

The LANGUAGE *of*
**GLOBAL
MARKETING**



**TRANSLATE YOUR
DOMESTIC STRATEGIES INTO
INTERNATIONAL SALES AND PROFITS**

Wendy MacKenzie Pease

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INTRODUCTION



When I was in third and fourth grade, my family lived in Shan-hua, Taiwan, in a small farming village about an hour and a half away from the nearest small city of Tainan. My father specialized in agriculture research and held a position at the newly opened Asian Vegetable Research and Development Center. We did not speak Mandarin or know how to write in Chinese characters; body language was the only way we could communicate with those around us.

Those years were among my first experiences with language and the challenges that can come with it—something that I built my career around. Our mission at Rapport International (www.rapporttranslations.com) is to connect people across languages and cultures for a peaceful and prosperous world, so it seemed natural for me to write a book to share my knowledge on transitioning from outbound to inbound marketing, especially in global business.

As president of Rapport International, a language services company that specializes in high-quality multilingual communications, I have had the opportunity to speak with hundreds of companies and organizations that do business in more than one language. Over the years, I have spoken with new clients to clarify their goals, analyze their current processes, assess their technology needs, and explain the various levels of quality of translation. When a company wants to grow and expand across borders or languages, understanding and implementing best practices is key to a successful journey. In this book, I share real-life stories and situations so that you can build a successful plan for international expansion. It starts with your global marketing. I then touch upon the other areas that will need high-quality language services, like legal, accounting, and technical. But

in this book, I start with marketing since that is where the journey begins.

I encourage you to reach out to me, “Wendy Pease Translation Expert,” on LinkedIn (www.linkedin.com/in/wendypease/). I am very active on that platform, and post language and culture information daily to “edutain” (educate and entertain). I encourage you to share any fun new information with me.

BREAKING BARRIERS

As a child, I learned that a warm smile opens some doors but is no substitute for engaging people in conversation, particularly when you want to do business with them. In international marketing, high-quality translation is imperative for connecting you with your buyers and bringing them through their journey to a completed sale. Having materials that are in the right language and culturally appropriate for your target audience will bring you greater success.

We are often contacted by “accidental exporters”—companies with good websites that attract international clients. The smart professionals at these companies call us to talk about translating their website to increase outreach in the markets already showing an interest in their products or services. According to the marketing research firm Common Sense Advisory, over 90 percent of people who speak English as a second language want to read website content in their native language and over 56 percent will spend more on purchases from translated websites.¹ With good translation on your website, you have the potential to dramatically increase sales and profit.

One accidental exporter we work with is Numberall Stamp and Tool, a company founded in 1930 that manufactures metal-marking equipment for stamping serial numbers, date codes, product codes, and other forms of permanent identification. The sales department saw an increase in requests for information from Spanish speakers, so they wisely decided to have their website translated and contacted us for advice and translation. In addition to translating their website, we worked with them to set up an automatic alert any time Numberall posted a blog. When we got the alert, we translated and uploaded the Spanish blog to their site. The addition of Spanish content to their website increased their revenue in previously untapped markets.

HOW MUCH ADDITIONAL REVENUE ARE YOU PASSING UP?

Defined simply, outbound marketing consists of traditional sales activities: Developing leads for outreach, cold calling, sending direct mail/email, and networking. Alternatively, inbound marketing consists of providing helpful online content so your buyer can find you and research your offerings prior to direct contact. With a defined inbound strategy, well-written content, and social media outreach, you can bring qualified leads *to you* instead of continually searching for new leads. You can become an exporter by thoughtfully developing a global inbound marketing plan.

The opportunity for global inbound marketing is huge! Less than 1 percent of the 30 million US companies export, and of those, 98 percent are small and mid-sized businesses (having fewer than 500 employees).² Moreover, businesses that export perform better. They have:

- Higher revenues.
- More profit (over 15 percent).
- Smoother business cycles.
- More efficient production capabilities.
- Stronger position in their domestic markets.
- Intellectual property value increases.
- Higher overall business value.

Exporters come from all industries—manufacturing, consulting, accounting, consumer products, food and beverage, marketing services, medical devices, electronics, and so many more.³ It is no surprise that companies that already export tend to have a leader who has international experience and/or a curiosity about the world, rather than a product or service that is guaranteed to succeed but with a few exceptions—like health clubs, restaurants, dry cleaners, and hair salons—companies that do not export are missing big opportunities.

Knowledge eliminates fear and offers tools for success. When the world shut down for COVID-19, organizations that relied solely on outbound tactics to build sales suddenly struggled. Those businesses that quickly transitioned to inbound and online relationships recovered faster. We also saw how connected we are in the world today—within months, the disease spread around the world.

With good global marketing practices, you can grow the reach and strength of your company. The importance of the global market cannot be overlooked by any business leader that expects to be successful.

In this book, in addition to exploring the global opportunity and expanding upon global inbound, I will discuss how to build a strategy, what to know about technology and multilingual communications, what processes work best, how to translate your marketing content, and how to avoid pitfalls and use best practices. After you understand the foundational concepts, I will point out special considerations on handling incoming business, bringing people to your website, connecting across cultures, and the importance of diversity and inclusion.

By the end of the book, you will understand inbound terminology and have a road map for how to launch into new markets. My goal is to show marketing experts, creative agency advisors, business owners, and leadership coaches a way to build a plan, have a process, and connect with resources to effectively use inbound principals to market internationally.

Along the way, I share fun translation mistakes, cultural gaffes, and plenty of real stories.

Visit us at www.RapportTranslations.com for free bonus content and additional fun global marketing material.

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CHAPTER 1

BIG OR SMALL, ANY COMPANY CAN GO GLOBAL

“Use your fear...it can take you to the place where you store your courage.”

—Amelia Earhart



When we lived in Taiwan, we loved getting Frosted Flakes. We had to go to a small, dimly lit, back-alley store. If we got lucky, they had cereal of some kind. Really lucky meant finding Frosted Flakes! It depended on the flow of black-market goods. Fast-forward to today, people in many parts of the world can order Frosted Flakes for delivery. Kellogg’s is a large company and has the resources to export internationally. But what do you do if you are not as big as Kellogg’s and want to grow your business into the global market?

Historically, companies had to have a plan, contacts, money, experience, connections—the list goes on.

Due to those onerous prerequisites, only 1 percent of US small businesses reached into the global market for fresh growth, leaving a lot of markets untapped. And of that 1 percent, only 2 percent of businesses export to more than one country, with Canada and Mexico being the most frequent countries among US exporters.⁴

Yet, the situation is changing. No longer is it just Frosted Flakes and products from large companies selling globally. Now, smaller consumer product companies and manufacturers are having great success.

What changed? *Everything*. The internet opened global markets and global disposable income increased. American products are in demand around the world. Non-US consumers frequently buy from companies outside their home country. Traveling internationally is easier, and millennials, with their large appetite for spending on experiences, embrace different languages and cultures.

If your company is not looking to sell globally, you are missing out on a *huge* opportunity!

Let us look at some encouraging statistics:

- By 2021, global retail e-commerce sales will reach \$4.5 trillion.⁵
- 90 percent of searchers have not made their mind up about a brand before starting their search.⁶
- 87 percent of US shoppers begin product searches on digital channels.⁷

Consider the fact that companies are becoming accidental exporters in this climate. They create a website and get orders online from other countries without having to develop a plan! Astute marketers track that information and then target others who match their ideal marketing persona in those countries.

Perhaps it is time to tap into the global market and give your company a competitive advantage. Here are a few companies that did, and they are not looking back.

Bassetts Ice Cream of Philadelphia (the US Small Business Association (SBA) 2012 National Exporter of the Year) jumped into the world market in 2008, a long time after its founder, Lewis Bassett, originally began producing and selling the product from his New Jersey farm in 1861. Since then, Bassetts (the oldest ice cream manufacturer in the US) has found an excited base of fans in China as well as in the Bahamas and Anguilla. Thanks to exporting, the company is well on its way towards becoming an international brand. Sales are up, and future opportunities to expand abound. No longer does the company have to rely solely on a strong American economy to survive.⁸

Rekluse, an American manufacturer of performance clutch components for motorcycles, had an overseas market from the day it opened in 2002.

By working with the SBA to create a solid global marketing plan, the company saw a significant rise in sales from 2011–2012, when the company’s export footprint expanded from 34 countries to 42. In the first quarter of 2012, the company’s international sales rose 52 percent and propelled them into a new period of growth that required a 40 percent increase in employees. Now, more than 30 percent of the company’s total revenue comes from international sales.⁹

Products are not the only goods in demand. Foreign buyers want services from US companies too.

According to CNN Business in 2019:

“Services are the biggest US export, with total foreign sales of \$778 billion last year. Indeed, the United States has a \$243 billion trade surplus in services, which is good news since service industries account for 71% of US jobs.”¹⁰

Service industries that have big global reach include:¹¹

- Travel and transportation: \$236 billion.
- Finance and insurance: \$76 billion.
- Sales from intellectual property, which includes software, movies, and television shows: \$49 billion.

At Rapport International, we see US marketing companies doing more international work for two reasons: 1) their clients expand across countries and ask for service; 2) importers want creative agencies in the US that understand the “American culture.” A lot of that spending is for digital advertising. Digital advertising (internet ads) continues to increase and become more of the total ad spend. In 2019, global digital advertising spending was \$333 billion, and for the first time it surpassed 50 percent of the total global advertising spend of \$586 billion.¹²

Now, let’s examine more numbers to quantify the opportunity.

TOTAL GLOBAL POPULATION

The global population is approximately 7.8 billion. Around 326 million people live in the United States, which is only 4 percent of the world’s population. In pure numbers, it is a very small proportion. Plus, that percentage is expected to drop in the future as the US has slower population growth compared to other countries.¹³

EXPECTED POPULATION CHANGES

In North America, immigration from the rest of the world is expected to be the primary driver of continued population growth. The US is expected to see a net increase of 85 million people due to immigration over the next 80 years. Meanwhile, in Canada, deaths are expected to outnumber births; immigrants also will be the source of Canadian population growth. The fastest growing countries will be outside of North America. By 2100, experts expect African countries will lead the population growth.¹⁴

If we look at the following table from Pew Research Center, we can see that the largest countries by population changed over time. In the 1950s, big countries beyond the top four included Japan, Germany, the UK, and Italy. Fast-forward to 2020 and China, India, and the US still top the list, but Japan and the European countries drop off the list, with Indonesia, Pakistan, Brazil, and Mexico replacing them.

By 2100, five of the world's 10 largest countries are projected to be in Africa

Countries with largest population, in millions

1950		2020		2100	
China	554	China	1,439	India	1,450
India	376	India	1,380	China	1,065
U.S.	159	U.S.	331	Nigeria	733
Russia	103	Indonesia	274	U.S.	434
Japan	83	Pakistan	221	Pakistan	403
Germany	70	Brazil	213	D.R. Congo	362
Indonesia	70	Nigeria	206	Indonesia	321
Brazil	54	Bangladesh	165	Ethiopia	294
UK	51	Russia	146	Tanzania	286
Italy	47	Mexico	129	Egypt	225

Note: Countries are based on current borders. In this data source, China does not include Hong Kong, Macau or Taiwan.

Source: United Nations Department of Economic and Social Affairs, Population Division, "World Population Prospects 2019."

PEW RESEARCH CENTER

FASTEST GROWING ECONOMIES

Although measuring population growth is useful, big populations do not necessarily reflect big economies. No matter how many people there are, they must have money to buy your goods. Targeting large populations does not help you if people cannot push the “purchase” button.

Nasdaq outlined the fastest growing economies as of October 2020: Guyana, South Sudan, Bangladesh, Egypt, and Benin.¹⁵ Measuring economic growth does not tell us everything we need to know, however. We could look at gross domestic product (GDP) to check the health of a country’s economy but that just looks at the total national income. It does not consider how much it costs to live in that country and how the wealth is distributed among the people.

To make informed marketing decisions, you cannot directly compare average incomes across currencies since the cost of buying “stuff” varies. Rather than looking at average incomes in different countries, it makes more sense to look at purchasing power parity (PPP), which measures the ability of people to buy similar items.¹⁶ For example, you need a lot less money in India in pure dollars to live a comparable lifestyle in the US. This gives us a more accurate view of the monetary impact in the country.

The following chart is an example of PPP, taken from Numbeo.¹⁷ Look at the currency-adjusted prices for grocery items in the US compared to India:

Item	US price in dollars	India price in dollars
Chicken fillets, 1 lb.	\$4.12	\$1.43
Eggs, 1 dozen	\$2.33	\$0.90
Bread	\$2.47	\$0.42
Rice, 1 lb.	\$1.82	\$0.32
Tomatoes, 1 lb.	\$1.94	\$0.23

Your weekly grocery bill in India is substantially less than the cost of buying the same items in the US, so the income necessary to live an American-type lifestyle in India is lower. PPP looks at the relative purchasing power between countries but does not account for salaries, poverty levels, and other economic conditions of a country.

Understanding the comparative effects of purchasing power, let’s look

at PPP from 1950–2100 for the top 10 countries.¹⁸ As you can see, the US drops in PPP over time. This means that people in the US will spend relatively more to live the same lifestyle. The countries in bold indicate the high-growth countries of each time-period in terms of populations.

1950	2020	2100 Projected
US	China	India
Russia	US	China
UK	India	US
Germany	Japan	Indonesia
India	Germany	Brazil
France	Russia	Philippines
China	Indonesia	Turkey
Italy	Brazil	Nigeria
Japan	UK	Japan
Canada	France	Russia

What do we notice across time? Economies change. We can easily see that in the 1950s, the hot areas for international trade for the US included Europe, with the rebuilding of Germany (and Japan) after WWII. Looking at 2020, the hot countries for trade over the last decade are Brazil, Russia, India, and China—known as the BRIC countries in economic circles.

Projecting to 2100, some newcomers make the list. Notice how Indonesia and Nigeria are on the growing population list *and* the projected PPP list. Experts expect them to become hot markets.

Now, let's look at the numbers in a different way because growth and PPP only tell us so much.

DISPOSABLE INCOME

With PPP, you are measuring what people are able to buy across currencies. Disposable income tells us how much “extra” money people have. Disposable income is the remainder available for savings and spending on vacations, entertainment, fun, and other extras after necessary expenses such as mortgage/rent payments, groceries, health insurance, and taxes in a typical year. Have you ever calculated your disposable income? The formula is:

Income - necessities = disposable income

So, if your company sells consumer products or services that might be considered “extra,” it is worth targeting places where residents with higher disposable income can afford your products.

The countries with the highest disposable income as of April 2020:¹⁹

1. United States \$53k
2. Luxembourg \$47k
3. Switzerland \$42k
4. Germany \$41k
5. Australia \$40k
6. Norway \$39.5k
7. Austria \$38k
8. Belgium \$36k
9. Netherlands \$35.9k
10. Canada \$35.7k

As we know, countries and incomes are not stable across time. If we look for countries with growing disposable incomes, the list changes. As of 2018, the countries with the highest annual *growth* in disposable income are:²⁰

1. Costa Rica 7.4%
2. Latvia 6.6%
3. Czech Republic 4.7%
4. New Zealand 4.6%
5. Ireland 4.4%
6. Hungary 4.3%
7. Estonia 3.7%
8. Slovenia 3.7%
9. Canada 3.6%
10. Luxembourg 3.3%

The US ranks number 15 on this list. The US market has high dispos-

able income per capita, yet on growth rates of disposable income and PPP, other markets look better.

WHAT DO THE NUMBERS MEAN?

The world is changing, opportunities abound outside US borders, and companies that recognize this trend will have bigger growth, hire more people, and experience greater success. With a logical process, support systems, and commitment, your organization can seize this opportunity.

According to the US Department of Commerce, companies that export are more successful. Remember the statistics from the Introduction of this book? Research shows that exporting makes you bigger, faster, smoother, and stronger.²¹

THE US GLOBAL MARKET: INCLUDE MULTILINGUAL MARKETING AT HOME

If we do not talk about multilingual marketing in the US, we would be missing key information about opportunities close to home.

Before my family moved to Taiwan, we lived in Mexico City, where I attended a school that did half a day in Spanish and the other half in English. By second grade, I knew the difference between the languages, whereas my younger brothers, who were in preschool, used both languages as one. My mom would try to use them as interpreters because they could understand things she could not. She would ask them what someone at the door said and they would just look at her. They could not understand why she did not know. They knew what language to speak to the Spanish speaking preschool teachers and what language to speak to Mom, yet they could not have told you what language they were speaking.

When we moved back to the United States, some of the children laughed when my brothers spoke. They would say “speak some more like that,” meaning “speak Spanish.” Of course, very quickly the young children stopped speaking Spanish. In those days, when immigrants came to the US, they “melted” into the pot by trying to assimilate and learn English without an accent. It was odd to see foreign language speakers outside their homes.

These days, it is different. Immigrants come to the US and retain their language and heritage. Rather than calling the US a “melting pot,” I have heard it called a “mixed salad”—a dish that relishes the differences of fla-

vors, textures, and colors. And this mix adds value to our society: just think of tacos, enchiladas, samosas, moo shu pork, pho noodles, sushi, and pizza.²²

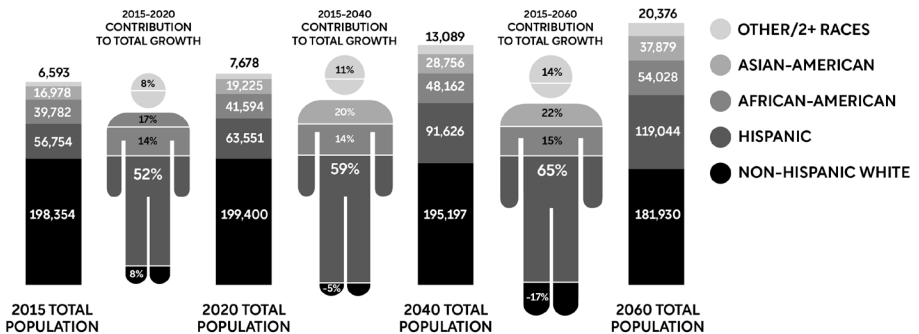
The US multilingual market offers a huge opportunity. Let's look at the US Spanish-speaking market alone.

The US has the second largest population of Spanish speakers in the world, second only to Mexico! The size of the Spanish speaking market in the US is close to 40 million people. This population is larger than that of Peru, Venezuela, Chile, Ecuador, Guatemala, Cuba, Honduras, and many other countries.²³

Additionally, the Hispanic population growth in the US outpaces the growth of every other group, and that expansion is expected to be a continuing trend. Granted, not all Latinos in the US speak Spanish, yet many do and continue to speak Spanish at home, even if they are second or third generation. Therefore, the opportunity for capturing the Hispanic market increases when you provide marketing translation into the Spanish language.²⁴

HISPANIC POPULATION WILL CONTINUE TO RISE; NON-HISPANIC WHITE POPULATION WILL CONTINUE TO DECLINE

HISPANICS WILL CONTINUE TO ACCOUNT FOR OVER 50% OF FUTURE U.S. POPULATION GROWTH



Source: U.S. Census Bureau, 2014 National Population Projections

Copyright © 2016 The Nielsen Company

Plus, the younger generation of Hispanics often retains their language and culture even when born in the US. The number of Latino millennials who identify as bilingual is growing dramatically in the US, Nielsen reports. Additionally, 62 percent of the country's adult Latinos speak English or are bilingual, according to Pew Research Center's National Survey of Latinos.²⁵

Considering the preference of consumers for companies to provide information in their native language (more on this later in Chapter 4), US companies that do not provide marketing content and advertisements in Spanish are likely missing out on more than 40 million potential customers and counting.

In October 2016, Facebook released the results of their Facebook IQ study conducted by Latinum Network. The researchers studied 500 Hispanics from different backgrounds of language usage: English-dominant, bilingual, and Spanish-dominant.

The study²⁶ had several conclusions, including:

- Ads targeting Hispanics in Spanish significantly increase their interest in purchasing products.
- When online, more than 80 percent of Spanish-dominant Hispanics use Spanish at least half of the time when they read, write, or watch videos.
- 79 percent of Spanish-dominant, 82 percent of bilingual, and 60 percent of English-dominant Hispanics surveyed think brands should reach out to consumers in both English and Spanish.
- 58 percent of Spanish-dominant Hispanics and 48 percent of bilingual Hispanics think that the brands that reach out in Spanish demonstrate they value the Hispanic community.

Just think about the potential for increasing inbound marketing! By translating your website into Spanish, you have the potential to reach the Spanish-speaking residents in the US, Mexico, and all other Spanish-speaking countries around the world.

JOIN THE PROS

Many companies already know the value of advertising to Spanish speakers on television.

To check out some popular advertisements, visit our blog about Spanish advertisements in the US: www.rapporttranslations.com/blog/spanish-advertisements-in-the-us-fuel-for-sales-growth.

In the blog, you can watch advertisements by Crest, Dodge, Carl's Jr., Chevy, Target, Subway, and more well-known companies that advertise in

Spanish to win new customers in the US.

Yes, those brands are consumer products, and you might think that business-to-business services need not consider Spanish marketing. But US Hispanics are ahead of the curve when it comes to digital as they lead in adoption of new devices, are power users of mobile, and over-index in video consumption.²⁷ Think about the opportunity to reach a market this connected!

To give you an idea of the potential scale, Procter & Gamble Co. spent \$369 million in Hispanic media in 2017 alone. Think about *your* products or services. Might there be ways that you can reach out to this market to increase your growth close to home? To read more about the opportunity you can visit *Ad Age's* Hispanic Fact Pack.²⁸

CONCLUSION

All the numbers, analysis, and research show that exporters are more successful. Organizations that take the risk to expand globally benefit in so many ways. Of course, conducting business on a global scale is not without challenges, but thanks to improvements in trade finance, the internet, and trade agreements that are helping to balance trade deficits, exporting has never been easier. Agencies like the US Small Business Association provide exporting counselors and resource partners that are ready and willing to help your company make the global leap. Looking at this opportunity, can you still find an excuse for *not* exporting? With the useful and simple instructions in this book, you can learn how to benefit from reaching the Global Market.

ACTION STEPS:

1. Do a readiness assessment of your company for multilingual marketing. Is your senior leadership on board with expanding to non-English-speaking markets?
2. Evaluate your English inbound marketing and what might need to be improved upon for better success.
3. Research and pick one non-English-speaking market to target.
4. Contact the local trade expert near you and learn about the support they offer. Find your State Export center and the SBA contact at this website: 2016.export.gov/eac/.

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Wendy Pease is the owner and president of Rapport International, a translation and interpretation services company specializing in marketing translation. Throughout her career, she has worked with hundreds of companies to help them communicate across more than 200 languages and cultures. She hosts the Global Marketing Show podcast.

Learn more at WENDYPEASE.COM

