



Why Global Brands Need Global Strategies

Build relationships with your audiences around the world



Consumers around the world are shifting to online buying at a dizzying pace. According to McKinsey, the growth in eCommerce for the first half of 2020 was equivalent to the combined growth of the previous 10 years. And that means buyers are demanding more content in less time.

- By 2025, the **market for content marketing will be worth \$417.85 billion**, at a CAGR of almost 16% from 2021
- **United States, China, Japan, and Germany** will remain the largest markets for content marketing in the near future

To meet these customer expectations, you need a global brand—one that can reach people where they are. But reaching them is only half the battle. Truly connecting with your customers means localizing your content to fit the language, culture, regulations, currency, and needs of each region you want to target.

And while inefficient, manual processes, fragmented tools, and duplicated effort can derail your multi-region rollout, CoreMedia Content Cloud provides the tools and supports processes that can help all companies build relationships with audiences around the world.



Successful localization comes down to being relevant in your market. That means giving your regional teams the flexibility to quickly adapt and publish content and commerce information in response to unique market needs."

– Martin Schlueter
VP Sales Central Europe, CoreMedia





Why Localization Often Falls Short

Managing global content is a constant juggling act, as teams have to keep up with multiple sites, different countries and languages, and audiences with diverse needs. Here's why many organizations find it hard to get localization right:

- The **sheer volume of content** that brands need to create and manage for global audiences can overwhelm content teams, especially if those teams are small.
- **Inefficient workflows** for content translation slow teams down. For example, copying and pasting between Excel spreadsheets.
- **Translating only language without considering regional culture and context** prevents brands from connecting with customers and increases the risk of miscommunication.
- Content and commerce – including products, pricing and currency – typically have to be localized separately, resulting in **fragmented processes and experiences**.
- **Lack of governance** results in inconsistent content across regional sites, and once content has been rolled out, teams find it difficult to maintain.

Every day these challenges go unmet provides another opportunity for competitors to deliver the experiences people expect, and entice them to switch brands.

Why Localized Content Matters

When customers interact with brands, they want to feel valued. With content that is tailored to the specific needs of your audience, you can add value to your own brand, as well.



Connect with new audiences: By adapting content for the different regions you serve, you can attract and engage audiences from around the world—not just those in your immediate vicinity.



Build trust and loyalty: If you communicate with customers in their native language, they'll be more willing to trust and purchase from your brand, as well as keep coming back.



Protect brand equity: Rather than simply translating content, by taking the time to understand the culture and regulations of each region, you can avoid miscommunications that could harm your brand.





How to Adapt Your Content for Local Audiences

Automate workflows to meet content demand

For many brands, managing a multi-language, multi-regional site involves several manual processes, including emailing files back and forth between translators, searching different repositories for culturally-relevant product images, converting and entering pricing in multiple currencies, and manually inputting content variations into the content management system (CMS). With CoreMedia Content Cloud, automatic workflows keep tasks moving from stage to stage, helping teams reuse content and commerce elements more efficiently and publish localized content faster.

For example: Brands that manage multi-language sites can speed up content rollout and maintenance by automatically triggering workflows in CoreMedia. Synchronize same-language content for multiple regions, automatically populate pricing in the right currency, adjust images to fit the right audience, translate entire pages, or translate only a portion of a page to suit your needs—including text laid over images.

How it works: CoreMedia helps editors create, synchronize, and translate right in the CMS, giving you full control of all languages and product information. Immediately synchronize content with a simple drag and drop, choosing the target locale from your site hierarchy. Automate translation workflows, track and manage edits, and automatically update translated product details, currency, and content in all digital channels—whether using internal translators or an integrated translation service.

With automated workflows, you can refine processes to suit your business needs while quickly adjusting to changing market conditions.

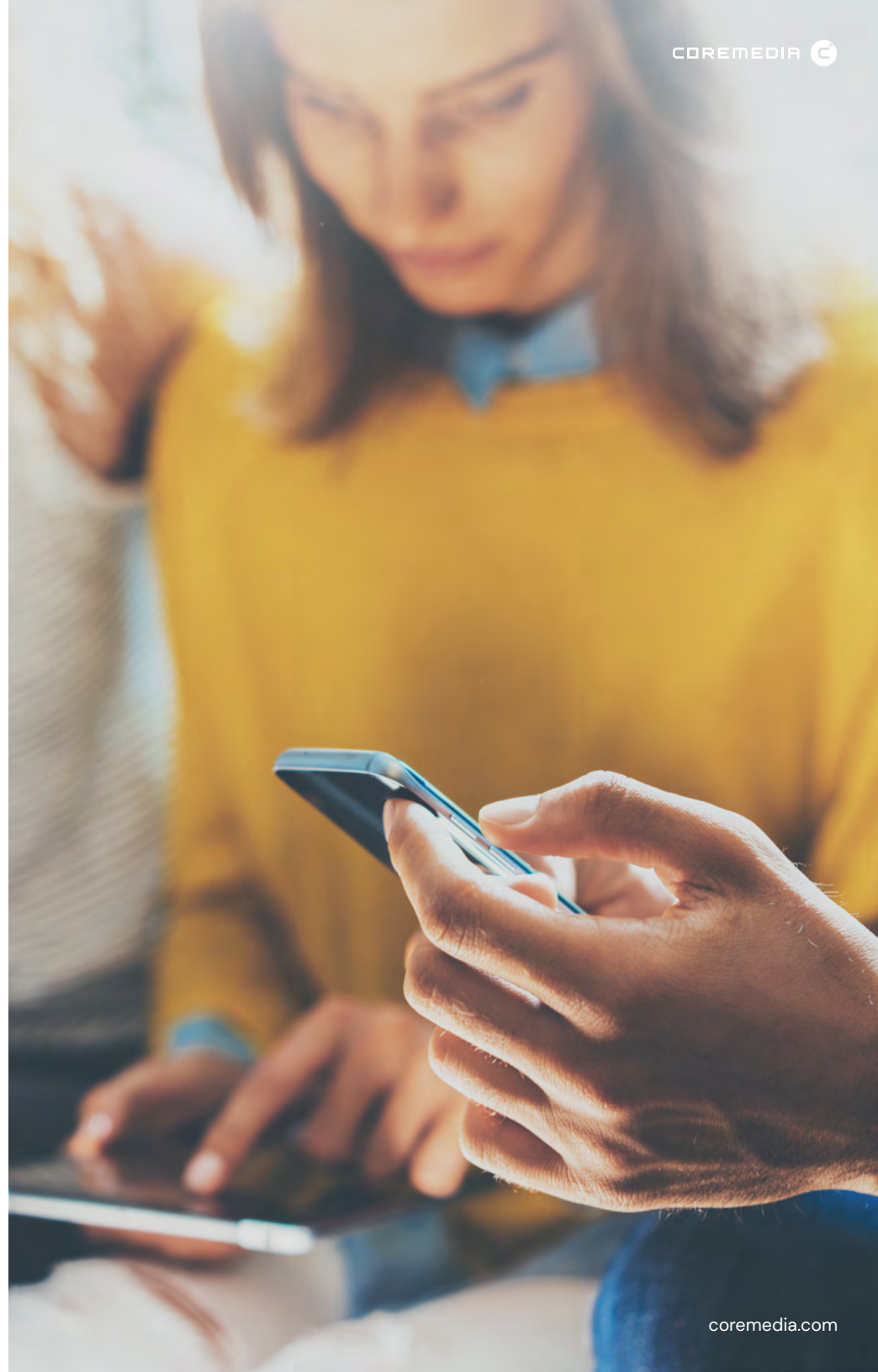
Increase efficiency with easy-to-use tools

For years, translating content for multi-language sites went something like this: Copy and paste text into a spreadsheet, email to the translator, receive an updated spreadsheet, and input translated content into your CMS. With CoreMedia's intuitive tools, teams can streamline the entire process, closely collaborating every step of the way.

Consider this: If your company had to manage content translation for 14 different languages, how many people would you need, and how long would it take? For one of our global brand customers, all 14 are managed by one employee, with the help of CoreMedia Content Cloud and an integrated translation service.

How it works: Open APIs and pre-built connectors with leading translation platforms and eCommerce providers make it easier for teams to localize content. Integrations with translation platforms eliminate the need for copying, pasting, importing, and exporting between systems, while eCommerce integrations make localizing both branded content and product information a breeze.

By helping systems and teams work better together, your content teams can spend more time focusing on high-value projects, improve collaboration, and increase productivity while reducing cross-functional issues and potential rework.





Enhance content visibility and maintain branding

Whether you push out global content to your regions, or allow each locale to customize content for their audience, your CMS should be up to the task. CoreMedia Content Cloud makes it easy to set standards to manage brand look and feel while empowering regional content teams to adapt content and product information for their unique needs.

Here's an example: When translating or adapting master content, it's important for editors to preview before publishing to ensure that any incompatibilities or errors are accounted for. Whether headline lengths are too long, or text wraps off an image, catching these issues early can make the rest of the process move along more smoothly.

How it works: With CoreMedia Content Cloud, editors can see exactly where their content sits in the global site hierarchy, instantly preview content to ensure it displays as intended, as well as compare master and variant content side by side to ensure new content stays within branding guidelines across all regions and languages.

Stop worrying about localization, and start connecting with customers

Becoming a great global brand starts with providing memorable customer experiences. CoreMedia Content Cloud can help you bring your content and commerce together to tell the most relevant brand stories and reach your most valuable customers, no matter where they are in the world.

» Want to learn how you can successfully localize content to better serve the specific needs of your global customers? [Contact us at coremedia.com/contact](https://coremedia.com/contact)



Why CoreMedia?

CoreMedia is the digital experience and content management engine behind today's most iconic online brands. CoreMedia Content Cloud is a flexible, composable Digital Experience Platform (DXP) built on an agile CMS and advanced DAM that enables leaders in all industries to orchestrate personalized experiences, then deliver them to any channel – reliably, efficiently, and at enterprise scale. Marketers, merchandisers, and developers can work collaboratively and efficiently on omni-channel experiences that drive engagement, increase loyalty, improve brand visibility, and boost revenue. Leading global B2C companies (including Deckers Brands, Under Armour, Luxottica, PVH Corp, Finnair, and Deutsche Telekom) as well as major B2B firms (Claas, Emerson, and DMG Mori) create world-class digital experiences powered by CoreMedia. We are a company of visionaries, trusted advisors, and passionate experts.

