



LIONBRIDGE

A BUYER'S GUIDE FOR MULTILINGUAL MARKETING CAMPAIGNS:

10 STEPS TO THE PERFECT PARTNERSHIP

YOUR ORGANIZATION IS GLOBAL



You need to develop a multilingual marketing campaign. It needs to resonate with all buyers regardless of culture, language and country. And, your campaign needs to be completed faster than ever before.

NOW IS THE TIME TO ENLIST THE RIGHT LOCALIZATION PARTNER.

You know what it takes to execute an effective marketing campaign. You must create compelling content that resonates with your target audience and deliver that content promptly. There's no doubt you've relied on this approach in the past; it should continue to be your go-to strategy moving forward.

However, when demands on your marketing department rapidly grow and you set out to enter more markets around the world, the ability to reach your buyer at an emotional level becomes exponentially more challenging. After all, each region has its own specific needs—its own language, customs and sensibilities. So, when you find yourself

executing a multilingual marketing campaign, the **expertise and experience of your localization partner** will be critical to your success.

The right localization partner will know how to adapt your brand voice, enabling it to connect with all your buyers at an emotional level no matter where they reside or what language they speak. And, the right partner will be committed to speed.

When your localization partner executes its services with urgency, you're in the game faster to build those buyer relationships and engender brand loyalty.

As you start your multilingual campaign and find yourself shopping for a localization provider, check out our guide to help you figure out what to look for and who to trust.



GET TO KNOW YOUR LOCALIZATION PARTNER

1

Your localization partner is going to do a deep-dive into your business—so start by diving deep into theirs. Are they an industry-leader with 20 years of experience or a relative newcomer? Will they speak French, Swedish and Cantonese (and all your customers' languages)? Can they deliver on-time and on-budget—every time?

Ask how many languages they support. Find out whether their translator team consists of just linguists, or linguists and subject matter experts. **The more you know about them, the smarter your ultimate decision will be.**

2

MAKE SURE THEY'RE THE RIGHT FIT

You want to get started on your multilingual campaign right away. You require convenience, momentum and a hassle-free experience. On-point translations are essential to your mission. Will the localization partner deliver in all these areas? Can they give your projects the personal care and attention you need? **Ask for examples of comparably sized customers with similar needs and you'll get a sense of whether the fit feels right.**



EVALUATE SPEED

Speed is vital; it's the difference between staying competitive and falling behind.

This need for speed manifests itself in two ways:

- The speed at which you can place an order
- The speed at which the localization partner delivers your projects

3

Both are necessary. Picture yourself repeatedly making an order. Is it easy or a drag? Look for a simple ordering platform that involves few steps. And if you do encounter a challenge? Resources, such as great customer service options, should be readily available to resolve the issue. Finally, make sure the localization partner can meet your timelines.

In certain cases, glossaries and style guides can streamline the translation process to deliver content to audiences faster. **If the localization partner provides a painless ordering platform, executes projects quickly and evaluates the appropriateness of glossaries and style guides, you've got signs of expertise, maturity and speed.**

EXAMINE AGILITY

4

Closely related to speed is agility. Is the localization provider adaptable enough to **scale up or down** to meet your company's needs? Will it be able to support high-volume projects that require a quick turn around?

A trusted localization provider will follow its client's pace and direction. Necessary changes will be handled swiftly and easily.

SEEK SIMPLICITY

If you're interacting with your localization partner via email after you've copied and pasted your document, you may encounter problems. Manual file transfers invite errors, waste time and increase the likelihood of frustration. But it doesn't have to be that way.

5

Ask the localization partner if they offer a **full suite of out-of-the-box connectors** for leading content platforms across content management systems, e-commerce, product information management systems (PIM), marketing automation and e-discovery. And if they don't have an existing connector, see if you can integrate with an open application programming interface (API) that supports all translation quality levels and content types.

A localization partner that enables a direct connection creates simplicity, streamlines your workflows and boosts efficiencies.

ASSESS QUALITY

If you're spending a lot of time reviewing and editing the work coming from your localization provider, you have a problem. Focusing on your marketing initiatives is time well spent. Having to devote an inordinate amount of time and money double-checking the work provided by your localization provider, however, is not. The localization provider must understand that quality is essential to your mission and have a vast pool of skilled translators from which to choose. The right provider will also have options for quality assurance checks built into their project management stream to catch errors before they ever get to your desk.

6

The localization provider should be able to source the linguistic and subject matter experts you need to ensure your message rings true in every target market—the first time around.



REWARD RELIABILITY

7

It's not enough to execute projects flawlessly some of the time or even most of the time. You need to count on your localization partner all the time. They should be prepared to address everything from the routine to the unexpected. Enormous volume? Difficult language pairs? Tight deadlines? No excuses.

Do they have the capacity to handle your language needs during peak seasons? Holidays? Last-minute emergencies? **Inquire.**

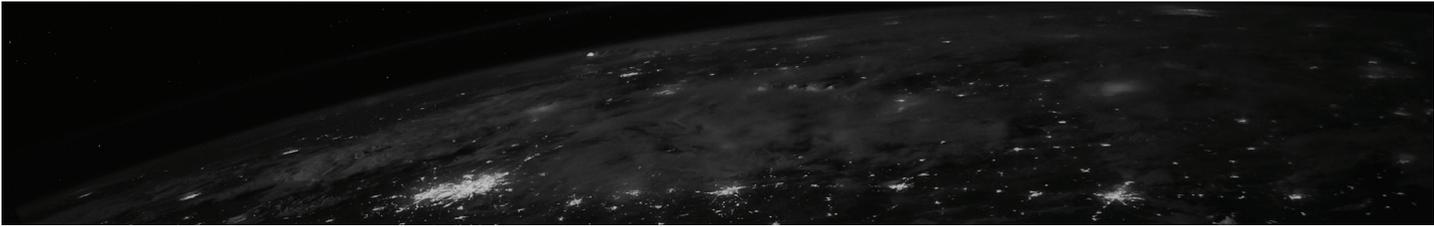
HIT THE GROUND RUNNING

8

Beginning a new relationship is tough. You're just getting to know each other, but fast-moving businesses like yours can't take things slow and steady. This relationship needs to progress quickly, so ask about the provider's onboarding processes.

Does the language provider **arrange for a technical onboarding team**? Does this team use a tried-and-true process to make tech integration and configuration easy and fast? Is there 24-5 support? What about a Zendesk that can quickly track and address any issue that might arise? Software is complex, but it need not be a source of frustration.

Customers who have easy, straight-forward translations may not need handholding. However, if you need a premium service for a complex project, **make sure there is an option for a dedicated team of experts whose sole mission is to get you up and running so there are no delays to your mission-critical marketing initiatives.**



CONSIDER FUTURE NEEDS

9

Today you have to localize text. Tomorrow you need help developing content from scratch. Next, you want help with search engine optimization. Further down the road, maybe you want to release a video in 10 different geographic markets. That's great—until you have to manage multiple partners, which is less than ideal.

The solution? Find a single partner who can handle all your current needs and grow with you as your projects become more complex. Using one partner accelerates and improves execution. Moreover, you'll end up with consistent messaging for your mission-critical content no matter what type of project you are engaged in. For one stop shopping, check your localization provider's toolbox. **Can they create and transform content—from text, voice, audio and video to structured and unstructured data? Ask.**

CONTEMPLATE CREATIVITY

10

Complex problems often require creative solutions. Is the localization provider able to come up with innovative ways to address your specific needs no matter how complicated the project is? How might you figure this out? Assess their level of experience.

Almost any company can execute a simple translation in a major language. Things can get tricky—and even daunting—when you're dealing with a less common language, challenging content or technical complexity such as video files. Have confidence in a localization provider who deals with these types of projects all the time.

Also, look at their resources: deep knowledge of industry verticals, a large talent pool of translators and an assortment of technical tools will all go a long way to meet their clients' needs.

Ultimately, the localization provider should make decisions on their clients' behalf without having to ask for guidance every step of the way. **Find out how they have overcome specific challenges for existing clients, and you'll get an idea of how they can help you.**

READY TO TAKE THE NEXT STEP?

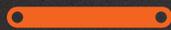


Take our advice and use this guide on us:

Give us a call at 1-866-267-0437 and see how we stack up to the questions above. At Lionbridge, we build deep relationships with the biggest brands in the world, so they can build deeper relationships with their customers—and **we're ready to do it for you.**

About Lionbridge

Lionbridge partners with brands to break barriers and build bridges all over the world. For more than 20 years, we have helped companies connect with global customers and employees by delivering localization and training data services in 350+ languages. Through our world-class platform, we orchestrate a network of one million passionate experts in 5000+ cities, who partner with brands to create culturally rich experiences. Relentless in our love of linguistics, we use the best of human and machine intelligence to forge understanding that resonates with our customers' customers. Based in Waltham, Massachusetts, Lionbridge maintains solution centers in 26 countries.



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