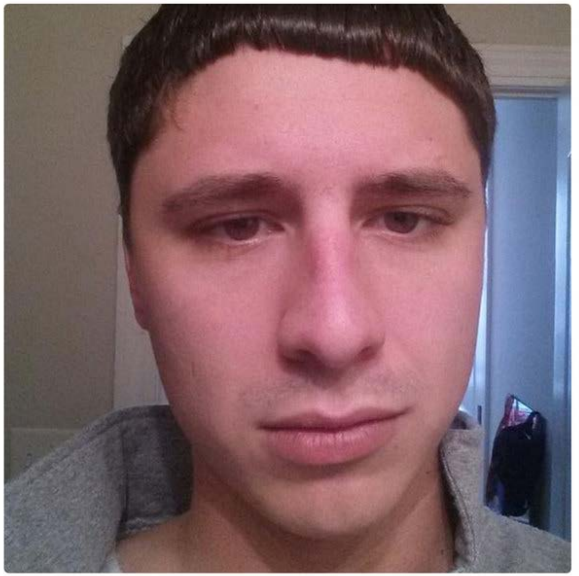
Follow

'@Tesco Yes why on earth has your shampoo turned my dog pink?

ethan e
@JetiJig

Follow

Worst haircut ever @GreatClips never going back there employees who were to busy trying to finish quick and clockout



RETWEETS 62,662 LIKES 80,294

3:48 PM - 11 Jan 2015

Point #10: Monitor, measure & multiply

Brand Health Tracking

- Quarterly insight reports
- Competitive data
- Local and global view

Campaign Evaluation

- Near real-time evaluation
- Measure resonance of the message
- Strategy and course-correction
- Impact on purchase intent

Product Launch

- Near real-time evaluation
- Response to product
- Strategy and course-correction
- Impact of launch on purchase intent

Market Entry

- Determine which global markets are ripest opportunities
- Evaluate competitors
- Monitor closely throughout entry

10 point blueprint to going global

What's next?

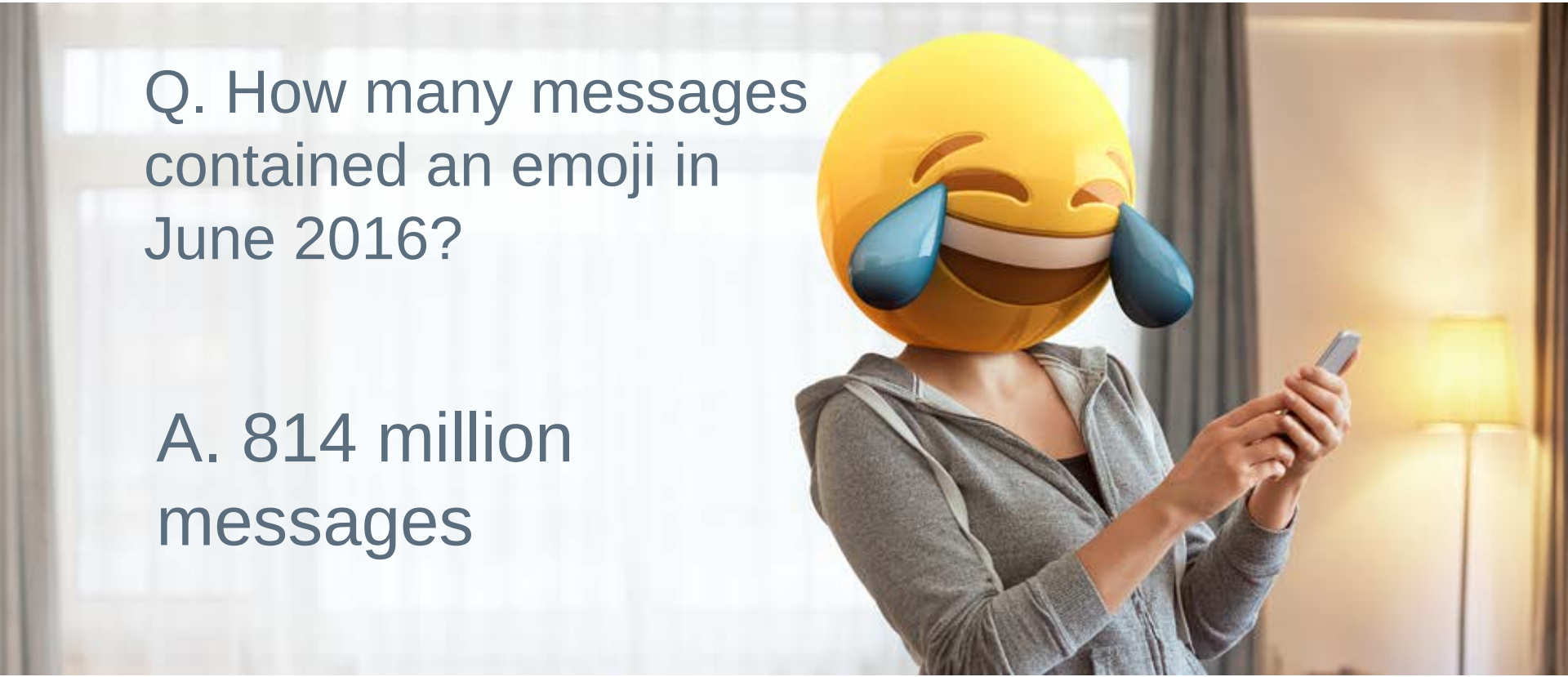
Pop quiz

Q. What's the fastest growing language in the world?

A. 

Q. How many messages contained an emoji in June 2016?

A. 814 million messages



Experience is *the* differentiator for brands

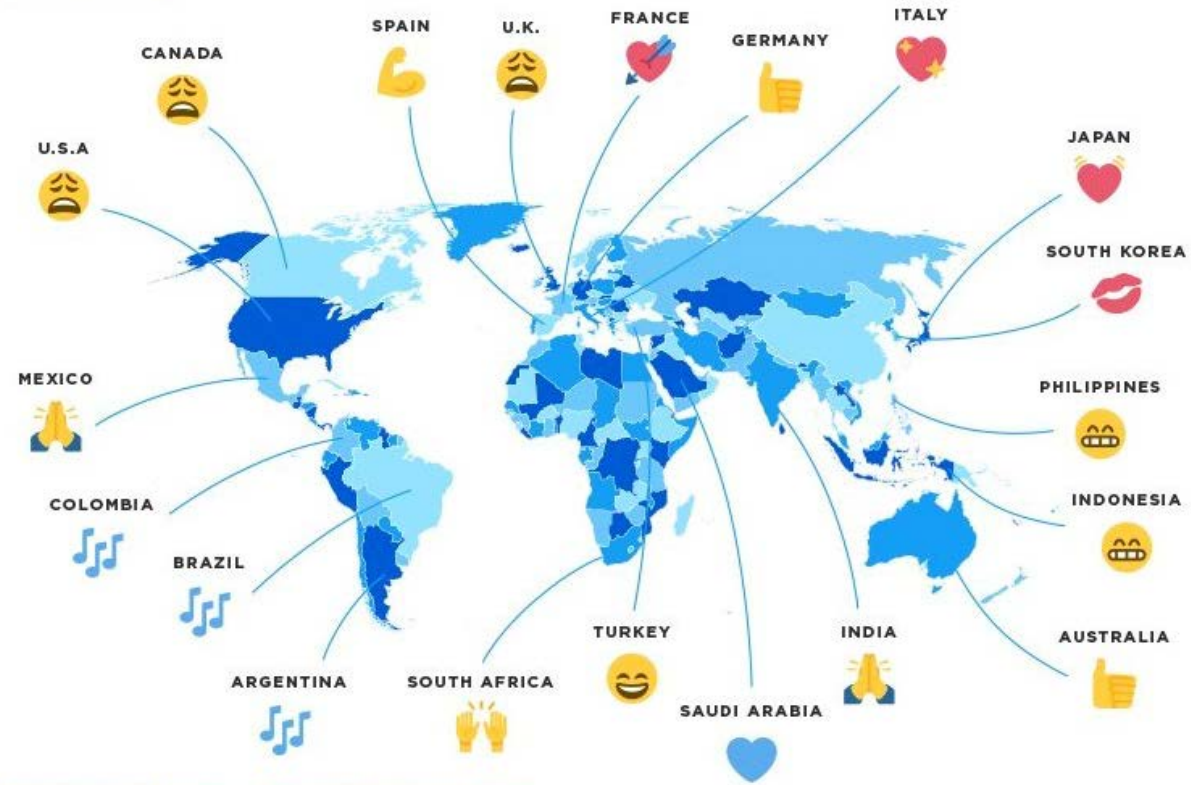
Q. Which emoji has been the most tweeted to date?

a.

b.

c.

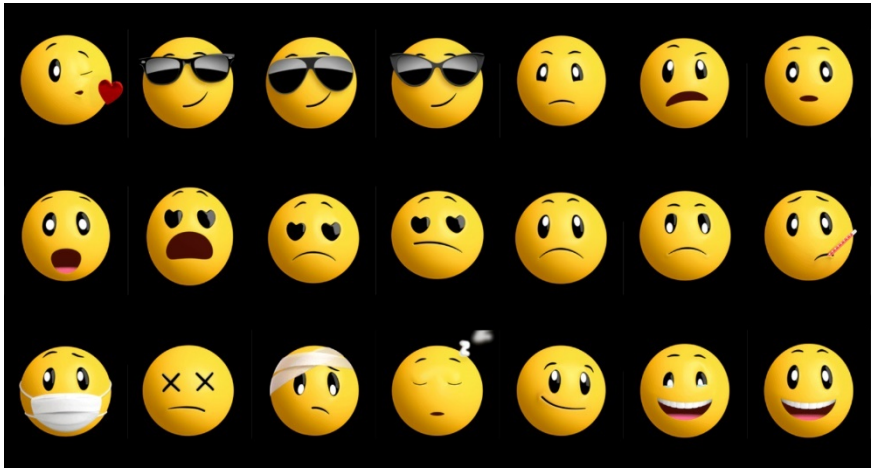
TOP-TWEETED EMOJIS BY COUNTRY



Map of World with Countries - Multicolor by FreeVectorMaps.com
Most frequently used emojis per country, excluding emojis in the global top 10 ranking (7/1/15 - 6/30/16)

Challenge: How do you translate emojis?

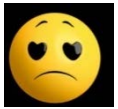
Translators don’t know what face goes with what content:



Now each emoji has a description:

It’s time to go. <happy>

It’s time to go. <sad>



< pizza> It’s time to go.

Final thought

"If you talk to a man in a language he understands, that goes to his head. If you talk to him **in his language**, *that goes to his heart.*"

- Nelson Mandela

A 10 Point Blueprint for Global Marketers
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