# Understanding Why Companies Should Translate Omnichannel Content



When organizations expand to serve customers in online global markets, most will need to localize content beyond their corporate websites. Here's a closer look at why translating omnichannel assets has become more important than ever.

# Digital and Printed Documents

These are often manuals, brochures and other documents typically available as PDF files.

#### Why Translate Your Offline Documents?

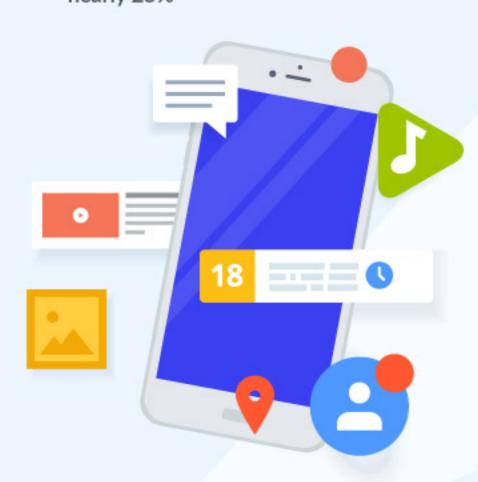
- Meets customer expectations for support material in their preferred languages
- ✓ Builds brand credibility and customer goodwill
- Creates valuable resources for on-the-ground sales reps

# Email Newsletters

These are usually marketing emails that contain product announcements, tips and other informational content, and promotions.

#### Why Translate Your Newsletters?

- Generates customer interest and engagement in global markets
- Keeps your brand relevant and credible for new international customers
- Returning customers can boost revenue by nearly 25%



# 3 Interactive Kiosks or Online Portals

Electronic kiosks are in-store computer terminals that provide information to customers. Portals provide similar functionality to online customers.

#### Why Translate Your Kiosk or Portal?

- Immersive in-language experiences deliver positive customer experiences
- Enhances customer satisfaction
- ✓ Generates customer loyalty
- Ensures legal compliance (For instance, many healthcare organizations are required by law to provide translated documents)

# Mobile Apps

Great smartphone applications provide stellar digital experiences, on par with desktop websites.

#### Why Translate Your Mobile Apps?

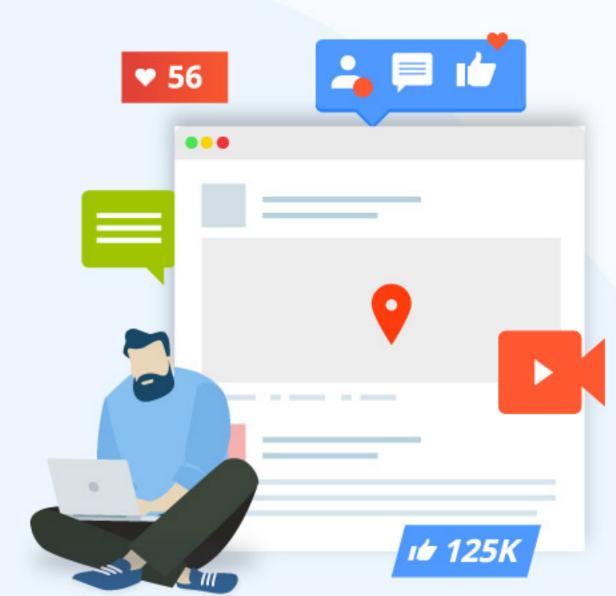
- Enhances app discoverability among multilingual app store users
- Increases brand visibility, in relation to specific keyword searches in app stores

# 5 Social Media

These virtual communities now make a significant contribution to how customers around the world communicate, research and make purchases.

#### Why Translate Your Social Media?

- Increases global discoverability; only half of all tweets are in English
- Captures attention in growth markets' preferred languages
- ✓ For instance: The number of Facebook English users recently grew by 70%. The number of Portuguese users grew by over 800%
- ✓ The second-fastest growing language on Facebook is Arabic, followed by German
- Boosts product and brand sharing: Twitter users are more likely to retweet and mention tweets in their preferred language



## Content Feeds (XML/JSON/CSV)

These are often product lists that can be displayed, advertised or compared in a unique way. XML, JSON and CSV is also used to create automatic sponsored links campaigns, or retargeting advertisements.

#### Why Translate Your Content Feeds?

- Delivers a branded in-language user experience, even beyond your website
- Ensures all on-site content, such as products, are properly translated
- Fully translated digital experiences generate brand credibility

## **7** Multimedia

These assets are often a combination of text, audio, images, animations, video and interactive content.

#### Why Translate Your Multimedia Content?

- √ 59% of executives say they prefer video to text
- ✓ Videos are over 50x more likely to show up the first page of a Google search than text
- Retail website visitors who watch videos stay on site 2 minutes longer and are 64% more likely to buy



Source: Forbes, Globalization Partners, Wirebuzz, Unbounce, Virtuets, K-international