HOW TO AUDIT YOUR
LOCALISED CAMPAIGNS

▶ This document was put together by Laura Cantora (Founder & Director of Fluence Translations) and Dan Chorlton (Co-founder & CEO of GOA Marketing). In this article we combine our skills in Digital Marketing and Translation and Localisation to give to you information and actionable tips on how to make the most of your international content and global accounts.

fluence
TRANSLATIONS

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In this guide, we will bring you 4 essential elements to evaluate whether your localisation strategy follows best practice and is ready to gain you invaluable new international customers.

▶ As you go through the guide, you will be able to use our template to see at a glance your coverage and identify any gaps (quick wins!), learn the key elements to evaluate the quality of your existing multilingual content, tackle that all-important consistency, and get fresh ideas on how to improve your engagement through testing.

With our Coverage Map & Quality Audit Template, you will be able to conduct an audit and plot all your existing content into one handy map. This will give you an excellent starting point to move on with your evaluation.

If your localisation strategy is not having the desired effect, it's probably because it does not follow the best practice of these critical elements. We will help you bring it up to scratch.

About GOA:

GOA is a marketing technology platform that automatically helps you identify, prioritise and execute campaign optimisations to maximise ROAS on Google Ads.

Dan Chorlton

Co founder & CEO
of GOA Marketing

▶ GOA provides automated search account intelligence at scale. It's the MarTech platform that supports your whole organisation in leveraging value from search marketing; from our customisable algorithms providing tactical adjustments, to search team and agency team performance management, all the way to strategic intelligence and the integration of search into seamless omnichannel communication.

Formed in 2015 by Dan Chorlton and Lewis Clayton, the solution based on Governance, Opportunity, and Accountability is currently optimising over £650 million of Google Ads spend, providing agencies such as Omnicom and brands by the likes of Amazon, Not On The High Street, and Nissan with a competitive advantage. To learn more visit: https://goa.marketing/.

About Fluence:

Fluence Translations is a language consultancy that helps you shape your localization strategies and messaging enabling you to grow and expand in international markets.

Laura Cantora

Founder & Director
of Fluence Translations

So, what are the key factors to take care of?

01 COVERAGE

▶ To start evaluating your content, it's always a good idea to be very clear on what you have covered in each market. This might sound straight forward, but a clear overview of every campaign, post or product ever curated in a language is not always readily available, especially if different departments produce content. We show you how to tackle this task with ease.

02 QUALITY

▶ Quality is without a doubt the most fundamental pillar of all content creation. There is no point in spending money to produce content in many languages if it is going to be of poor quality, nonsensical or will not read naturally in the new language. Even more so, grammar mistakes, typography errors, not representing essential marketing messages well such as a call to action or direct translations that do not sound natural to a native reader are all big deterrents for new customers getting to know your brand. No two ways about it: these mistakes will cost you both the trust of your visitors and actual customers, are you making them?

03 CONSISTENCY

▶ Have you ever considered how you speak to your customers? Do you use the same tone and form of address on your website that you use in your Google ads or your social media? Do you follow in-market conventions for your industry? Offering a consistent approach is critical to gain and maintain brand presence and brand cohesion to give a sense of care to your customers.

04 TESTING

▶ Testing different terminology, calls to action, or ways of writing will bring you practical learnings that you will be able to apply across all your content. Most importantly, these will be objectively aligned to what resonates with your customers and visitors. Do not take our word or your translators or in-market representatives for it. Test it to gain data to evaluate what works and make sure you give to your customers what they are really looking for and expecting.

The Coverage Map Template is simple to use. Just add your languages at the top, and for each channel, tick Y or N if you have content in each language.

▶ You can find the range by looking into each account or social media admin section or simply conducting a blind audit to trigger some results. Just be careful to use the ad preview tool for Google Ads and SEO to avoid wasted impressions or results influenced by your computer settings.

Our clients report finding the map extremely useful to get a clear overview of what they have live and archived. This not only makes it possible to evaluate investment and quality but is also an excellent tool to find content that can be repurposed for other channels in the form of posts, articles, or blogs.

CHANNEL	LANG 1	LANG 2	LANG 3	LANG 4
Website				
PPC Brand				
PPC Generics				
PPC Sitelinks				
SHOPPING				
PPC (other search engines)				
SEO Meta Descriptions				
SEO Category Descriptions				
SEO Blog posts				

CHANNEL		LANG 1	LANG 2	LANG 3	LANG 4
Instagram	Organic				
	Paid				
Facebook	Organic				
	Paid				
Twitter	Organic				
	Paid				
Pinterest	Organic				
	Paid				
TikTok	Organic				
	Paid				

"If you follow these straightforward steps, you will find out where to focus your efforts moving forward."

▶ Prioritisation is critical, so we'd also recommend getting some idea of the importance of this market on the map. E.g. if a country/language combination only generates you £1,000 a month in revenue, then it will be a lot lower priority than the one driving £1,000,000 a month. Of course, maybe you see the opportunity to take it from £1k to £1m!

As with all parts of paid media, Coverage, Quality, Consistency, and Testing are key here. Specifically, when talking about localisation, these are critical for the reasons that Laura has laid out. Completing these exercises will give you an insight into what you think you have covered. Then you can review if you are ticking a box or providing your prospects and customers with an excellent user experience to buy or engage with your brand effortlessly without barriers.

Another critical point for digital marketing is reviewing the audience/keyword that your campaign is targeting, the ad you show to that market segment, and where you take them next, whether a landing page or another owned asset.

If you go through this exercise and start to doubt you have quality localised campaigns, you will find the areas where you need further support from someone like Laura.

In the translation industry, there are many tools designed to help evaluate the quality of translated content. This is a hot topic that consistently moves emotions and projects.

► Here, we propose a simple top-level approach to check that your content is on parr: you will need a native language linguist and about two hours of their time. Give them the Coverage Map and Quality Audit Template and ask them to look into each channel with a 'Y', carefully QAing the content looking for three key elements: grammar mistakes, typos, direct translations. As explained before, these top level errors can be easily detected and fixed (your quick wins!) and this will have an impact on the performance of your campaigns.

The reality is, however, that there might also be other more serious issues, like wrong marketing messaging, missed in-market nuances or mistakes in brand description, for instance. If these are flagged, then you should contact an expert to help you identify the root-cause, evaluate the extent of the problem and give you a clear way to solve this.

For the quick wins in our Quality Audit Template, you will have to ask your linguist to explain the issues and provide clear screenshots, links to the error and details of how it should be rectified. This document is called a bug report and you can give it straight to your web developer or account manager for fixing, even if they are not speakers of the language. One last check by a native speaker will make sure everything looks as it should.

LANGUAGE	SCREENSHOT	NOTES
LANG 1		
LANG 2		
LANG 3		
LANG 4		

* If you're not sure what a bug report should look like, or you are worried that there might be more profound issues in your international content, then reach out for guidance on your next steps.

"How do you assess if you need to refocus on a market? There are many ways to do so, but one quick one is to compare conversion rates between markets."

▶ This is not a perfect method as there are many different reasons behind different conversion rates, including brand recognition, competitors and market sentiment. Make sure you compare like for like - don't compare PPC transactional terms with SEO information terms. The upper funnel terms will convert at a much lower rate.

- Does the person doing the localisation speak both languages well? We've often seen campaigns created by individuals who speak their native language fluently, but their ability is lower on the second language. It takes the knowledge of two languages to translate! In my experience, it's usually their English that isn't as good as the different languages. You can quickly assess this by reviewing the emails and their other communications to you.

- Are you using a professional translator? Or is it a student who's trying to earn some pocket money? Or, maybe worst of all, using machine translation or a free tool supplied by the world's largest Search Engine! (Google Translate). The cheap or free option isn't necessarily the wrong one. But if you are investing a large budget into that campaign, then consider supporting it with well-localised activity.

- Have they used the right word? And does it have the right sentiment for that point in the buying cycle? There are often lots of alternative words or phrases.

- Are you focused on the right tone of voice to reflect those brand values best in that market?

- How do you assess if it's worth doing the localisation or fixing the issues you've found? A question for experts. Please reach out to Fluence Translations & GOA for input.

In today's competitive environment, it is even more critical than ever to give your customers a sense that they are cared for and well looked after.

▸ An easy way to achieve this is by showing one straightforward approach to all your content. Make sure these are addressed in all your content and correspondence. Are you using the same category names and product names in your PPC that is on your site? Are your keywords aligned with the content in your landing pages?

We worked with a client where different teams had translated the website and created their paid ad copies. This resulted in an unfortunate mismatch of terms that was having an effect on their conversion rates. This meant that the German market was having up to 60% lower conversion rates than for their source market which is the UK. By fixing the terminology and taking a consistent approach, their results aligned, gaining them conversations as well as new visitors.

▸ **Tone of voice**

▸ **Form of address**

▸ **Terminology**

"Consistency of tone, writing style and terminology is critical for all parts of marketing, so why would it be any different if you had localised your campaigns?"

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THE KEY CONSIDERATIONS HERE ARE:

- Form of address is critical. For example, South American Spanish is much more formal than Spanish spoken in Spain.

- After looking at your tone of voice, how do your brand guidelines translate into that language/culture?

- Languages might have different words for what you are trying to say. For example, I ran a test in Russia with a large eCommerce fashion company years ago, and there were a few words in Russian for what we were trying to say. In one ad copy test, we tried an aggressive 'shop now' against a 'come and browse my lovely goods' sort of sentiment. Browsing got much better results because the consumers we were interacting with weren't pressured to buy when reviewing ads on Google and the conversion rate increased. The job of the creative was to win the click to bring the consumer through to browse and enjoy some retail therapy.

- Don't forget about consistency in your organisation/partners. Ensuring communications are consistent between the activation team/agency and the team writing the content on your website.

Once everything has been evaluated and fixed, it is recommended to continue improving your international performance by testing different elements and innovations and use the results to improve and optimise your content continuously.

▶ PPC is always a good channel for tests, as data can be collected quicker. Plan the elements to be measured against each other; it can be using formal or informal language or form of address, different calls to action or freebies to offer, or as in Dan's example above, terminology. Once you have enough data to evaluate, draw your learnings and apply them across all your content **- WIN -WIN -WIN!**

"Continuing from the Spanish example, something written for a South American will raise eyebrows in Spain. This should come as no surprise."

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▶ If you ask a colleague or friend, they will explain their opinion of the entity they are about to do business with changes if they feel the content doesn't represent them. If English is your first language, you will have seen many examples where the brand, website or ad loses credibility in your eyes. Why would it be any different in another language?

You should test these points using digital marketing testing techniques - ad copy testing - with a appropriate statistical significance.. And if you are doing this on Google, watch out for RSAs and the potential changed order confusing the message. Another excellent opportunity to test your messaging is audience + ad copy testing. Well, ideally audience - ad - landing page.

*Speak to GOA for more insights into the benefits that testing can bring to your campaigns.

One last thing: Remember, language is not static. Do not assume that what works in one market would work in all other markets. For a winning strategy, plan and execute with your target customers in each country in mind.

IF AFTER READING THIS YOU:

- wonder about the effectiveness of your localisation strategy
- are intrigued about the possibilities that international testing can bring for your brand
- or need an expert to help you look into your international content or marketing set-up,

GET YOUR FREE DISCOVERY CALL TODAY!

Contact: For localisation strategy

Fluence Translation

Email: audit@fluencetranslations.com
Web: fluencetranslations.com

Contact: For best in class paid search

GOA Marketing

Email: audit@goa.marketing
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