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The Power & Precision of Global Email Marketing.



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State of the Email Marketing Industry.



Email has experienced a rejuvenation of late; the once maligned channel has reemerged as a powerful communication tool in an on-demand, multi-touch world.

To give a sense of just how fast email marketing is growing:

estimates predict that the industry will grow at a compound annual growth rate of 20% and account for \$6.5 billion by 2018, in comparison to the \$1.5 billion spent in 2010.

(Transparency Market Research)

The contributing factors that have primed this growth include **greater accessibility** to email allowed by smartphones and deeper Internet penetration into geographic areas whose online potential have yet to be fully tapped. Another success factor is that consumer focused companies have shifted more towards the **value-based, narrowcast approach** to email that B2B companies have used to great effect.

A study from [Forrester Research](#) verified expected growth in the short term, as

80% of retailers said that they planned on increasing this year's budget for email marketing campaigns.

The Contributing Factors Behind Email Marketing's Growth.

Email's Rebranding Has Increased Effectiveness

Marketers are feeling more comfortable investing in email because open rates are as high as they have been in years, with a **31.1 percent open rate across all industries** according to an [Epsilon Email Trends and Benchmark Report](#). In the post-spam era, prospective clients are more receptive to email marketing because it is now implicit that marketers have carefully segmented and targeted only those they deem as interested prospects for their offering.

The Most Direct Customer Communication Tool

During the email marketing process, the initial step is brand awareness. After this first point of contact establishes a foundation, the subsequent emails function as a **customer communication tool**. An engaged consumer is then more receptive to being sent further pieces of content or being redirected to suggested product offerings.

A Valuable Resource for Customer Acquisition

Increased receptiveness from prospects allows marketers direct access because reading emails accounts for **28 percent of the average workday**, according to a [Search Engine Journal](#) article. For the better, the email marketing industry's shift away from quantity towards focusing on creating relevant and engaging content has the industry positioned for global success.

Global Email Marketing Best Practices.

The ideal global email campaign increases the worldwide reach of a brand, all while maintaining consistency.

Relevant translations resonate in the target areas and the metrics of the campaign track global behaviors. The takeaways gleaned from the metrics allow for the campaign to be even further adjusted towards its strengths. If these are the broad strokes of how a global campaign works, then here are the more concrete best practices to follow.



★ Targeting a New Country, Requires New Adjustments

All successful global email campaigns must first abide by the regulations of the country the campaign is targeting and second provide value to the prospective clients. Even the most perfectly constructed email campaign is doomed to failure if it doesn't adhere to a country's specific regulations for email communications. Legal requirements vary by country, so before going global make sure your campaign is recalibrated to comply with each country's laws on message content, opt-in policies and a host of other regulations. Look no further than [European privacy laws](#) regarding email to see that although their geographic proximities may be close, their email marketing laws couldn't be further apart.

★ Cultural Respect Is A Prerequisite

When conducting any international business there are certain cultural norms that one is expected to obey and taboos one must avoid, and the same applies to global email marketing. Cultures often have associations with certain language, numbers, colors or images, and these variables must be taken into consideration when adjusting a campaign for global success.

★ Measures to Assure Cultural Sensitivity

This may mean tweaking the color scheme of an email template or rephrasing a sentence with a more culturally sensitive inflection. With in-market competitors vying for the same market share, any faux pas whether it be cultural or technical, could be enough to eliminate your company from consideration.

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★ Universally Applicable Best Practices

While cultural variables will vary by country, there are email marketing best practices that can be applied universally. A good starting point is professional and concise subject lines that catch the eye during the scan through the inbox and pique a prospect's curiosity enough so that they click through. To determine which subject lines are the most valuable, marketers test and keep track of which ones have the highest click through rate.

★ Ideal Email Body Configuration

Once a prospect clicks through, it is important that the messaging comes across as unique and effectively delivers your carefully crafted value proposition. The greeting should be personalized and the message should be clear. Crafting the right copy that reflects your brand and placing the links in the ideal locations are the final best practices that give your email marketing the best chance to succeed.



instituting Best Practices For Global Campaigns.

Doing all this successfully in a first language is enough of a challenge and localizing the content to be relevant in other cultures requires a skillset beyond mere translation.

For that, most marketers rely on the expertise of language service professionals.

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The Key to a Successful Global Email Campaign.

Increasingly global brands want to manage a consistent customer experience across borders, but recognize that they haven't expanded their marketing capabilities the way they developed their operational footprint.



▶ How Top Brands Proceed Globally

At this point a professional's touch is required so that all of the assets involved in a campaign can be **localized to best resonate culturally and linguistically** in a targeted area. After consulting professionals, what was originally content written in a first language will now be translated and ready for global campaigns that will help expand the global reach of your company.

▶ The Phenomenon of Web Globalization

A report titled [2013 Internet Trends](#) was published this past May and the most frequently recurring trend in the report was the globalization of the web. The report indicates that **emerging markets are responsible for most of web growth**. In fact the United States ranked 10th amongst countries facilitating Internet growth behind China, India, Indonesia, Iran, Russia, Nigeria, Philippines, Brazil and Mexico.

▶ Top Sites Recognize Shifting Global Power Dynamic

A separate study in the [Trends](#) report cited that while 8 of the top 10 "Global Internet Properties" are US-based, **81% of users are from outside the States**. This study shows that the most successful sites on the web (Google, Microsoft, Facebook, Yahoo, Wikipedia, Amazon, Apple, Glam Media) have the majority of their audiences clicking from countries outside the US. With the largest sites on the web leading the way, it's now time for your company to capitalize on these ripening global audiences.

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Global email marketing is one of the most effective channels for customer acquisition as the number of customers acquired using email has quadrupled since 2009, according to a **Custora** study.



When done right, global email operations is an incredibly valuable marketing resource that can deliver a brand's message to global customers with the same substance and passion it was originally crafted with.



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For more information about Lionbridge's Global Email services, visit:

www.lionbridge.com/solutions/global-email

Where Lionbridge Can Help.

Lionbridge's Global Email is a cloud-based solution that streamlines global email campaign management by providing a seamless process for localizing emails, landing pages, and PDF assets. Our process allows for decreased turn-around times, reduced translation costs and ensures campaigns are locally relevant and globally consistent.

We've invested to create the next generation solution – a centralized hub that combines people, process and technology to deliver translated email campaigns in a rapid, cost-effective manner.

[Learn More](#)

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