THE NEW IMPERATIVES FOR MULTILINGUAL WEBSITES

A LOCALIZATION PRIMER FOR WORDPRESS USERS

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Companies that invest in WordPress are among the world's most forward-thinking and technologically savvy businesses. They're led by executives who see the value of optimizing their web operations and digital content management to grow great brands and dominate their respective industries. But they still face a big challenge: doing the same on the world stage.

These executives recognize that their prospective global customers are far more likely to buy their company's products when approached with websites addressing them in their native languages. Yet many are struggling to roll out a unified global presence capable of resonating with international audiences and driving global demand. As a result, these companies risk losing out on global revenue and market share opportunities that are critical to their growth and survival.

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EXPANDING INTO GLOBAL AND NEW MARKETS

GOING GLOBAL IS A MAJOR BUSINESS OBJECTIVE

According to a 2011 *Forbes Insights Survey*, 33% of senior executives at companies with annual sales of $500+ million worldwide view "expanding into global and new markets" as their top strategic priority, and that figure will only increase over time. How are employees, teams and business units executing against these priorities? What does it take to become a leading global brand?

Having a global perspective is a good first step, but it's surprising how many companies skip it. Many plunge into massive expansion initiatives without planning how to connect successfully with global audiences. Others look for shortcuts and quick fixes, and translate only a few pages of their websites without considering the impact on the customer experience. Neither approach is sufficient anymore.

With the enormous market opportunities across the globe, and the sheer volume of content being created, it's more important than ever for global businesses to have a strategic approach to delivering multilingual content. Companies can no longer afford to treat localization as an afterthought. Successful companies factor localization into every stage of the content creation, production and deployment process – well in advance of the ideation stage, in fact.

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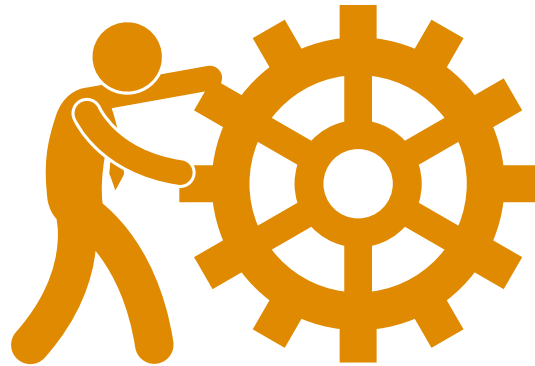
WEBSITE LOCALIZATION IS DEMANDING

Indeed, many businesses are struggling when it comes to globalizing web content to reach key markets. We hear about it on a daily basis. These companies can't keep up with the frenzied pace of content proliferation, they're hindered by silos and poor coordination across global departments, and they're spending excessive amounts of time and money on their translation projects.

If any of this sounds familiar, it's a good bet that your company, too, probably lacks an operational approach to translation. **Simply put, your job is probably a lot harder and considerably more tedious than it should be, and your company is likely spending too much time and money on translation.** The good news is you're not alone, as evidenced by our survey. More importantly, there's a better way forward. Translation projects no longer need to be so chaotic, time-consuming or costly. Read on, and we'll show you a faster and more cost-effective way to manage multilingual websites.

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LOCALIZATION IS FAR MORE IMPORTANT THAN YOU MIGHT THINK

You may think you've heard all the reasons why companies should offer multilingual websites, but here are some data points that make the case for localization even more compelling.

1. INTERNET DEMOGRAPHICS ARE CHANGING EXTREMELY RAPIDLY.

English may still dominate the Internet, but not for much longer. According to the World Future Society, there are similar numbers of Mandarin- and English-speaking Internet users (510 million and 565 million, respectively). However, the trends speak volumes: the number of Mandarin Internet users rose 1,478% between 2000 and 2011, compared with only 301% for English users. The fastest growth occurred among Arabic users (+2,501%) and Russian users (+1,825%). Even if you're not targeting these particular demographics today, they could be important to your company in the very near future.

And don't take your EMEA or APAC audiences for granted, either. Many people around the world speak some level of English as a second language, but that shouldn't be a justification for skimping on localization. For example, look at Europe. A 2011 Eurobarometer survey revealed that 90% of EU Internet users prefer to use sites in their own native language. Further, only 18% of respondents would frequently buy online in another language, while 42% would never buy online in another language. Indeed, companies that underestimate the

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value of communicating with international audiences in their own native tongue are making a critical error. As it turns out, single-language websites reach fewer than 25% of the world's Internet users in their native languages.

THE DOLLAR VALUE OF MULTILINGUAL CONTENT

101 MILLION **JAPANESE** SPEAKERS ONLINE   HAVE A COMBINED ECONOMIC CONTRIBUTION OF   US**$4.7** BILLION   IN THE WORLD ECONOMY

Common Sense Advisory, 2013

204 MILLION **SPANISH** SPEAKERS ONLINE   IN 24 COUNTRIES   HAVE A COMBINED SPENDING POWER OF   US**$3.5** TRILLION

Common Sense Advisory, 2012

7.2 MILLION **FRENCH** SPEAKERS ONLINE   IN 31 COUNTRIES   REPRESENT A COMBINED ECONOMIC CLOUT OF   US**$2.7** TRILLION

Common Sense Advisory, 2013

2. THE GLOBAL MARKET OPPORTUNITY IS ENORMOUS, AND GROWING FAST.

The global market opportunity for online communications has reached US$45.1 trillion, addressable via 116 online languages (up from 84 languages in 2012). Companies with multilingual websites will be well-positioned to reap these rewards, whereas English-only websites can only hope to claim one-third of that amount – at best.

Even companies that do some level of translation need to step up their game. It now takes at least 14 languages (including Indonesian and Turkish) to communicate with just over 80% of the world's online population. Further, it takes at least nine languages (including Portuguese and Arabic) to access 80% of the available global economic opportunity, and 20 languages to access 95% of the world's online wallet.

Multilingual web content is also essential for improving conversion rates. 67% of the typical buying process is now online, and 52% of lost sales trace back to failed sales enablement. Considering all of the markets your company targets, it's easy to see the impact of multilingual content on demand generation, and why it's so important to translate your complete website rather than just a few selected pages. Prospective customers in other markets need the same pre-sales content as your English-speaking prospects to make their way down the sales funnel; some journeys just can't be rushed.

THE TOP FIVE LANGUAGES THAT GLOBAL

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THE TOP FIVE LANGUAGES THAT GLOBAL MARKETERS TRANSLATE ENGLISH MATERIALS INTO ARE FRENCH, SPANISH, GERMAN, CHINESE, AND JAPANESE.

8% of companies that market globally don't translate any content at all. Of those that do, content is translated into an average of only eight languages.

(Source: Cloudwords survey of 500+ global marketers at the 2013 Content Marketing World conference)

3. THE IMPACT OF TRANSLATION ON PROFITABILITY IS INDISPUTABLE.

Currently, 70% of the world's most prominent websites are multilingual, and research shows that the number of languages offered is statistically linked to a company's success. In fact, localization can generate $25 for every $1 spent. Here is some additional evidence of the return on a multilingual content investment:

- Companies that increased their budgets for translation were 1.5 times more likely than their Fortune 500 peers to report an increase in total revenue.
- Fortune 500 companies that translated to keep up with or to gain an edge over their competitors were twice as likely (2.04%) to have an increase in profits and one and a quarter times (1.27%) more likely to garner higher earnings per share.

Moreover, there is a strong correlation between the number of foreign languages appearing on a company's website and the company's measure of business success as demonstrated by its score on leading rankings of company revenue (Forbes), brand value (Interbrand), or website traffic (Alexa). The higher-ranked companies consistently offered greater language support to global customers than

LOCALIZATION CAN GENERATE $25 FOR EVERY $1 SPENT

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the lower-ranked companies.

4. DON'T UNDERESTIMATE THE POWER OF A CONSISTENT GLOBAL CUSTOMER EXPERIENCE.

Localization has a huge impact on user experience. One survey of global consumers found:

- 56% say that having information in their own language is more important than price when making a purchase decision.
- 72% would be more likely to buy a product with information in their own language.
- 72% spend most or all of their time on websites in their own native language.

When some customers can't get the same experience on a translated website that others can on the native-language version, they will clearly have a completely different experience with the company's brand, product messaging and overall corporate identity. Skimping on translation can also lead to disastrous branding blunders that can alienate audiences irreparably.

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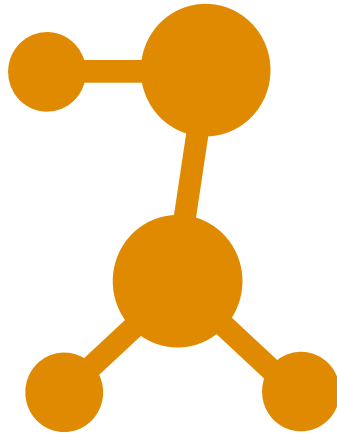
CHALLENGES OF OPERATING MULTILINGUAL WEBSITES

Of course, if it were so easy to deploy websites in dozens of languages, everyone would be doing it, right? It's not rocket science, but there are some hurdles to overcome. For example, operating without a sound strategy for delivering multilingual content makes it difficult to execute against corporate global business goals. Cloudwords 2013 survey of global marketers identified three main obstacles to localization:

- 30% of survey respondents whose companies market globally say the biggest challenges to localization are high costs and slow turnaround times.
- 20% of participants cited the complexities of keeping branding and messaging consistent globally.
- 19% of respondents found it difficult to manage multiple translation vendors and projects.

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Here are the other challenges we've heard about most often:

TRANSFERRING AND ADDING TRANSLATED TEXT TO MULTILINGUAL WEBSITES

We talk with people every day who admit to wasting far too much time on manual tasks and minutiae to manage web translation projects. They spend their days copying and pasting content back and forth from documents to emails to vendors to websites and back again. This is a labor-intensive, mind-numbing process that's all too common, but there's a better way.
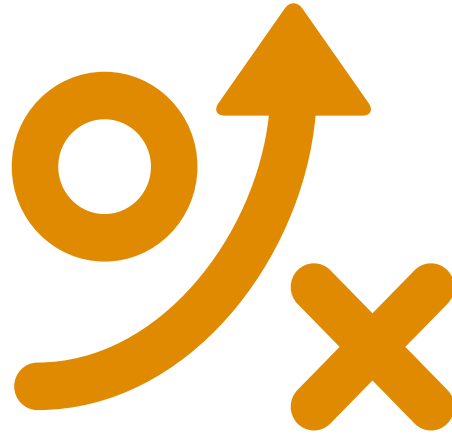
MAINTAINING MULTILINGUAL WEBSITES

It's difficult to maintain a portfolio of multilingual websites without an integrated approach to global content management or an effective translation workflow, let alone analytics on localization spend and speed. But we're hearing from people who do just that. They're struggling to maintain their multilingual websites – even with the help of technology. Why? The technology they're using simply can't support the full set of today's marketing and business requirements for translation.

COPING WITH THE LONG TIME-TO-MARKET FOR DEPLOYING MULTILINGUAL WEBSITES

Companies using sub-optimal translation management technology are paying a steep price. Their translation projects take weeks or months to complete, their content is consistently late to market, and their sales teams are at a considerable disadvantage in the field. This is a downward spiral that should be avoided at all costs. Considering the speed of today's global business and the massive global market opportunity, there's too much at stake to tolerate this kind of delay. Stop throwing good money after bad, and start using technology that can match the pace of innovation and content creation at your company.

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A NEW, BETTER APPROACH TO MANAGING MULTILINGUAL WEBSITES

Even if you're already using a translation management platform, you're probably still in the weeds when it comes to translation projects. If you're like many WordPress users, you've had to copy and paste your source content into documents and send them to your translation vendors, and then copy and paste all the translated materials back into WordPress. The time-consuming, error-prone nature of this process has made translating web content painful at best, impossible at worst – until now.

Cloudwords is easier to use and provides more complete, end-to-end coverage across translation projects. The Cloudwords for WordPress Connector is the fastest way to efficiently manage the process of translation for even small amounts of content. Cloudwords integrates with WordPress quickly and easily, without any middleware or IT involvement, and can get you up and running quickly.

With Cloudwords, you get a single platform that supports complex workflows; lets you work with multiple translation vendors; gives you a unified Translation Memory that can be shared across all projects, stakeholders and vendors; and provides real-time analytics and reporting showing your time-to-market and your localization spend across all projects, languages, and vendors. Ultimately, Cloudwords offers the necessary support to make web localization easier, faster and far less of a strain on internal resources.

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A CLOSER LOOK AT CLOUDWORDS FOR WORDPRESS

Using Cloudwords, you can export all content types and achieve faster and more cost-effective translation. Simply choose which WordPress content to send out for translation, automatically sync that content to Cloudwords and quickly route it to the translation vendor(s) of your choice (via an XLIFF file), and then seamlessly sync the translated content right back into WordPress once your vendor delivers the translated content into the Cloudwords platform.

Even better, when you use Cloudwords for WordPress, you can also leverage all of the standard benefits of the Cloudwords platform, including:

• Time-saving project management and workflow

• Ability to work with multiple vendors

• Cost-saving and brand-consistency benefits of a centralized Translation Memory

• Up to 60% reduction in total cost of localization

• Up to 80% improvement in time-to-market metrics

• Access to the Cloudwords developer center, featuring a sandbox giving developers a fully automated integration experience to test, build and enhance your WordPress integration

Cloudwords is a vendor-agnostic platform. You can continue working with all of your existing translation vendors, or find new ones in the Cloudwords marketplace.

A
CUSTOMER SUCCESS STORY
FOR THE AGES

Using Cloudwords, your company will see savings as a direct result of the efficiencies from a newly streamlined workflow, improved collaboration and coordination both internally and externally, and decreased time spent on menial tasks that distract from more strategic activities.

How much can you expect to save? Assuming a US$1 million annual investment in translation, we regularly save our customers 30%-40% of their investment. Moreover, as we found in our survey of global marketers, most companies are unaware of how much they're spending on translation in total. In fact, many of our customers were spending an extra US$1 million in employee time before they began using Cloudwords, so you may end up reducing your translation costs by up to 60%.

But don't just take our word for it! Here's a case study documenting a highly successful Cloudwords adoption:

THE CHALLENGE
A large international life sciences company needed to optimize its global content supply chain to grow global revenue faster.

THE SOLUTION
The company chose the Cloudwords platform to improve the efficiency of its global marketing team, and utilized the WordPress integration technology to maximize its existing technology investments.

THE RESULTS
Using translation vendor benchmarking, the company saw immediate project savings of 50%. By creating global project workflows, the team improved project communication and collaboration, enabling the company to reduce project cycle times by 40%.
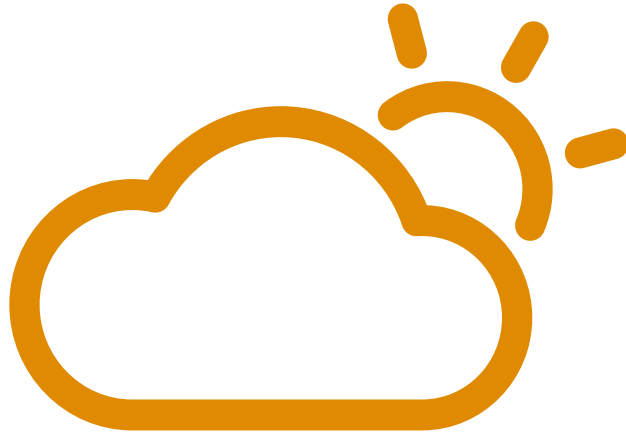
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CLOUDWORDS DELIVERS ON THE PROMISE OF TRANSLATION

Your company made a great investment in its future by deciding to use WordPress. This is industry-leading soft-ware built on proven technology by an innovative company. However, WordPress on its own was never intended to do the type of multilingual deployment that is now expected of leading global companies. With Cloudwords, you can extend the power of WordPress to meet the global go-to-market demands facing leading companies today.

Using Cloudwords, you'll enjoy vastly increased speed and productivity (and happier people!), significant cost savings, greater visibility into your translation spend, and a better ability to capture global revenues thanks to digital content that's deployed in the native languages of your key markets. In short, your company will possess a secret weapon – and a significant competitive advantage.

Are you up for the challenges that lie ahead? We're always here to help, and we'd love to talk with you about how we can work together to further your efforts to go global.

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RESOURCES FOR FURTHER READING

Ready to take the next step and see how Cloudwords can help you manage multilingual content and help your company rule the world? Here are some additional resources:

WORDS OF WISDOM FROM OUR BLOG:

- 8 Signs You're Ready to Adopt a Marketing Globalization Platform
- Best Kept Secret? Only 20% of Global Marketers Know What "Translation Memory" Is
- Have You "Cracked the Code" to Going Global?

MORE ABOUT CLOUDWORDS FOR WORDPRESS:

- Cloudwords for WordPress solution overview
- Customer case study showing the benefits of Cloudwords for WordPress

MORE ABOUT CLOUDWORDS:

- Cloudwords customer success videos
- Sign up for a free trial

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ABOUT CLOUDWORDS

Cloudwords accelerates marketing globalization at scale, dramatically reducing the cost, complexity and turn-around time required for the localization of all marketing content. Cloudwords' enterprise-ready cloud-based software enables organizations to go global faster, engage multilingual audiences more efficiently, and generate increased demand and revenue in less time. Delivering strategic integration capabilities for all leading marketing automation and content management systems, Cloudwords is integral to the globalization process for Fortune 500 and Global 2000 companies worldwide, including Honeywell, Marketo, McDonald's, SAP, Siemens and Verisign. Visit www.cloudwords.com for more information and join the global conversation on Twitter@ CloudwordsInc.

CLOUDWORDS, INC.

201 California St., Suite 1350

San Francisco, CA 94109

Phone: 415.394.8000

Sales: sales@cloudwords.com

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