

Leveraging multilingual content to drive international growth and battle the airpocalypse



Overview

Molekule is a top-of-the-range air purification brand, creating design-led consumer products which combat particulates, allergens, odours and volatile organic compounds that linger in the air. They sit in an emerging technology category that has varying levels of awareness and adoption but have managed to carve out a spot within the domestic US market, against large, global competitors.

Locaria started working with Molekule in March 2021, with the scope to drive growth from international markets, working together to build a roadmap of strategic markets, to localise product, app, website and marketing material, and to utilise optimisation tactics to drive awareness and sales growth within 8 new territories.

Objective

Molekule had enabled international shipping and was receiving a certain volume of sales from international markets, particularly cities where air pollution is prevalent and the adoption of air purifiers is more commonplace, such as Korea, India and Hong Kong.

Sales growth had plateaued, constricted by an English-only product, site experience and marketing.

- Strategic roll-out of the Molekule brand and product for international markets
- Develop localised communications to establish a premium brand positioning and highlight product USPs and features based on in-market insights.
- Leverage SEO tactics to target localised search terms/trends to drive traffic
- Identify opportunities to drive growth with a positive ROI by optimising content.



M O L E K U L E

Solution and approach

Locaria's cross-channel content planning team ran a number of workshops and sessions with Molekule's marketing and e-commerce functions to develop a roll-out plan of content across both markets, and owned, earned and paid marketing channels.

Using a range of 1st party, 3rd party and data obtained from desk research, we identified key priority markets based on product fit, cost/feasibility of providing a suitable localised experience, and opportunities from competitor research of performance marketing activity.

Locaria then built a strategic road map which used an agile, test-and-learn based approach to drive incremental revenue from new markets. This involved a series of small-scale tests across markets, before repeating tactics at a larger scale across more products or across more marketing channels.

Amazon Localisation & Optimisation

Amazon as a marketplace was a perfect, low-risk entry point for Molekule to generate insight and data on demand within the market, and understand via search data, the demand for air purification products within various countries. Molekule had already launched its products on the platform, however demand data was skewed as all product descriptions were in English, and no work had been done to optimise content to meet Amazon best practice.

Locaria started work by focusing on several flagship products, conducting keyword research in local language to understand and capture all of the ways that international customers were searching for products. We then localised the descriptions which allowed for some movement from the source content to ensure

the communications, premium positioning and product features were conveyed in a way that was natural to the target languages. We then took the keyword research insight, and weaved optimisations into the content and utilised back-end features to support page rankings.

Product & Packaging – Locaria worked with Molekule's design team to translate the packaging for a few important items within the Air Mini collection. Artwork files and user manuals were localised in a phased approach into en-GB and Hong-Kong Traditional Chinese, and then Swedish, French, German, Spanish, Italian and Dutch.

It was critical to highlight the consequences of localisation on the packaging of the client's products. Localising collateral enables the merchandise to have a worldwide reach, especially as the company expands. Locaria performed visual checks of the items and packaging to ensure that the implemented content was rendered correctly, particularly for double-byte languages.



App Localisation – During the brand audit, Locaria highlighted the need for Molekule to localise its app in order to establish itself as a premium product within target markets. We worked closely with the UX team to better understand the app and key features, before working through localisation of the interface, which required a number of linguistic choices in order to fit character limits to avoid truncation or poor UX, and to provide technical language in a way that local users would understand. We conducted a round of visual checks and debugging to ensure a seamless experience.

App Store Optimisation – Once the app had been localised, Locaria worked with Molekule to ensure that both the App Store & Google Play portals were fully optimised. This involved providing the same rigour to localisation, while conducting keyword research in local language, to ensure that the app appeared for key search terms to support rankings and installations.

Website Localisation & Optimisation – We worked with Molekule's e-commerce teams to understand sales velocity from different markets and to establish a priority list of markets for a fully localised website experience. While many countries were purchasing products with an English site, the brand was reducing its total addressable market, and missing opportunities to connect with customers and educate them on the value proposition and technical features.

Before starting on the localisation, we researched the brand language used by Molekule as well as product vocabulary used by customers within local markets. We took this insight and paired it with data from Google Keyword planner, to understand search volumes. We then built out terminology guidelines, weaving linguistic choices which balanced both brand and performance on the website.

Once the site was live in local languages, we started to adapt visual and creative elements, including product explanation videos, creative and visual assets, and elements within the path to purchase. This involved extending beyond simply translating the text, and adjusting elements of the site to fit target market preferences.

SEO Optimisation

Having already conducted keyword research during the localisation process, we had already set up the site to perform locally. To improve performance, we addressed a number of technical SEO issues, and provided an opportunity report for areas to improve across key-geos.

During the audit we highlighted that the English version of the site had limited pages available, no pages were ranking for generic terms, headings were mismatched and confusing for consumers, on-page content was duplicated and cannibalising rankings, and no structured data was found which is key to page optimisation. We then worked together to fix these issues to support international organic search performance.




モレキュル
MOLEKULE

米国特許技術 PECOフィルター搭載



汚れを分解する
ウイルス清浄機

 カートに入れる

Results

Locaria has worked with Molekule both as a strategic ally and as a multilingual production partner. Together, we have been able to identify a range of international growth opportunities, developed highly relevant localised content and communications, and brought an agile approach to project prioritisation based on international sales performance.

We have leveraged our full range of capabilities, across linguistics, creative and multimedia adaptation, performance marketing and organic search optimisation, helping Molekule to increase their global sales, and provide a high-quality, localised experience to reach new audiences in international markets.