

Which is more **effective**: *Global Marketing* or Localised **marketing**?



What exactly is
global and localised
marketing?

Understanding the
distinction between
localisation and
translation

Local influencers
and Hyperlocal
marketing



Language and messaging

Imagine landing at an international airport and all the ad banners you see are either in the native language that you don't understand or in another unknown language which is difficult to comprehend, irrespective of the brand or product being advertised. This might be local businesses trying to get tourist attention, but unless their messaging is tailored to those landing at their local airport, it would simply not have the desired impact. The same would hold true for a global brand launching a product that does not have the right demand, in a non-English speaking market with a confusing messaging.

This example, however very basic, demonstrates the importance of talking to your audience in the language they understand and messaging they can resonate with.

More often than not, global brands fail to realise the importance of localised marketing, which in simple terms means understanding who you're talking to, in the language they understand, with the messaging they most engage with, in the places they're most likely to be present.

At first thought this might seem like an easy fix - all you need to do is translate your global messaging into local and run with it. Trust us when we say this, it is much more complex and requires dedicated research and processes in place to have a successful outcome.

Outdoor advertising is just one of the avenues available in a world that is married to digitisation. Many essential areas of business have been altered by the Internet. Whether you realise it or not, your company is now fighting on a global scale against competitors both close and far.

Simultaneously, marketing solutions meant to assist you to advertise your brand to this international market have been steadily released. Because these technologies are so simple to use, businesses jump right in, sending their marketing message all over the world.

Despite the greatest intentions, these "do it yourself" efforts almost always fail, and often at a high cost to the organization. Many marketers are being duped into disregarding the foundations of their profession - analysing worldwide markets on a local level - by making it so easy to get started.

**75% of customers
choose to
purchase goods
in their native
language.**

COMMON SENSE ADVISORY REPORT

Understanding the differences

Before embarking on any localised campaign, it is critical to grasp the distinction between global and local marketing.



What exactly is global marketing?

Global marketing, at its most fundamental, is generalised communications meant for everyone. Your website homepage is an excellent example since it must be written in such a manner that as many people as possible understand who your company is and what it offers.

Globalised marketing materials are typically published in English, the world's de facto second language.

Global marketing initiatives may help you raise the profile of your company and its services while also driving sales to larger corporations. If English is not your first language, you will need to hire a translator to prepare your material for a global audience. You will also require the services of an SEO specialist to optimise that material so that it ranks highly on global search engines.

What exactly is localised marketing?

Localised marketing is far more targeted, with a much smaller target demographic. A sales email addressed to potential consumers in Poland is a nice example.

To maximise conversions, the email should be written in Polish and should take into account local conventions and norms. The same holds true for any campaign materials intended towards a specific international market, such as website landing pages.

Localised marketing is a time-consuming procedure. Even though the content is the same, marketers are basically running one campaign for each language/country targeted. Marketers will need to hire native speakers who are knowledgeable with both language and convention to guarantee their message is correctly adapted to the cultural norms of their target market.



Why does local marketing outperform global marketing?

Through the use of pay per click (PPC) advertising, search engines like Google serve to create the appearance of localisation. Marketers may use PPC to display text advertising to people in their target markets, urging them to visit their website.

However, if the landing page is not tailored to the target demographic, you will only acquire more visits - the quantity of purchases from these clicks will remain dismal. Worse, many of these clicks, for which you will be paid, will be a pure waste of money.

Instead, marketers must be more selective with their expenditure. According to Common Sense Advisory Inc research, prominent organisations spend between 0.03% and 1% of yearly sales on multilingual code and content.

This may appear to be an exorbitant expenditure to the Chief Financial Officer. However, the data shows that this investment generates more than enough income to pay the expense and boost profits. Indeed, 67% of organisations with the most established localisation initiatives spend more than \$2 million per year on language services because it is recognized as a revenue enabler.

Localization ultimately trumps global advertising since it is more tailored to your audience.

Before you embark on the journey of localising your global campaign, here are a few facts that would certainly help:

- **Of the approximate 4 billion daily global internet users, about 25% speak English. Add to this the fact that over half of all Google searches are conducted in a language other than English.** (source: Internet World Stats)
- **Customers are 75% more likely to purchase goods or services if the content is in their native language.**

So what kind of changes can you expect when planning for localised marketing?

There are certain aspects which may change for each market, such as

- **Product portfolio:** Creation of custom products and services to meet regional customer needs.
- **Messaging:** Adapting content or key messaging to the local preferences of each market, social trends, customs, and more.
- **Channels:** Which channels to concentrate on depending both on their local relevance as well as popularity, especially when it comes to social media channels as well as influencers.
- **Pricing structure:** Competitor research of local brands is essential while pricing your product, unless you belong to the premium category and your pricing is a globally known fact.
- **Business model:** Consider local regulations and tax structures in each local market.

Once you know what you need to do, comes the difficult part and that's actually putting the plan into action. Here's how you go about it:

STEP 1

Understanding the distinction between localization and translation

One of the most frequent mistakes made by a majority of the brands is confusing translation with transliteration and pushing it as localisation. Google Translate is not your friend when you're driving a global campaign as localisation comes attached with several factors like culturally unique elements according to the target language's specifications, adaptive message as per the targeted community as well as the demographic along with cultural relevance.

Now that we've established that localization goes much further than language and content, let us introduce you to something which will be the spine of your marketing campaign, "Transcreation".

Transcreation is a hybrid between "translation" and "creation", and involves rewriting a text to adapt it to a specific culture or target audience. This comes into play when you need to adapt the most creative elements of a piece of content usually involving slogans, taglines, storytelling, and even emojis.

Transcreation is a hybrid between "translation" and "creation", and involves rewriting a text to adapt it to a specific culture or target audience.

STEP 2

DYOR - Do your own research

To fully understand local consumers' motivations and needs, marketers require analysis and understanding of the target consumer, a study which requires 4 important considerations:

- **What information do you need regarding the new market? Do you have a good understanding of the target audiences?**
- **Which is the most important item of your research?**
- **Find the elements that the existing market might be missing from a brand or service perspective. This goal can be accomplished through a survey of the targeted demographic.**

Deploy social media and web listening to see what kind of conversations are happening online around your brand and industry as well as the competitors. This would provide essential information while planning your next steps.

Your research should also include studying the local customs and culture that would help define your key messaging as well as designing your creative collateral.

Take this culturally relevant fact into consideration. Did you know that in Japan, instead of using the story of a stork delivering babies to explain how their child arrived, they use a giant floating peach?

So if you're marketing baby products in Japan, then this is an essential insight into the consumer.

An example of failure to do proper research resulting into crashed campaigns is Supercell's Clash of Clans game launch in China, only to realise that the thousands of people who downloaded the game were unable to buy the in-game currency as the game relied on users' access to Google Play, which people in China didn't have.



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STEP 3

Local expertise

Hiring local help is always a good idea when it comes to expertise in language as well as marketing. Interpreters who are fluent speakers of the target language definitely help in localising marketing strategies and to blend the brand messaging into the target community.

STEP 4

Localised web presence

One of the most important steps in this process is localising your website and social media accounts. Big brands such as McDonald's, H&M, IKEA and Zara now provide regional social media accounts with IKEA's Instagram pages also available in a variety of languages, including Dutch, Russian, Polish, Arabian, Chinese, French, among others.

A great example of localising websites and how creatives are viewed is the Middle East market, where traditionally the Arabic language is read and written from right to left and hence the visuals too follow the same pattern and direction.

One of the most important steps in this process is localising your website and social media account.



STEP 5

Local influencers

Without overstressing the importance of influencer marketing, it would be safe to say that collaborating with local influencers to help bring a product or service to a new market is one of the best ways to raise brand awareness. Not only is it a unique way to ensure brand association with the followers of the influencers, but also lend credibility among the target audience. Having said that, it is imperative that the marketers do their due diligence with respect to researching the right influencers that match the brand persona and that their followers too belong to the targeted audience.

Hyperlocal marketing

If a new market provides variety in terms of regions as well as local population, then a hyperlocal approach would be your go-to marketing strategy. Location-based marketing strategies eliminate various barriers to sales and positions to persuade potential customers located near your business to buy from your physical store. Running dedicated search ads concentrated in a specific area ensures that you convert leads or potential customers into business sales.

CASE STUDY

Bringing Australian education to Africa and Turkey



The challenge

As part of the Australia Unlimited initiative, creating awareness of the country's world-class education around the globe is a major contributor.

To achieve this awareness, Australia Unlimited wanted to create a first-of-its-kind digital campaign in the Middle East and Africa (MEA) region to tap into student recruitment opportunities in emerging markets.

The solution

Crowd took a digital approach to the brief, running a four week campaign in target markets – West Africa (Nigeria and Ghana), East Africa (Kenya), and Turkey to:

- **Position Australia as a preferred destination for higher education.**
- **Increase student interest in applying for an Australian education.**
- **Register interest for education events taking place in East/West Africa and Turkey.**

As part of our strategy, we created a media plan where we outlined that traffic would be driven from paid search and social media campaigns to designated landing pages for Turkey and Africa.

As a first step, we worked with the Australian government to design landing pages that were focused on lead generation.

After the pages were built, we implemented tracking through Google Tag Manager to ensure that all our digital efforts were measured.



CASE STUDY

Bringing Australian education to Africa and Turkey



The results

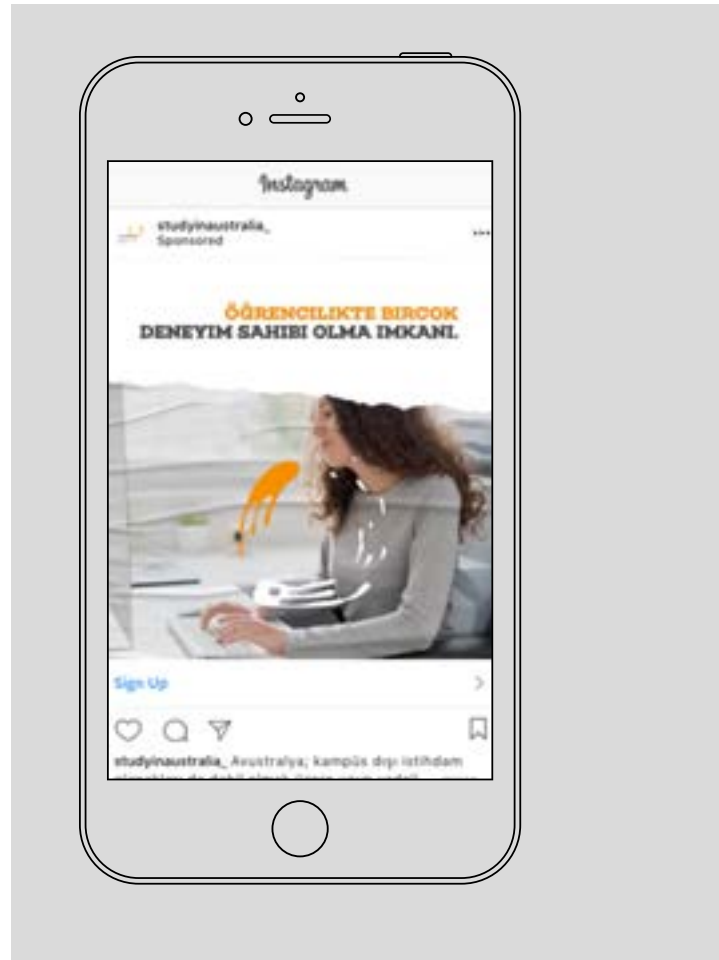
630 REGISTRATIONS

5m + IMPRESSIONS ON SOCIAL MEDIA

12.62% CONVERSION RATE FOR PAID SEARCH

We also had the following insights from the campaign:

- Turkish ads performed better than English ads in Turkey - showing that local audiences prefer content in their home language.
- Large markets that are not as mature as Western Europe, such as Turkey and Africa, have significantly lower cost per clicks on social media.
- Video ads outperformed carousel ads, showing that video is still the most engaging media for advertising.



By tapping into customer intent with paid search, speaking to broad audiences with different messaging on social and placing efficient tracking in place, **we delivered on the KPIs set forth by the Australian government, paving the way forward for future campaigns in other markets.**

CASE STUDY

Building Uber's global B2B presence

Uber

The challenge

Uber For Business had a fragmented digital presence across Europe with several regions only repurposing US content and messaging without localising creatives or optimising audiences accordingly.

In other regions, campaigns were paused or not running at all, resulting in low awareness and not being able to achieve the same success as their direct-to-consumer brands, Uber Eats or Uber Mobility.

With little control of the main Uber For Business website for goal tracking, the challenge was to establish a cohesive and targeted brand awareness campaign with localised strategies for target markets that we could track and attribute conversions for.

The solution

Leading with an umbrella creative concept to communicate the value propositions for Eats and Business Travel, Crowd adapted and localised creatives to resonate more and deliver higher ad engagement for our audience pools. Focusing on LinkedIn as a primary channel, campaigns were optimised for native form submissions and website sessions to service-based landing pages.

The Crowd EU team ran a series of workshops with Uber's Global and Local teams to identify project requirements, short and long-term KPIs and marketing needs, as well as become fully immersed in their CRM workflows.

We then developed a tailored media strategy for both Uber Eats and Rides services, focusing on awareness and conversion paths for all markets.

For Spain and Portugal, we also produced monthly social media content with strategic pillars to highlight new services, events and educational posts about the brand and industry.



Uber For Business (U4B) proudly owns a high market share when it comes to transport and food delivery services.

CASE STUDY

Building Uber's global B2B presence

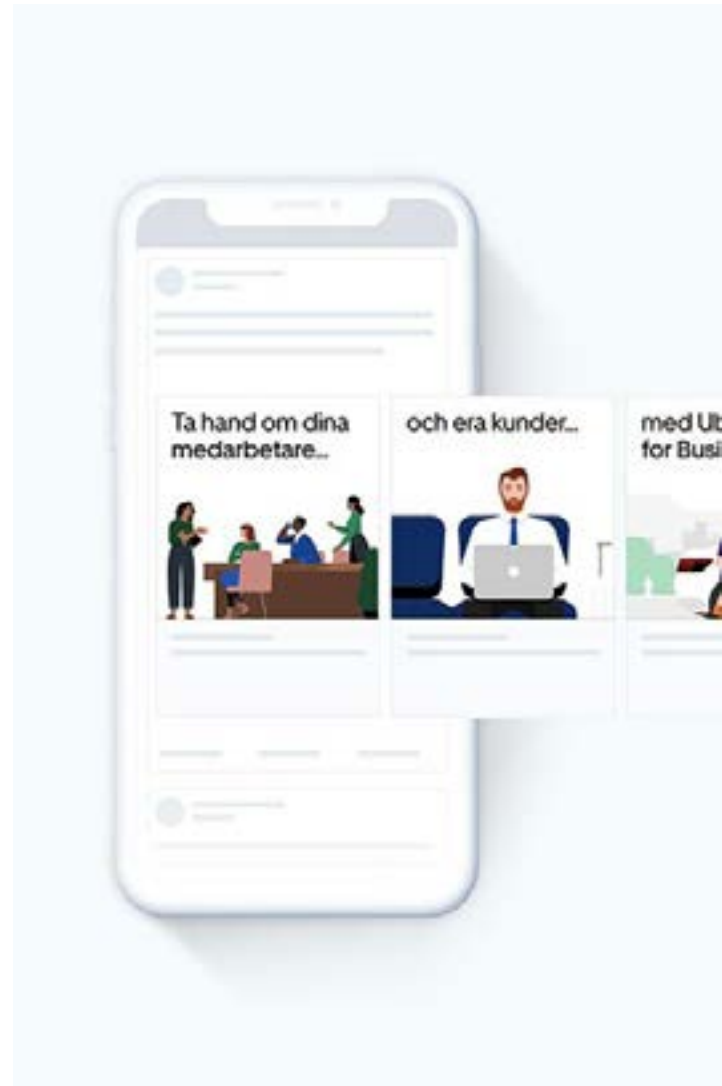


The results

+1.5m AD IMPRESSIONS IN Q3 2022

+16K CLICKS ACROSS IN Q3 2022

+170 MQLS GENERATED IN Q3 2022



The Crowd team has helped us to scale creative across various markets in EMEA. With Crowd's help, we were able to run various campaigns in multiple languages and report on our results to stakeholders. Whilst working together, the Crowd team was always helpful and able to supply recommendations for optimisations.

CAMI HEYMAN

B2B Content Marketing Manager EMEA

CASE STUDY

Global success starts at NYU Abu Dhabi



The challenge

As a respected institution known as one of the most international campuses in the world, NYUAD required a campaign that would communicate its value proposition, key differentiators, and academic offering to Emiratis across the UAE. The primary objective of the campaign was to position NYUAD top of mind for university selection and drive MQLs (inquiries and applications).

Although New York University is globally renowned for its innovative curriculum and tailored programs, its Abu Dhabi campus required more awareness among Emiratis.

With historical data and previous enrolled students, the campaign meant we needed to diversify audience targeting and drive further interest among younger students.

The solution

Leveraging audience insights to better understand motives, behaviours and attitudes, we crafted a creative strategy and deployed an online and offline media plan that would aim to deliver awareness, communicate brand messaging and drive student enrolments.

The key visual was delivered in English and Arabic, and adapted across Social Media, Google Display Network, and Offline channels to create maximum impact and brand recall. Media bookings included DOOH, Unipoles, and Lampposts across Ras Al Khaimah, Sharjah and Fujairah, whilst also supported with always-on Paid Social and Digital ads running in parallel.

We ran multiple ad-sets simultaneously to test messaging and optimised spends accordingly to drive higher quality leads. Digital paid media drove targeted traffic to a dedicated landing page, where students and parents could discover more information about NYUAD's offering and apply within.



CASE STUDY

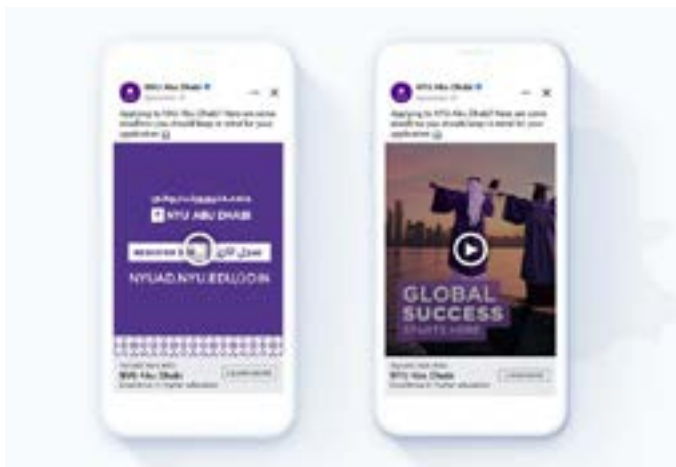
Global success starts at NYU Abu Dhabi

The results

5.26% CONVERSION RATE MQL TO APPLICATION STATUS

8m MONTHLY AVERAGE AD IMPRESSIONS

\$10 AVERAGE COST-PER-LEAD



From pitch and onboarding to kickoff and implementation, the team were exceptional in quickly building a thorough understanding of our brand, growth objectives and developing an integrated media strategy. Their expertise lead to the development of a highly successful campaign that supported our effort in growing our year on year inquiries.

SUZAN SAFAH

Associate Director, Marketing & Comms
(Enrollment Management - Undergraduate Admissions)



Localization can help you expand your reach, make informed marketing decisions and make the customers you serve feel more at home.

Start reaching new audiences with localization.

Get in touch with Crowd today.

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