Global Content Orchestration:

How dotCMS Facilitates International Growth

Empowering organizations to engage global audiences
with efficient content management processes - and the right technology.

Introduction to Global Content Orchestration

The world is a global village. The internet has powered innumerable opportunities to access markets for businesses of all sizes. Technology has now empowered organizations that in years prior would have never considered having an international presence. And now, though these organizations can enter any global market easily – there are still gaps where many content management systems often fail to connect for SEO and geographically-optimized content.

Access to local markets has not come without some growing pains. Marketers know that customers in different countries are not the same – and yet haven't developed the communication strategies to realize this difference for one reason or another. It's not just a matter of translating campaigns that worked in the homeland in order to have success overseas. **There is a huge difference between "translation" and "localization".**

According to Karl Montevirgen[1],

the former helps to cross the language barrier whereas localization helps to cross the cultural barrier.

And this is just one of the challenges for enterprises who want to execute on a global marketing and communications strategy.

Social media and mobile apps have created the delivery highway to global audiences like never before. The world is at every marketer's fingertips. This is great and frightening at the same time. How do you avoid channel silos and ensure brand consistency?

The bottom line is, if you don't create rich and engaging content for all of the different channels your competitors will - relevance drives conversion and it's a content marketing and content management play.

Creating global content experiences through a digital experience platform is one thing – but empowering local content teams with the flexibility to make them as rich and engaging as they can be to those different audiences, requires process (governance and workflow), flexibility, and often requires a **tradeoff:**

- **translation vs localization**

- **efficiency vs quality**

- **business expectations vs market expectations**

In this white paper, we'll examine the frameworks and best practices for marketers looking to deploy a more global digital content and marketing strategy, how successful companies execute a global strategy to create rich, engaging experiences, and what tools are available to help deliver these relevant, personalized and engaging digital experiences.

The Importance of a Global Marketing Strategy

Already in 2011, analyst firm Gilbane Group conducted a study called Multilingual Marketing Content: Growing International Business with Global Content Value Chains[2].

They found that:

"improving content consistency and quality, controlling brand consistency, and localizing marketing content" were three of the top four "critical or very important" business goals for organizations.

And, this is the key:

marketing managers currently appreciate and understand the importance of creating a strategy that addresses global markets but haven't adopted the same level of critical thinking to process, workflow and measurement to these campaigns.

Adopting the right processes, and the tools to facilitate them, can be the key to creating a localized marketing program that is successful.

At dotCMS, we have experienced this firsthand. Some of our customers are large corporations that have successfully deployed a global content management and marketing program – even deploying social content programs and multilingual content programs across marketing channels. Because they are managing each of these as channels within a unified global content strategy – they have the power to create global brand, content and other guidelines and yet the flexibility to let local managers ensure the content is most relevant at the channel level. This combination of process and robust technology suite is the real key to creating a global content marketing strategy that is successful.
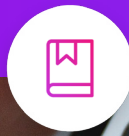
Technology for Managing Global & Local Digital Experiences

Today, the number of websites and other digital content platforms which marketers have to manage has grown exponentially. It's not just websites anymore: **content is distributed through a multitude of channels, devices, and social networks.** With the plethora of digital outlets, the audience itself became part of the content platform. Whenever a comment is added to a website, this becomes part of the organization's content, and the content platform stretches beyond the clear boundaries of the organization's content-driven applications.

Multiple languages add even more to this complexity – as comments, conversation and the platforms themselves can come in a mix of languages.

In short, audiences now expect to be engaged with on their own terms. And in many cases, this means that they want to be addressed in their language and cultural voice of choice.

Digital experiences are in real time and on-demand these days. Visitors have learned to expect the same level of service online as they've traditionally received offline. This forces enterprises to integrate marketing platforms as well as transactional systems directly to their experience platform, and provide up-to-date information about pricing, availability, and the customer's buying history in their own (personalized) context.

Consumers are intolerant for static and slow performing websites and applications that provide outdated, incomplete, faulty or irrelevant information. They've become allergic to organizations that don't practice open communication and, with social media, now also have the power to spread their unhappiness worldwide and in only a matter of seconds. This means that any **CMS needs to be equipped for collaboration** (like flexible content workflows) within the company to help manage this information at the local level – so that all of the global content items, like pricing, products, availability, and customer buying history, can be managed centrally – while giving the user the ability to consume it in a locally-optimized manner.

Smart marketing organizations will deploy web content management technology that focuses on global brand management – with the ability to manage localized content at a "channel" level. Many CMS vendors have moved to being focused on "customer experience" and position themselves as a Digital Experience Platform (DXP). Marketers need to look beyond this acronym and its laundry list of features. In the end, a strategy is only as good as your ability to execute.

Key capabilities to execute

on a global marketing strategy include the following:

01. Global Brand Management

This includes the **ability to maintain a consistent brand across all of the different international online properties – while maintaining flexibility in terms of localization.** This is where the technology that provides for a centralized content management, through localized channels, becomes so important. Top-down content should be fed through the local channels, then translated and localized appropriately. Bottom-up content should be fed into a workflow so that it can be translated, edited, and made brand consistent, if needed. Additionally, global assets such as logos, product imagery, and other global assets should be managed centrally.

One of the key items here is compatibility with translation agencies. For example, dotCMS has done extensive work with integrating web content into translation agencies. We've implemented and have integrations with open translation APIs like Google Translate and Bing for automated translation as part of the content creation and approval workflow.

02. Channeling Content

The ability to simultaneously manage global content websites as separate channels, including the URLs, workflows, and other collaborative management features[3]. **Each channel should be able to be inclusive** (managed as a portfolio of content) **or exclusive** (managed as a completely separate entity). Your global marketing strategy will rarely be homogeneous; therefore, your CMS should not be either.

03. CMS Interface in Multiple Languages

An enterprise-grade CMS's interface will be available in **multiple languages** and should be able to produce and manages those languages as well. Your localization managers may be located in offices in the country of origin – and their experience should be in the language of choice.

04. Localized Personalization

Being able to automatically direct content by language and to target more relevant messages is important in being able to optimize the experience for users. For example, giving the user in the US the ability to surf the website in another language and then "remembering" that choice for subsequent visits. dotCMS helps the content team with a powerful content targeting and personalization engine[4].

05. Global Social Media Management

As the world becomes more social, it's imperative that **CMSs should be able to manage and optimize social channels** and, where applicable, treat separately managed social channels in different languages as separate entities. You may have localized social media channel managers who should be able to utilize the same CMS for collaboration and workflow for their site as they do for their blog or other social channels. For example, utilizing the capabilities of Facebook, you should be able to address multiple languages as separate channels on your own website. And, you should be able to receive insight through your tools for the 360 degree feedback loop of addressing comments and conversation through social channels, all in the different languages that they appear.

06. Borderless Digital Asset Management

The ability to automatically populate image areas with multiple versions of images is important, of course, but so is the ability to feed and tag images and other digital assets for localization purposes. For example, the picture below might be tagged and categorized completely separately given the localization it gets. It might be football in some countries or soccer in others. Additionally, especially where you are illustrating people - you'll want to deploy images that "look like" the source country to drive brand consistency and conversions. Finally, you'll need the ability to manage digital assets that are, themselves, in different languages.

For example, your podcast may be offered in English, German, and Spanish. So, which version should go on the Japanese site? Having the ability to create business rules that associate digital assets and their source language is important. dotCMS offers integration with Amazon Rekognition[5] to support tagging rich media files at scale using deep-learning.

07. A Global Digital Experience Management Process

Digital experience management and the focus on customer experience, rather than product and services, has been recognized as top priority these days. However, for many organizations it is still a struggle from both the creation of the process and finding the right tool or tools to support it. At a high level, there are multiple frameworks for starting to create a "Market Global, Manage Local" strategy.

From a high-level strategy point of view, it's all about **creating a process that empowers local team members to create and manage their own version of content** – with a higher level corporate oversight. This integrated approach allows localized team members **to publish content, monitor social media channels, and create and optimized content for their local channels.** The larger brand team then utilizes a top-down strategy for directing major content initiatives (such as product, service, customer service, corporate communication etc.) down to the local level where they can then be translated and optimized for the local engagement.

This framework consists of a few best practices:

01. Managing a local team

Setting up a governance model for global content creation, including the workflow, roles and responsibilities for all local teams who will manage all of the channels within that local language[6].

02. Workflows

Being able to define permissions as well as content approval and publishing workflows for all global and local teams, without having to engage IT teams. Which teams will have which channels – and which teams will manage content that may flow up to the national perspective. Which national content will need to flow down to the local teams – and which local content will have to be approved by the global office. dotCMS covers capability this with strong permissions[7] and NoCode workflow capabilities[8].

03. Editorial calendars

Keep local teams on the same page. This will also help to **schedule content publication** and thematically drive any social media conversations that may also be happening.

04. Editorial guides

Every localized team will have different priorities, personalities, and tone. To manage the brand tone, **an editorial guide should be developed that helps everyone understand how to talk about the company.** Everything from the spelling and correct use of product names (in every language) to the CEO's name and grammar, tone and even content velocity can be defined in this editorial guide. This keeps brand consistency at a global level – but the personalization of it at a local level. Also AI-driven tools like Acrolinx[9] (a dotCMS Alliance Partner), can help to support the creation of high-quality content at scale in that regard.

05. Metrics

Having the ability to define and report on metrics for different territories or marketing domains. The key is to have the ability to manage each localized effort separately. The personas and audiences are most likely different – and so how they respond, resonate and interact with the various digital experiences will be different. They should also be reported differently with different KPIs[10].
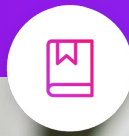
Unshackle Your Content

Our experience **at dotCMS** has resulted in a vision on how business owners can leverage their digital properties. It is impossible to completely control the online audiences. However, enabling the channels and delivering localized, culturally aware content, ultimately drives conversions. In today's day and age, the target audience decides how and when they want to consume your content and which part they want to share on their own social networks.

This will lead in some cases to shorter and less frequent web visits. And in that very short time, consumers expect context-rich web experiences that use location, device, presence, behavior, the social web, and even language to anticipate their needs. The critical idea is that "going global" is not just for global businesses any longer. As the world becomes more connected, engaging users across multiple languages and multiple channels is quickly becoming a "must-have" for organizations of all sizes.

Having the right process in place is certainly critical, but then, equally important, is getting a simple, but powerful technology solution that can facilitate that process in the right way. **It enables an organization of any size to manage a global content and marketing effort – while empowering local users to engage locally.**
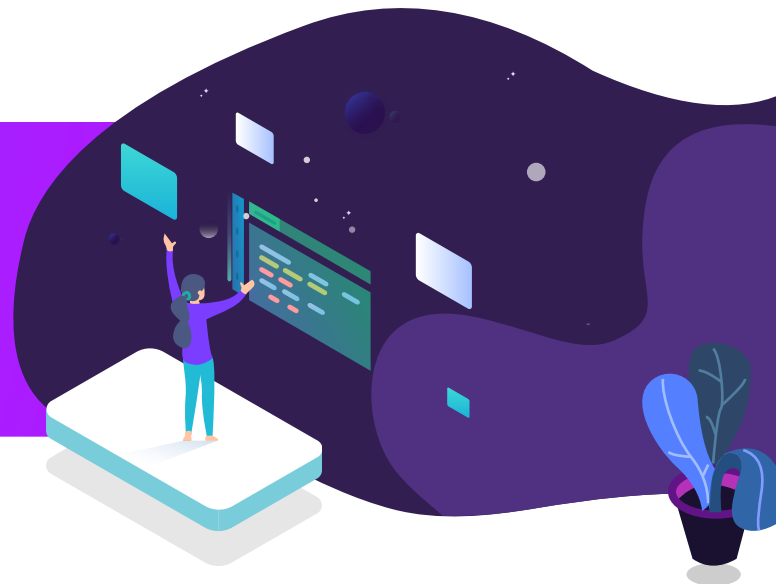
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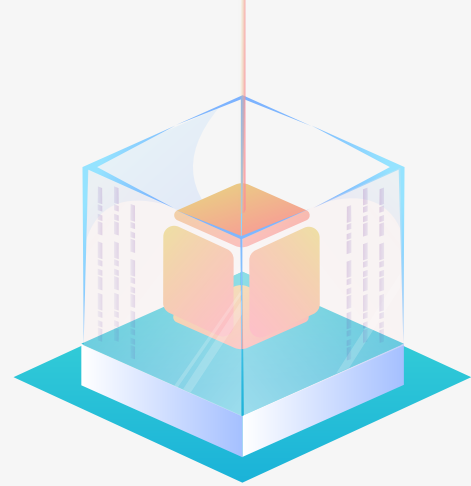
dotCMS is an open-source Java, customer experience orchestration hub for companies that want to drive business outcomes with their websites and other content-driven applications. dotCMS provides the technology to deliver connected and continuous customer experiences that business teams can orchestrate.

Extensible, scalable, and with headless content management capabilities, organizations can rapidly build their Digital Experience Platform and drive innovation while their marketing and business teams drive customer experiences for every touchpoint, in every customer journey, on any device — all from a single system

Founded in 2003, dotCMS is a privately owned U.S. company with offices in Miami (Florida), Boston (Massachusetts), and San Jose (Costa Rica). With a global network of certified implementation partners and an active open-source community, dotCMS has generated more than a half-million downloads and over 10,000 implementations and integration projects in over 70 countries. Notable dotCMS customers include: Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Thomson Reuters, China Mobile, Aon, and DriveTest Ontario.

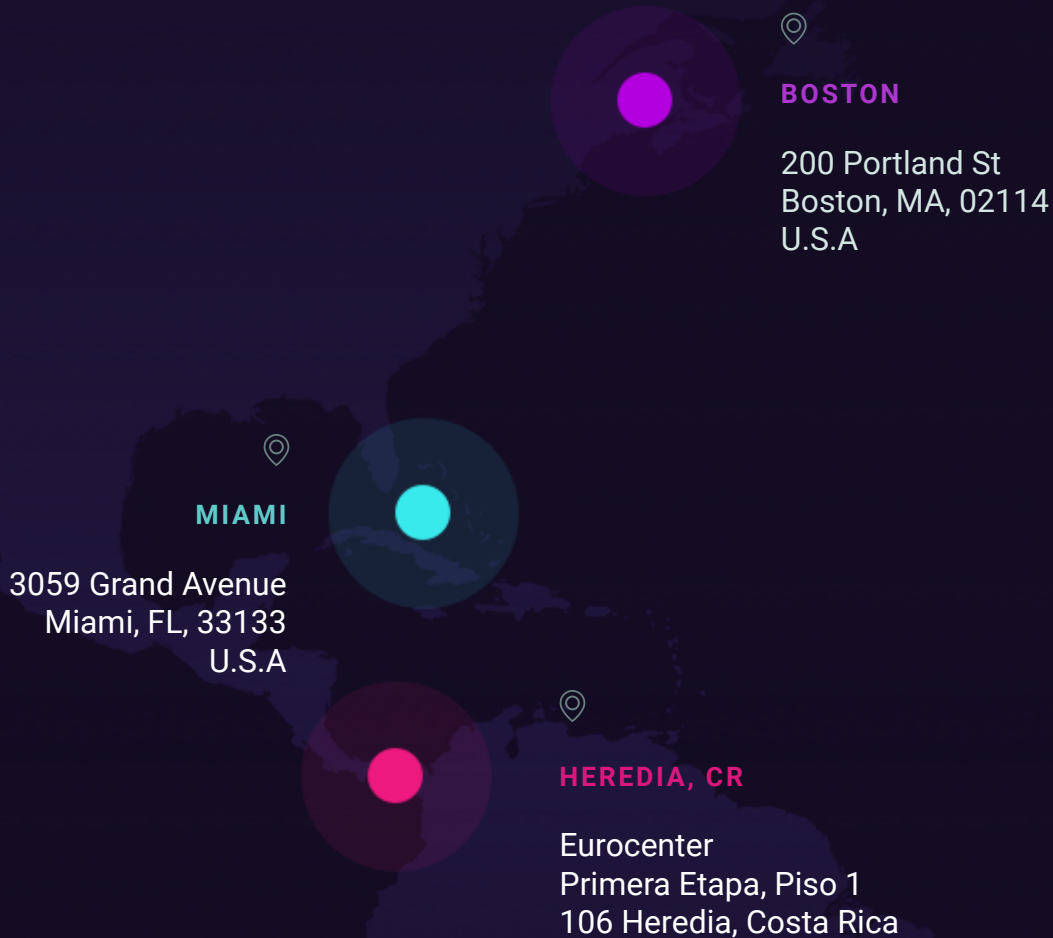## SCHEDULE A
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