LIONBRIDGE

Break Through Multilingual Content Barriers With AI Innovation



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THE CONTEXT UNIVERSAL MARKETING STORY



Situational Analysis 1:

- Planning cycle
- Do more with the same
- Knowledge workers like engaging work
- Lionbridge Al goals and culture



Situational Analysis 2:

- Market potential
- Marketing's Influence [R]
- You don't know what you don't know [plus/minus]
- Lionbridge Al goals and culture



RESULTING CHALLENGES

Challenge 1

Resource Limitations:

Creating global content at scale with resource limitations

Challenge

2

Subject Matter Expertise:

Al platforms for marketing teams rarely offer the deep expertise and have the capability

Challenge

3

Resident Skill Set:

Marketing Teams do
NOT typically have
resident prompting
engineers to
leverage the
potential of GenAl

Challenge

4

Personalization:

The need for unique content by region, means creating original content in regions

Enter

Content Remix App...crawl mode (marketing team hands on)

Content Remix App...run mode (SEO team hands on)

GENERATE NEW CONTENT IN REAL-TIME AND AT SCALE

Existing Source Data Input









CONTENT REMIX APP



Define content goals

& Prompt

Engineering

Content example

Generator Template



Provide source

as basis for

new content





Remix App generates content in one or many languages

Human Controls

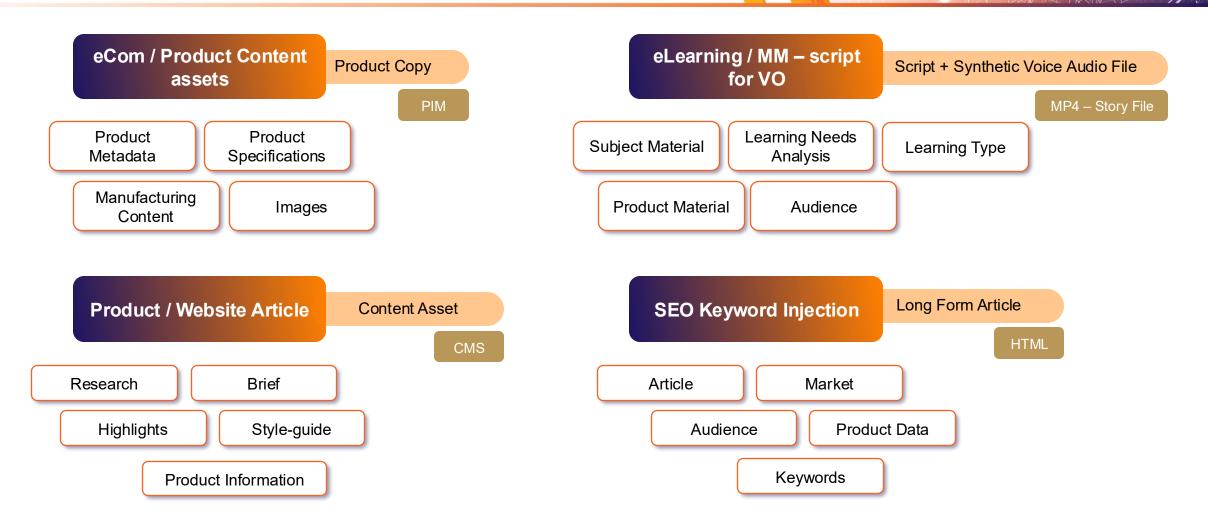
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New content – in one or many languages



Plus Many More = Total Flexibility!

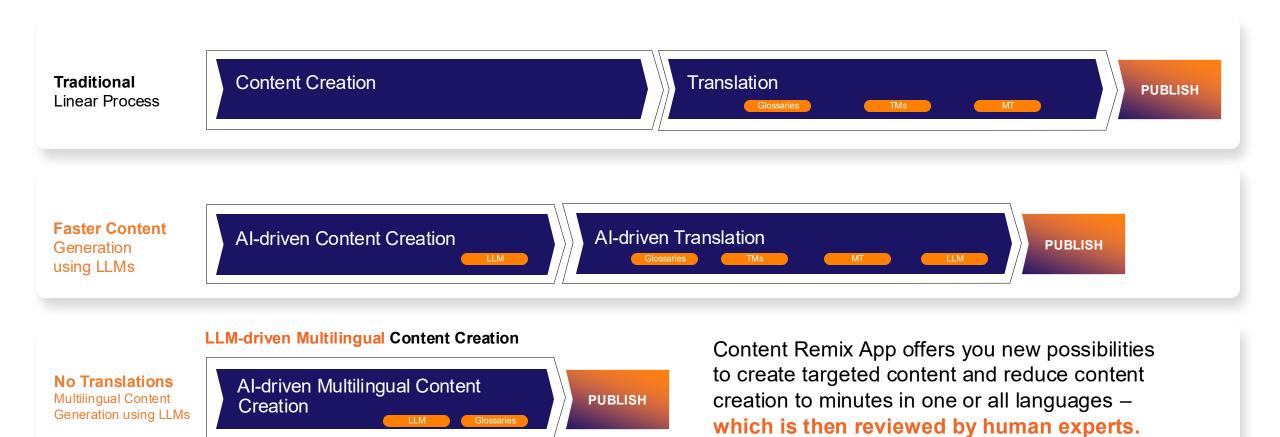
THE MAKE-UP OF CONTENT ASSETS





SHORTENING THE CONTENT GENERATION LIFECYLE

CONVERGE STRATEGY & OUTCOMES

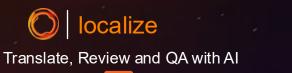




AI-FIRST GLOBAL CONTENT CREATION AT SCALE









Content, Meta data and Properties

Input data and guidelines

Translation Memories

Glossaries and Do-Not-Translate Terms

Brand guidelines and Style guides

Content, Meta data and Properties



CONTENT EXPERTS CONTROL
THE PROCESS AND REVIEW EXCEPTIONS



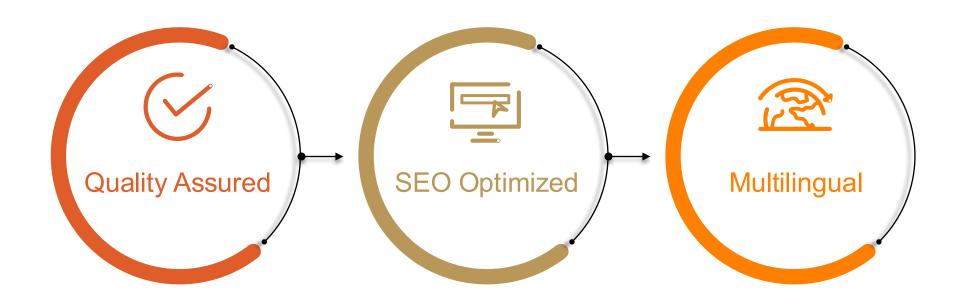
HOW IT DIFFERS:

- Direct Connectivity
 with your content
 repositories to provide
 full automation and
 context via content data
- Content generation driven by LLMs
- Translation replaced by MT engines
- Terminology and translation memories continue to provide consistency
- by frontier LLMs that are prompted to understand your content

ACCELERATING CONTENT CREATION TO MEET HIGH-DEMAND



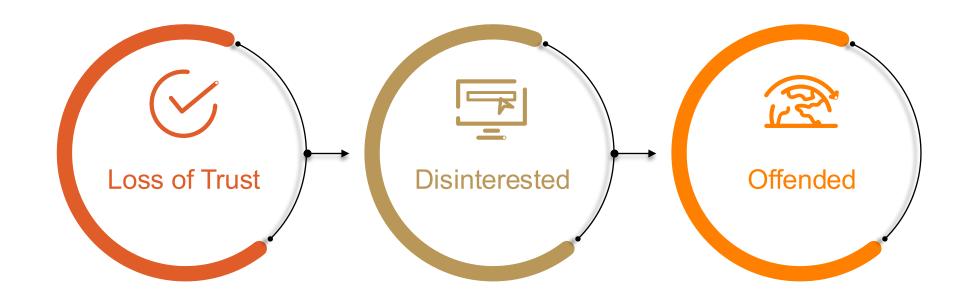
VARIOUS FORMS OF CONTENT MUST BE:





THE COST OF POORLY BRANDED CONTENT

A COMPANY'S VOICE AND IMAGE ARE CRUCIAL





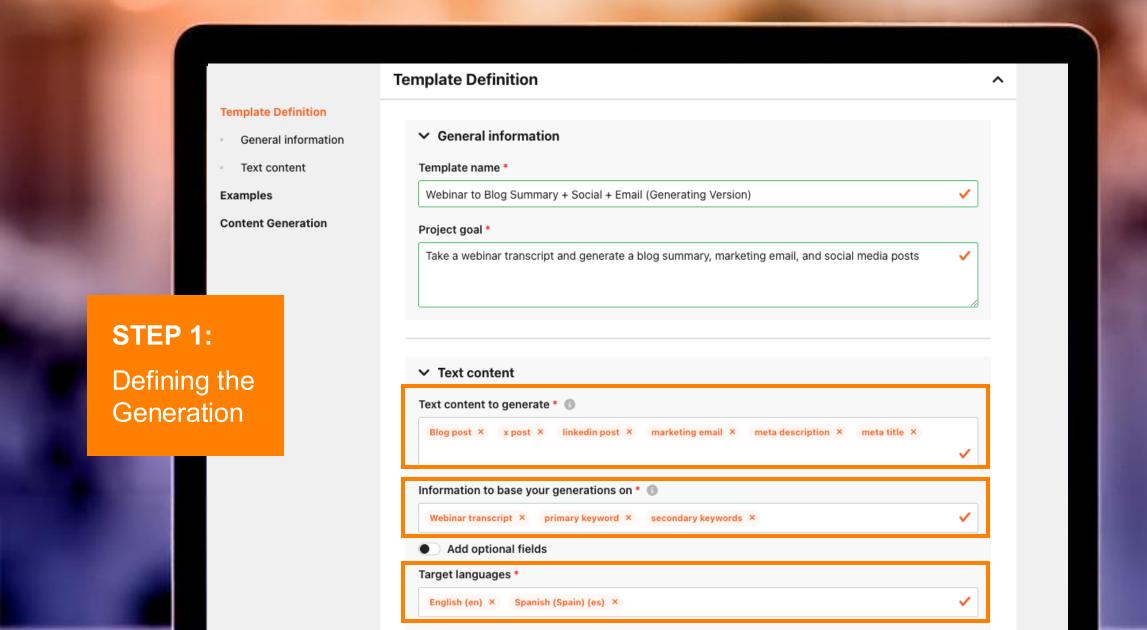


MARKETING EXAMPLE USING THE LIONBRIDGE CONTENT REMIX APP

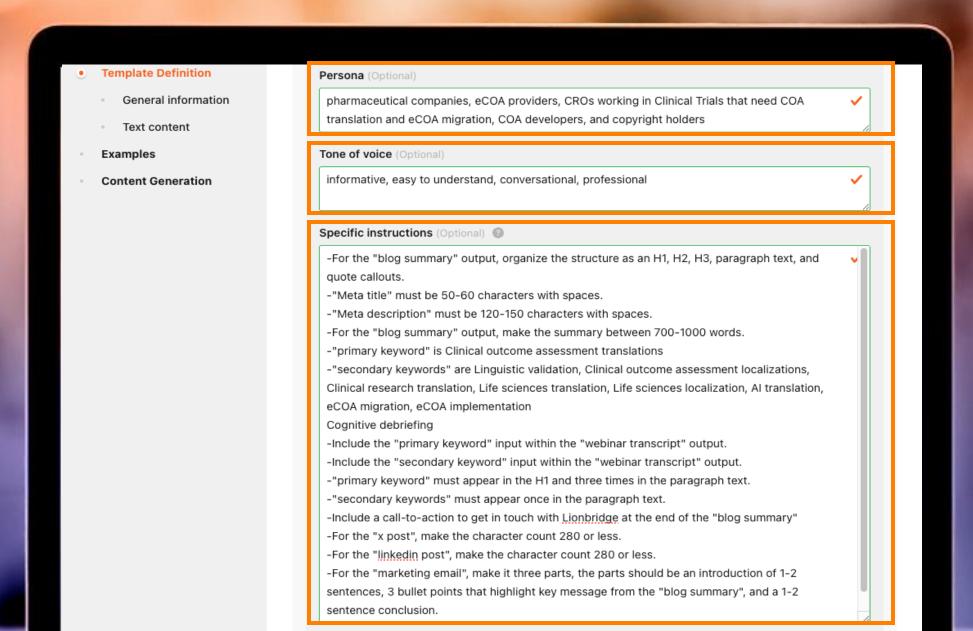
- With a single source of content, we can generate blogs, social posts, marketing emails, product descriptions, and more
- Embed SEO strategy
- Provide specific instructions length, callouts, key takeaways, page structure
- Specify target audience and tone of voice
- Simultaneous multilingual content creation in 70+ languages
- Provide examples Crafted by a human



DEMO: Using a webinar transcript to generate a blog summary, social posts, and a marketing email



STEP 2: Specific Instructions





Specific instructions align to the examples in step 3.

STEP 3: Add in Examples

Template Definition

- General information
- Text content

Examples

Content Generation

Output_marketing email (optional)

Hi {{{Recipient.FirstName}}},

Correctly structuring your website is essential to reaching new markets on the Search Engine Results Page (SERP). What exactly does that entail?

Read the Global SEO Blueprint webinar recap blog to find out.

Let's schedule a time to discuss how Lionbridge can enhance your global SEO efforts.

```
\{\{\{Sender.FirstName\}\}\}\ \{\{\{Sender.LastName\}\}\}
```

{{{Sender.Title}}}

Lionbridge

{{{Sender.Phone}}}

lionbridge.com

Output_meta description (optional)

Lionbridge Global SEO Blueprint Webinar Recap and Strategies

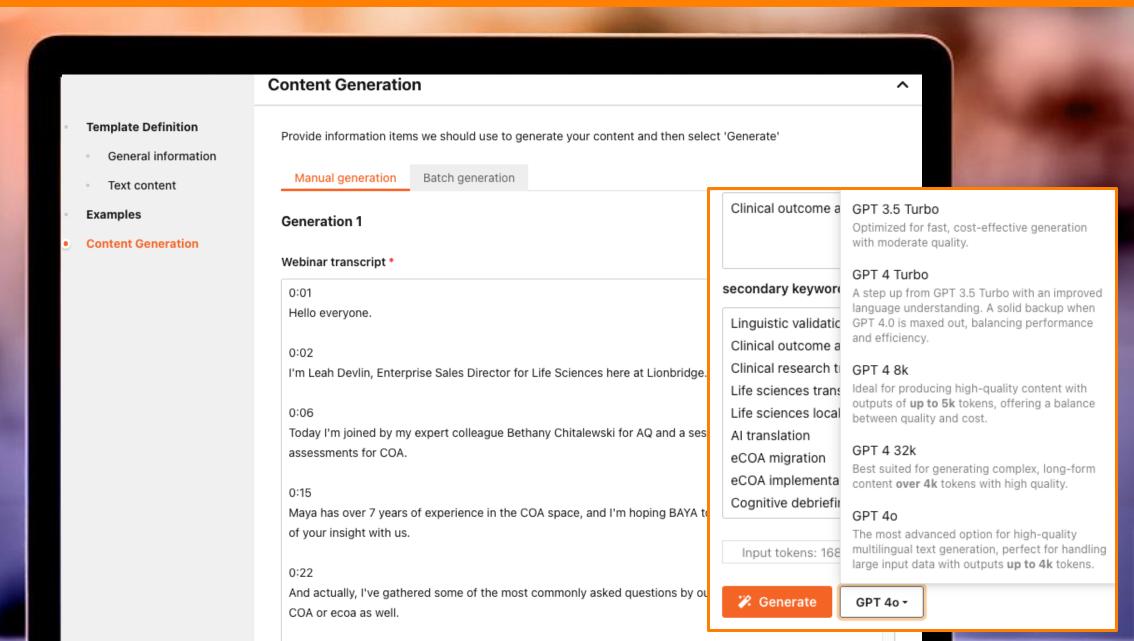
Output_meta title (optional)

Read our webinar recap to discover how to architect websites for global traffic using hreflang tags, domain structure, and localization.

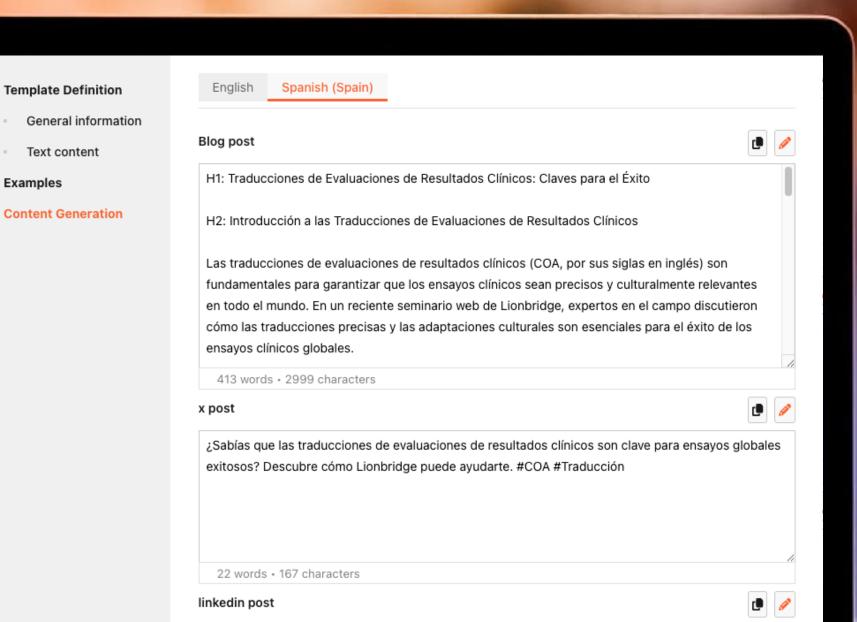


Best results
are achieved
when using
HUMAN
CREATED
content for the
example.

STEP 4: Add in Source (Webinar Transcript)



STEP 5: Content is Ready!



All generations

available at the

SAME TIME

and in

languages.

AVOID THESE PITFALLS

- Duplicated, unoriginal, or plagiarized content will be flagged by search engines and hurt SEO initiatives
- Poorly-written or designed content will negatively impact SEO
- Low-quality or plagiarized content will also alienate customers and hurt brand image
- Al-generated content can be copyrighted if a human author creates it (laws may vary by location)
- Be transparent and reference the AI tool



AI-ASSISTED CONTENT STRATEGY: CHINA

THE CHALLENGE & OUR STRATEGIC RESPONSE



- 2025 Initiative: Launching a campaign to target Chinese companies with our services.
- Initial Review: Current Chinese service pages required updates to meta data and on-page content.
- Key Insight: Crucial need for input from local Chinese teams to identify relevant topics.
- Strategic Decision: Develop dedicated, market-specific content tailored for Chinese prospects.

Our Al-Assisted Solution: The Remix Project

- Core Tool: Leveraging "Remix" as our primary content creation platform.
- Collaborative Team (China-based):
 - **SEO Team:** Conducted in-depth keyword research and managed project.
 - Business Resource: Spearheaded topic expansion and reviewed Remix outputs.
 - In-Market SEO Content Resource: Provided essential post-editing for generated content.



AI-ASSISTED CONTENT STRATEGY: CHINA

DRIVING EFFICIENCY & FUTURE GROWTH WITH AI

Process Evolution & Efficiency Gains

- Initial Learning Curve:
 - · After initial feedback, we developed more detailed templates and prompts within Remix
 - Specific instructions on meta data, keyword usage, headings, and calls to action were vital.
- Significant Improvement: Second set of content outputs required 30% less post-editing effort compared to the first.
- Continuous Improvement: Ongoing efforts to incorporate feedback and enhance our Al prompts.

Tangible Results & Future Outlook

- Current Progress:
 - 6 new articles live on the website.
 - 6 additional articles currently in development.
- Content Quality: After an initial training period, the Remix tool consistently generates high-quality Chinese content.
- Performance Focus: Future efforts will concentrate on measuring, analyzing, and further enhancing our prompts for optimal performance.
- Shifting Paradigm: We view the combination of AI with human direction and oversight as the best value approach for creating impactful content.
- Cost Efficiency: Despite the initial setup and human-in-the-loop efforts, the Al-assisted process is 30% of the cost of traditional human content creation.
- Scalability: This efficient approach enables us to expand the creation of highly relevant, market-specific content to target diverse audiences effectively.





