

## MULTILINGUAL MARKETING SERVICES



### Master the Multilingual Digital Experience

**As a marketer, it's your job to engage today's fast-moving, digitally savvy, experience-focused consumers—wherever they may be.**

Creating integrated global messaging across all your digital touchpoints takes a defined set of skills. To resonate with every customer in every language, culture, and market, you need a combination of global and regional insights, top-quality content, and seamless creative production. And when 75% of global customers prefer to buy products in their native languages, according to a Common Sense Advisory study, that combination becomes critical.

With Lionbridge as your partner, you'll centralize your multilingual marketing efforts and yield more locally targeted, culturally appropriate, personally resonant campaigns—more quickly, easily, and repeatably.

We're experts in championing, guiding, and including global clients in the process of change and creation, and our experienced teams deliver results that drive engagement and optimize ROI. Together, we'll help you gain the insights and leverage the tools you need to keep innovating, generating better outcomes, and optimizing your processes and budget.



## We Understand Your Challenges

Are you facing any of the following challenges?



Driving pipeline growth



Customizing CX and driving customer loyalty



Marketing to new markets and segments



Too much data—yet not enough



Leveraging a growing number of technologies and media



Keeping multichannel content powerful and unique



Managing increasing costs and shrinking deadlines

You are not alone. It's up to modern marketers to find innovative ways to resolve old challenges, to deliver highly sensitive and nuanced campaigns that delight their customers, to keep abreast of the latest developments in marketing technology, to generate more leads for the sales team, and to shrewdly analyze the voluminous data that threatens to drown the department—all while managing a modest budget.



## How We Can Help

Our packaged services offer clients a combination of visibility, confidence, and reach.

**Visibility:** We zoom in and out, with macro global insights and granular data points that help you optimize each asset and campaign. We engage early and help you shape your overarching strategy, so you can make thoughtful, data-driven decisions at every step. With Lionbridge, you'll learn more about the markets you want to penetrate, gain local and global insights on your product's performance, and access world-class tools and resources that maintain the heart and soul of your brand in every language.

**Confidence:** Our data-powered, people-run platform gives you both the technical tools and the nuanced understanding to ensure your message works both globally and regionally. Our team of global strategists, technologists, linguists, and production experts balances real-time, in-market understanding with global messaging needs. And with our consistent global workflow tracking and best-in-class processes, you can rest assured that your campaigns will be accurate, effective, and on-time—every time.

**Reach:** We lead with one team and one operating model, employing our connected team of 6,000 and its myriad strategic insights to amplify your central message around the world. Our structure allows you to scale, as you benefit from our agile approach and expansive supporting global operating team. Bring your global message to life, reaching more people and more places than you ever thought possible.

## Our Services

Partner with us at every stage in your journey toward true global resonance. We offer the following services:

### Multilingual Website Optimization

- Strategic Audit
- Cultural Adaptation
- Multimedia Adaptation & Creative
- Search
- User Experience

### Multilingual Digital Campaigns

- Design & Content Creation
- Localization
- Campaign Quality Review & Testing

### Visual Adaptation

- Asset Build & Transfer
- Localization
- Multimedia Adaptation & Creative

## Get Started

Contact us today to talk with an expert and learn how Lionbridge can improve the adoption, usability, and success of your global products and services.

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