

CLOUDWORDS GLOBAL CONTENT MARKETING REPORT

Marketing on a global scale isn't easy, but a survey of nearly 500 participants at Content Marketing World revealed that at the root of the challenges may simply be lack of a strategy for, and insight into, the process of going to market internationally.

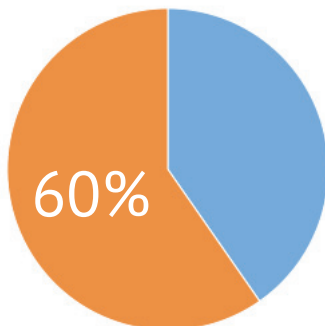
TOP 10 LANGUAGES BEING TRANSLATED

Marketers are finding it pays to capture growth across the globe – Europe, Asia, and Latin America – with these languages being the top.

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|----------------------------|------------------------|
| 1. French | 6. Spanish (US) |
| 2. Spanish (Latin America) | 7. Portuguese (Brazil) |
| 3. German | 8. French (Canada) |
| 4. Chinese | 9. Italian |
| 5. Japanese | 10. Spanish (Spain) |

60% LACK MULTILINGUAL CONTENT MARKETING STRATEGIES

With the sheer volumes of content and market opportunities across the globe, localization can no longer be an afterthought, but the majority of global marketers have yet to put a strategy in place.



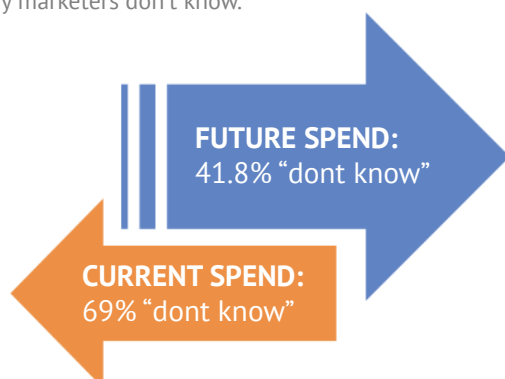
7.8% OF GLOBAL MARKETERS DON'T TRANSLATE MARKETING CONTENT

Companies that localize content for competitive advantage are 2x more likely to increase profits (*source: Common Sense Advisory*), so this should always be a must-do for marketers.

7.8%
DONT TRANSLATE
THEIR CONTENT

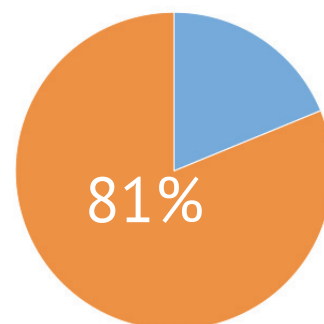
LACK OF INSIGHT INTO CURRENT AND FUTURE TRANSLATION SPEND

Translation is commonly a highly decentralized process in organizations, which creates debilitating inefficiencies in both time and money spent on globalizing marketing programs. It's not surprising that many marketers don't know.



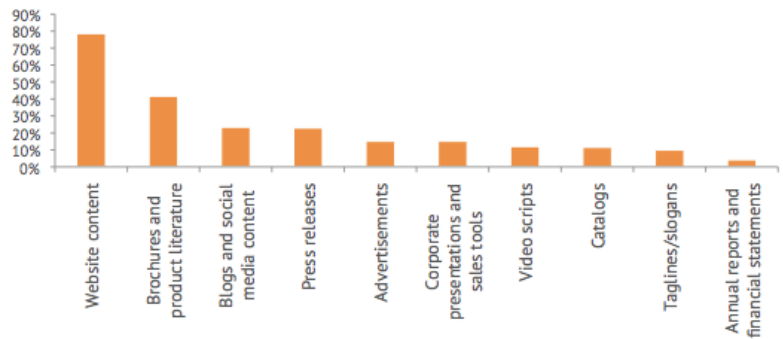
MOST MARKETERS HAVE NEVER HEARD OF TRANSLATION MEMORY

Translation Memory is the best-kept secret. It simply means if you translate something once, you shouldn't ever have to pay to translate it again. Marketers unaware of this are significantly spending too much on localization.



MOST TRANSLATED: WEB CONTENT

By far, the majority of localization efforts are aimed at web content. It's the most visible and accessible to global audiences. Marketers often feel they need to make trade-offs in what they're able to translate, due to time and financial constraints, but when those are streamlined, more can be localized and more customers and prospects engaged.



ABOUT 1/3 DON'T KNOW HOW LONG IT TAKES TO COMPLETE TRANSLATION

Ignorance is not bliss. For global marketers, not being able to control timing of translations means they're not getting to market as efficiently as they can.



TIME AND COST REMAIN BIGGEST LOCALIZATION CHALLENGES

But that's not all. Lack of insights, too many stakeholders to manage, message inconsistency, and other hurdles make localization by old school approaches fraught with challenges.



Cloudwords slashes the cost, complexity and turn-around time for the localization of all marketing content, so you can engage and sell to global audiences, and generate demand and revenue faster. Contact us to find out what we can do for you.

*Survey conducted during Content Marketing World, September 9-11, 2013. N=469**