

MULTILINGUAL DIGITAL CAMPAIGNS



Localize to Personalize

You need to reach every customer, everywhere. Connecting with global customers and prospects with conversion-focused messaging requires an ever-increasing mix of skills, technologies, and support.

Even with the right tools in place, how can you guarantee your content will entice that all-important click-through, sign-up, download, or purchase?

Going global with your email marketing program adds complexity and cultural barriers that can be difficult for your central team to manage. Let us bridge the gap—we have the experience, technology, and global footprint to adapt and extend your email marketing campaign to all markets.

Our global digital marketing services team collaborate closely with you and offer the language, cultural, and technical expertise you need to stay relevant with your global audiences, meet your marketing goals, and keep your costs and schedules in check.



Our Path to Your Success

As the world leader in global marketing localization and cultural research and assessment, we meet your email challenges with our proven suite of global services, including:



Design & Content That Captivate

Deploying an effective marketing campaign hinges both on what you say and how you visually present that message. Our production team builds custom templates to suit your needs, and our design and development teams ensure easy adaptability of your bespoke master content master, optimizing each solution and design for a global audience.

Our content creation team can create new content aligned with your marketing objectives to increase engagement and conversions with local, intent-driven moments.



Localizing Your Content

Localizing your campaign can be as simple as transcreating your text and adding localized taglines and images or as complex as recreating original content and redefining objectives that reflect your global brand voice and message. Lionbridge can integrate directly with your tech stack to create efficient processes and workflows as we localize any content, from text to image to multimedia, and optimize your global campaign.



Campaign Quality Review and Testing

Lionbridge offers Experienced MARCOM Testers who perform a tri-fold test to ensure successful deployment of your campaign:

- Functional, cultural, redline, and editorial for grammatical and spelling errors
- Device and multi-platform testing
- Flag Market/regional issues with content

Our multi-center execution reduces costs and offers a 16-hour production window, with automated style and URL checks via our built-in verification tools.

Choose Lionbridge

With Lionbridge as your email marketing partner, you benefit from a centralized, quality-assured, globally-scaled process that ensures your message resonates with more people, faster. With expert digital production centers around the globe, we deliver content faster and more cost-effectively while ensuring your global message hits home at a local level.

95%

of marketers consider email important or very important to their efforts

82%

of consumers say less than half of the email they receive is relevant

42%

of marketers acknowledge that some or none of their email is relevant to audiences

Get Started

Contact us today to talk with an expert and learn how Lionbridge can improve the adoption, usability, and success of your global products and services.

[LIONBRIDGE.COM](https://www.lionbridge.com)

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