

How to succeed at
**International
Digital Marketing**



Table of Contents

- // Dealing with enquiries from abroad
- // What domain will you be using
- // SEO strategy
- // Plan your marketing strategy
- // Review your language strategy
- // Multilingual PPC Strategy
- // Prioritise your pages
- // Localise your social media accounts
- // Conclusion



How will you deal with enquiries from abroad?

Before you start chasing enquiries from abroad, you need to consider how you'll deal with them. Are they likely to call, email or purchase online?

If your customers are likely to call, you could use in-house language skills if you have them. If you don't, you could enrol on one of the many language courses run by our sister company [RLI](#).

Or perhaps you could use a telephone interpreting service - which costs the price of a coffee for a couple of minutes on the phone. You dial in, and an interpreter joins you on the line. Cool, huh?

Some customers will be happy to speak in English, even if they search in their own language.

For simple discussions you could use Google Translate, but beware! Google Translate is pretty good into English since that's what language most Google Engineers speak. But it can throw up some funny results!

PRO TIP

Some customers are happy to deal in English, but will never enquire at all if the website is in English.



Which type of domain will you be using?

There are three options to consider when launching your website in another country.

1. CcTLD - Country Code Top-Level Domain (e.g., [webname.fr](#))
Using the ccTLD indicates that you are targeting a specific country (eg [.fr](#) for France) and is the most effective at establishing trust with new web users. However, since it is, in a way, its own separate entity, it doesn't benefit from sharing the link authority of any parent top-level domain.

2. Sub-folder (e.g., [webname.com/fr](#))
Using a sub-folder benefits from the shared link authority of the top level domain and is good for your search

rankings. However it creates less trust than using a ccTLD, which may have an impact on the click-through rate.

3. Sub-domain (e.g., [fr.webname.com](#))
This approach is a good compromise if you don't want to use the above. A sub-domain can be separately hosted in different countries, potentially boosting your ranking in that country. There is some shared link activity but not as much as with a sub-folder.

[webname.fr](#)



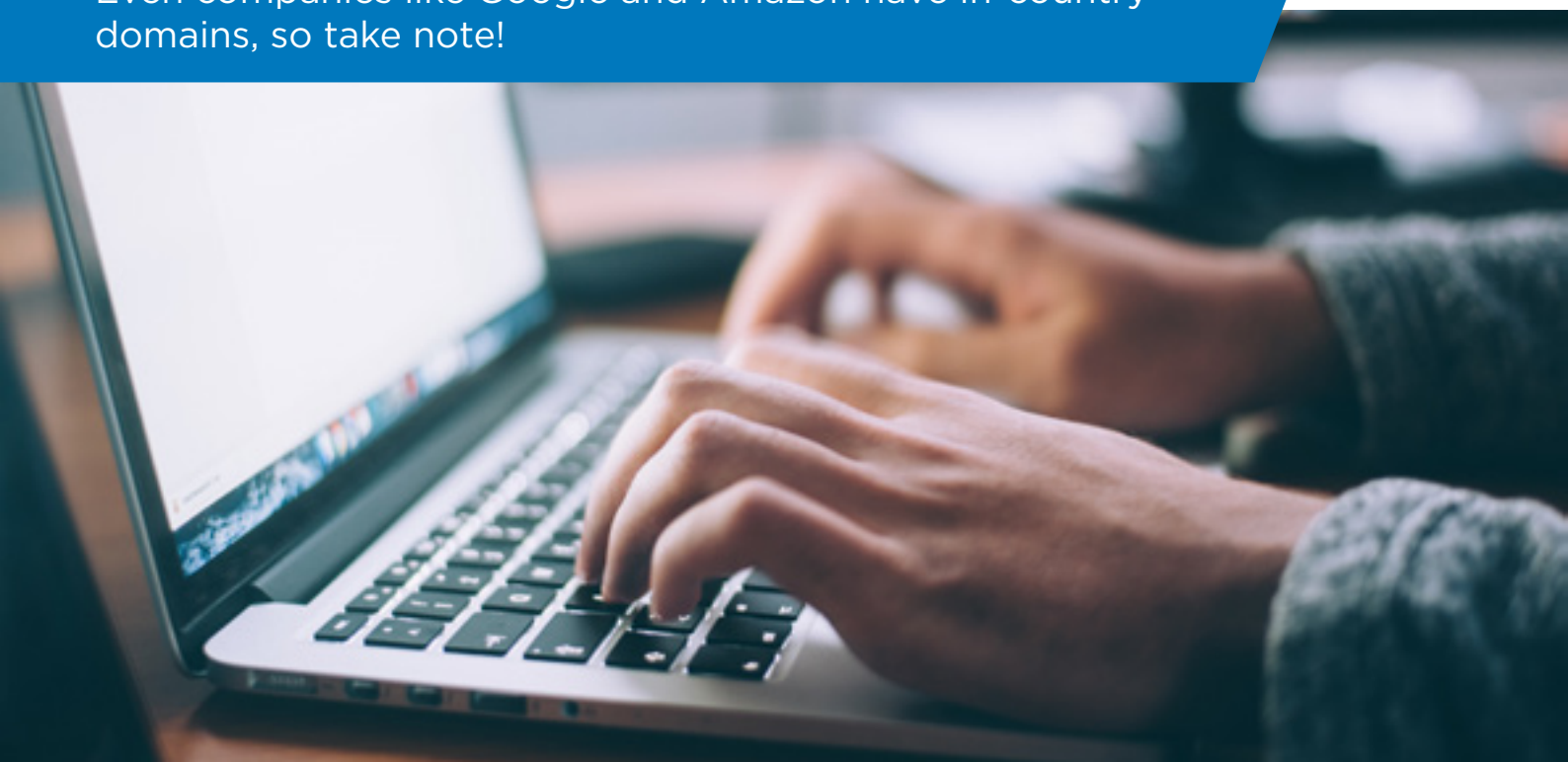
[webname.com/fr](#)

OR

[fr.webname.com](#)

PRO TIP

Even companies like Google and Amazon have in-country domains, so take note!



Prioritise Your Pages!

If you're lucky enough to have a huge marketing budget and an infinite marketing team you can skip this step.

For the rest of us, it's important to identify the key products, services and landing pages you want to focus your efforts around.

Just taking a look at your website analytics will give you an idea of which pages to focus on translating, optimising, and promoting using the steps in the rest of this guide.

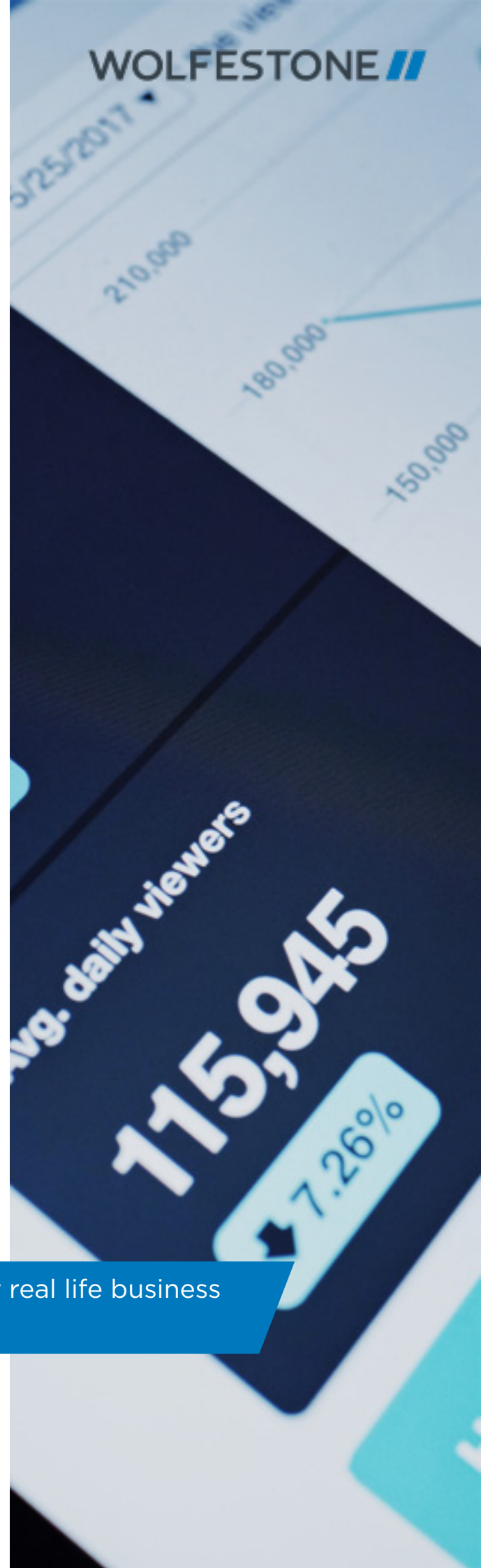
What to look out for:

- Most visited pages
- Best conversion rates (e.g., where people have submitted a quote or signed up to your newsletter)
- Low bounce rate and high time on page

Remember to consider what your most profitable and popular products are. What are the future trends in your industry? Where are you making good margins?

PRO TIP

You need to link your analytics data to your real life business goals to make the most of your efforts.



Plan your marketing strategy

What works for your brand in the UK? Is this likely to be the same in your target country?

The key here is to understand that every country is different. While your strategy in the UK is relevant, you'll need to review it. Take B&Q as an example.

They first set up shop in China all the way back in 1999. At first their products weren't selling well. British customers loved to create their own furniture and fittings, but the Chinese consumer was different. Research showed that with new found wealth, the Chinese customer was tired of building his own furniture, and wanted someone else to do it.

B&Q, to their credit, persevered. In response, they developed the "design and decoration service", which transformed the company's fortunes in China.

B&Q became the market leader in China with over 4,000 employees and 39 stores. It grew to nearly twice the size of its nearest competitor, and represents a great case study of a brand that despite a rocky road stuck with its mission and got to grips with a new market.

PRO TIP

Countries are different. Even the UK and US are referred to as countries separated by a common language!



Review Your Language Strategy

If your site is already translated, has your content been reviewed by an in-country panel of customers? If not, it's worth conducting a review as any mistakes could put customers off.

Light bulb manufacturer Osram went into the Polish market several years ago. They couldn't understand why their fantastic product, which was reliable and competitively priced, wouldn't shift off the shelves.

Then someone had a lightbulb moment. They asked the customers, who with embarrassment told the brand that "osram" means "I will poop all over the place". Had they conducted a focus group, that probably wouldn't have happened.

In-country reviews can help you get insights not just on language but also your customer base and what motivates them: they're well worth doing.

As well as your company name, you can review your slogans, product names, the words you use and how well your messages translate for the new audience.

PRO TIP

Ask your translation partner about transcreation, creative translation for marketing messages.



Multilingual PPC Strategy

If you want to get the most bang for your buck, the best thing you can do is hire in-country expertise to help research potential long tail keywords.

For more advice, read our blog post on multilingual [PPC](#).

There are a few things that will help you maximise ROI, reduce CPA, and know where to focus your budget:

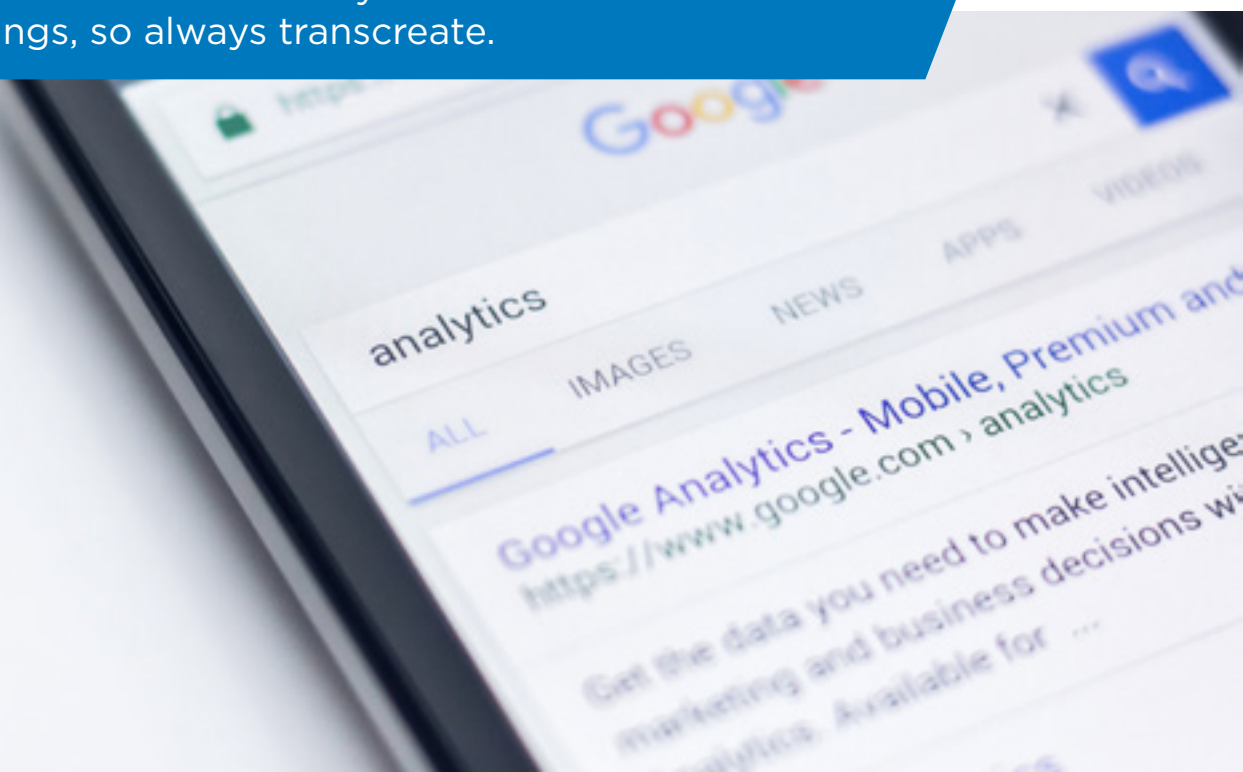
- Make sure you have conversions set up (e.g. sign-ups, enquiries, calls)
- Prepare really specific transcreated ads for the new market
- Run a PPC campaign around your most popular products
- Localise display ads, make sure the images still fit your target audience
- Further research successful keywords and remove less useful ones

40%

of brands want to increase their PPC budget, indicating that this is an effective and lucrative tool for marketers

PRO TIP

Be careful not to translate literally. Some new words have double meanings, so always transcreate.



SEO Strategy

Multilingual SEO is a service many translation companies offer but few do well, so the best thing you can do at this stage is to choose a specialist agency.

Translating domestic keywords in the hopes of ranking well in overseas markets fails to take into account country-unique keywords that may have high search volume but no domestic equivalent terminology.

The only way to ensure you are targeting the right relevant keywords is to use native linguists who also understand the process of keyword research. However, many believe keyword research is sufficient to help you rank in new markets.

On-site SEO is a great start, but you need to develop content and outreach for links and mentions, to build authority of your site over time in the target market.

Whether it's through blogger outreach, PR, or social strategy, you need plans in place.

PRO TIP

Content is king, so don't neglect your content strategy. Do you have existing content you can reuse in the new market?



Localise Your Social Media Accounts

Any search marketer will tell you that social signals are now a key ranking factor. If you want to drive traffic to your site and boost rankings, you need to consider how you will manage an international social media account.

For inspiration, it's worth looking at the Twitter account of the footballer Cristiano Ronaldo, who boasts an impressive 77 million followers.

Ronaldo communicates to his fans in several languages, including English, Spanish, Italian, and his native Portuguese.

He keeps his tweets short and sweet, including plenty of images and video clips. Though Ronaldo only has one account, we recommend that brands and companies have separate accounts for each language.

Translating your messages can help build up a following in the new market and drive traffic to your localised website.



PRO TIP

Your tweets should consist of CTAs and news relevant to customers in that country, not generic company news.

Conclusion

Are you ready to begin?

Put a date in your calendar to put these actions in place. You can drop certain areas - for example if you have no plans for SEO, then just focus on your PPC campaign instead.

If social media isn't important in your marketplace, you can ignore that step.

And if you want any further advice, email or call us. We'll be happy to help!

E : hello@wolfestone.co.uk

T : +44 (0)1792 450 972

Follow us on...

LinkedIn

Twitter

