



Performance Linguistics: Managing Global Content through the pandemic and for the future

April 2020



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A message from Locaria

Locaria is by its very nature a global business and the current impact of COVID-19 will have far reaching implications for our clients' global ecosystem.

“We grow together” is a promise by which we will navigate these challenging times, to deliver services that are not only agile to respond to changing requirements, but also provide continuity through change and a basis for recovery.

Working with our global community of linguists and digital marketing specialists, we will continue to seek solutions which truly embrace our client brands and audience.

There has never been a greater requirement for deep localisation and a dynamic multilingual content solution. We will work closely with each client to plan and support their business, in every channel, across every platform and in any language.

Hannes Ben
CEO, Locaria



The Language Sector

The Language Sector

The Language sector is already a flexible, highly agile, remote working community and we continue to have the scale and breadth of supply during COVID-19.

Our senior management team works closely with our production teams to manage language and digital skills across our workflow and to identify any areas where we may need to access additional resources.

With the data and research insights available throughout our group, we are able to build language specific recommendations for each channel and work with clients on adapting their media localisation strategies during this time.

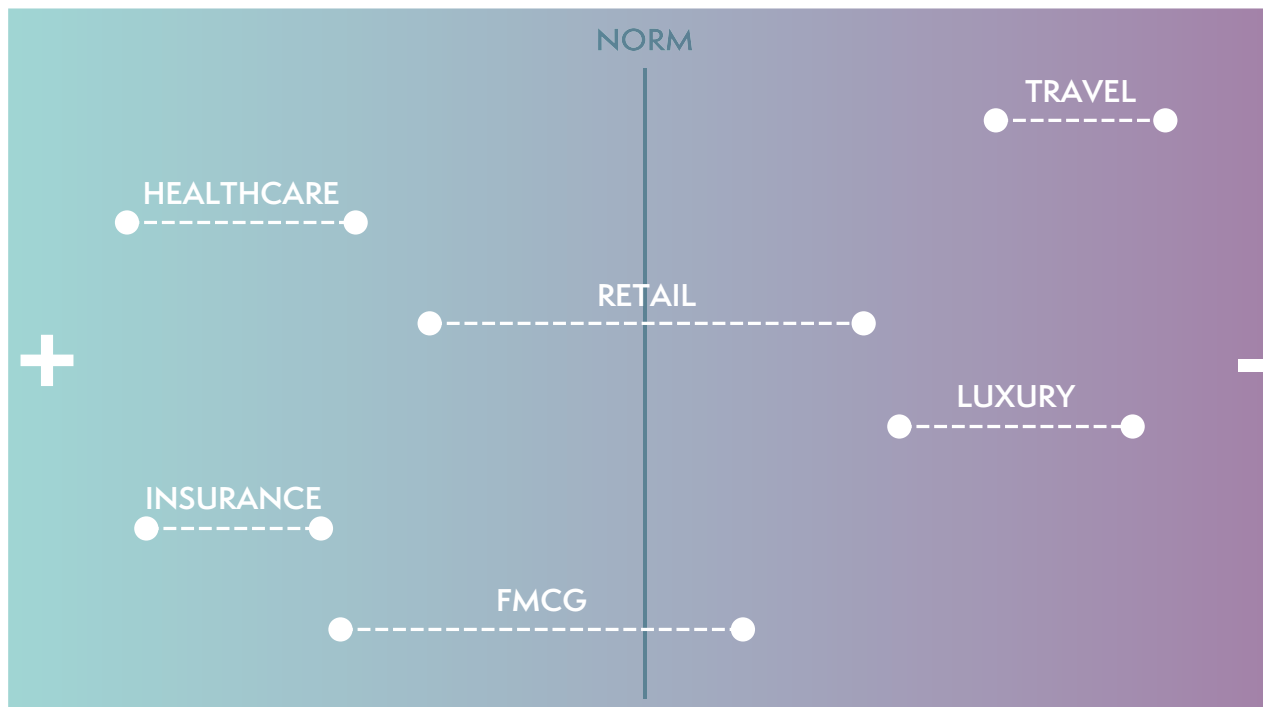
We have provided examples of trends within the following pages.

Key things to consider

01. UNDERSTANDING THE GLOBAL CONTENT CHALLENGE | **INDUSTRY IMPACT**
02. UNDERSTANDING THE GLOBAL CONTENT CHALLENGE | **AUDIENCE BEHAVIOURS**
03. UNDERSTANDING THE GLOBAL CONTENT CHALLENGE | **SEARCH BEHAVIOURS**
04. UNDERSTANDING THE GLOBAL CONTENT CHALLENGE | **RECOMMENDATIONS**

01. UNDERSTANDING THE GLOBAL CONTENT CHALLENGE

Industry Impact



The global pandemic has had immediate and wide reaching impact on all sectors.

From a marketing content perspective, Locaria has seen requirements across all sectors share the same overarching priorities:

- Increase in online vs. physical/ OOH activity
- Growth in brand to consumer communications to reassure and inform

The net effect has been simplification and amplification of content, with email, social media and websites taking the lead in organic media channels.

02. UNDERSTANDING THE GLOBAL CONTENT CHALLENGE

Audience behaviour during COVID-19

PHYSICAL

- WORKING FROM HOME
- CHANGE TO BROWSING HOURS
- SHIFT IN PRIORITISATION OF PERSONAL NEEDS

EMOTIONAL

- NESTING
- ISOLATION AND BOREDOM
- ANXIETY AROUND PLANNING

SOCIAL

- FOCUS ON OWN SAFETY AND SECURITY
- INCREASE IN ONLINE SOCIAL INFLUENCES
- DECREASE IN OOH SPENDING

ECONOMICAL

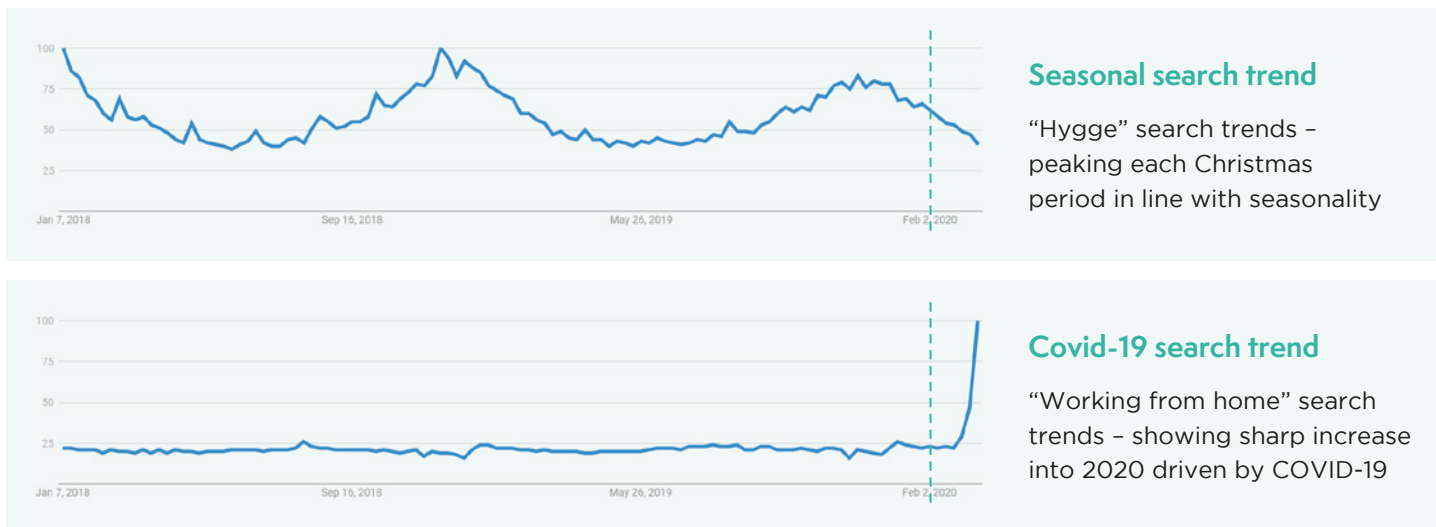
- LESS SPEND ON BIG TICKET ITEMS SUCH AS TRAVEL AND AUTOMOTIVE
- LIKELY TO SPEND MORE ON WELLBEING, HEALTH AND HOME

The above factors may influence each individual differently,
depending on the severity of impact on their environment.




03. UNDERSTANDING THE GLOBAL CONTENT CHALLENGE

Search behaviour during change



Search behaviour – particularly for lifestyle brands such as fashion, travel and luxury – is typically driven by seasonality and social factors. By contrast, audience searches are more erratic when based on events and emergency responses, such as COVID-19. This requires the right combination of data insights and local consideration to create meaningful content that reaches the right audience.

“Hygge” is a Danish word and lifestyle ethos which became a global retail trend from 2016. It has since been trending heavily in categories related to home, food, leisurewear, and wellbeing. 

We chose to compare that to “work from home” which is not directly related to the corona virus, but an example of how search behaviour can dramatically change as a result of global events. 

04. UNDERSTANDING THE GLOBAL CONTENT CHALLENGE

Recommendations

KEY FACTORS TO CONSIDER

- Evaluate local landscapes individually
- Confirm any physical barriers such as production and fulfilment
- Consider continuity planning



CONTENT STRATEGY RECOMMENDATIONS

- Prioritise legal content
- Ensure clients are up to date with impact on brand/product
- Simplify content messaging
- Consider changes to demand and relevancy
- Include internal and supply chain teams



Paid Media Performance Linguistics

Paid Media Performance Linguistics

Media planners worldwide will be considering how to manage their paid media spend during a crisis. Preserving organisational spend will need to be balanced carefully with maintaining share of voice (SoV) across channels.

As markets rebound, existing paid search history will be factored in CPCs and decisions made around reducing or halting campaign spend may make it more difficult to regain impression shares. Brands must

work smart to retain their existing audience and customer base.

Similarly, share of voice gained now on weaker channels and markets can strengthen competitive advantage where other market players have held back during the crisis.

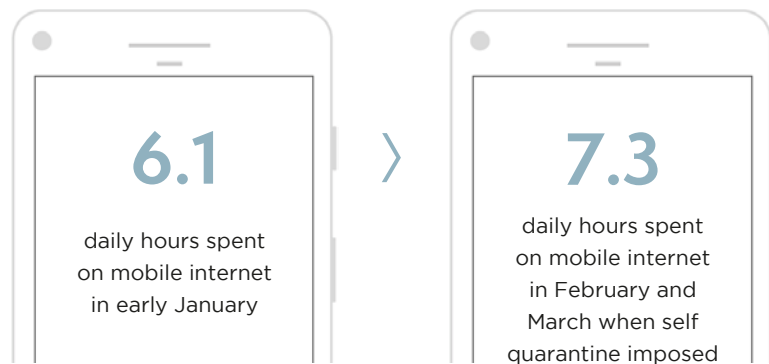
We provide further details on how to test, measure and learn, in order to be visible and focus on driving conversion.




Why maintain SoV and be more visible in front of your target market?

Stats in China


Time spent online, especially on mobile, grew by 20% in China from January to the quarantine period.



- Maximise and maintain presence on mobile
 - Ensure excellent mobile site speed
- 

Game app downloads increased by 80% weekly during peak outbreak periods - a channel to take advantage of: **+80%**

Significant increases in YouTube watch time offer - an opportunity to keep your brand in the mind of the consumer



Focus on driving conversions

Whilst search demand may have changed, the quality and intent of users actively searching is still strong and the onus should be on capturing that demand.

Many of our clients still have fairly stable conversion rates – this shows the people who are searching still have a high intent to buy in the retail sector.

Utilise automated bid strategies to help achieve your business goals:

1. tROAS. Target ROAS lets you bid based on a target return on ad spend (ROAS). This will help capture demand at an efficiency level you are comfortable with.
2. Maximise conversions if your goal is to capture as many conversions/customers as possible if there is less of a focus on the cost of obtaining these customers.

For multinational brands, this requires a careful country-by-country strategy to ensure that paid media localisation is planned and delivered in line with local trends, brand budgets, and campaigns.



Be more visible to your target market

Any changes to intent to purchase right now provide an opportunity to engage more with potential customers, building engagement and building foundations for long term recovery and growth.

Brands should tailor mid-funnel activity to the target customer using audience targeting levers, including:

1. In Market Audiences
2. Similar/Lookalike audiences on your existing customer audience lists
3. Affinity Audiences
4. Demographic targeting Age/Gender/Income

Utilise unspent budgets from channels and invest in mid-funnel activity like generic and shopping on search.



More Paid Search Tactics

Leverage promotion extensions to show special sales and offers with your ads

It makes your offer stand out so potential customers can spot great deals and generate new sales for your business.

Empower customers to take action with your ad copies

Be creative with your ad copies messaging for unique selling point, i.e. special promotion, free delivery, free returns, and delivery times.

Activate Responsive Search Ads to show more relevant messages to your customer

By adapting your ad content to more closely match potential customers' search terms, responsive search ads may improve your campaign's performance.



Measure and Test

It's important to understand the impact of all marketing activity during this time and to develop an understanding of whether these insights can be used to develop future strategy. Continue to ask the core questions for each channel, in each market:

- Understand the customers reach
- What is the impact of media investment?
- What is the follow-up strategy?

Test, measure, learn, test -
Alongside measuring comes testing. Understanding the impact of activity and developing upon that is and always has been key to a successful marketing strategy.



Consider nuances to localisation
for each language market and test and measure:

- Call to actions
- Tone of voice in message
- Target and test performance of new audiences
- New keywords



Multilingual Organic Media

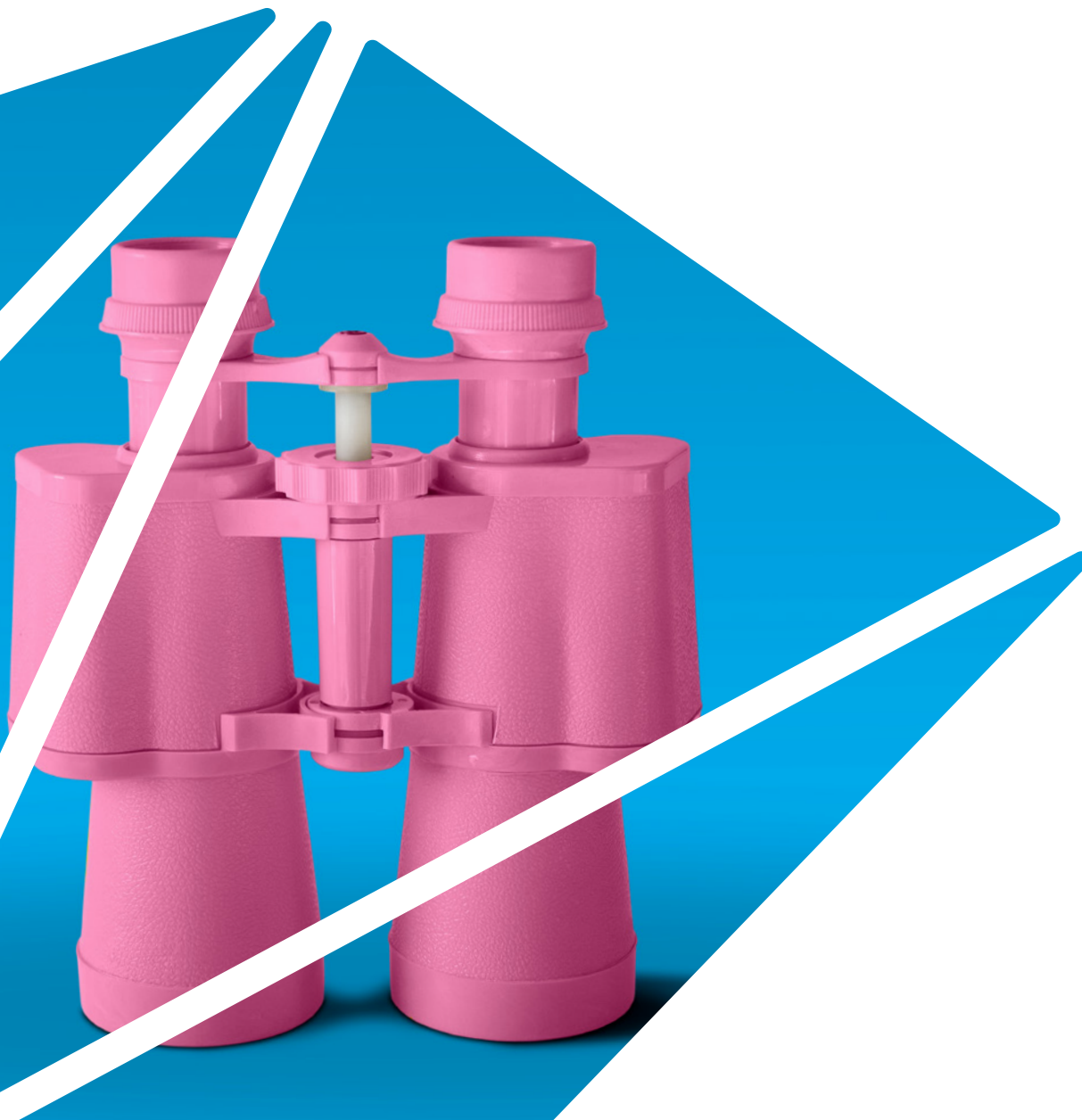
Organic Media

It can take brands many months to achieve prominent positions in organic SERPs.

Publishing fresh, relevant and innovative content is key to maintaining search positions and protecting the brand share of voice, regardless of seasonality and market conditions.

While the amount of fresh content requirements may be reduced due to supply challenges and, hence, less product launches or out of stock situations, brands should use the time to identify content gaps and tech challenges, fix all of those areas so they are ready for the rebound period.

Taking continuous and decisive action for organic media will build up a strong visibility on key terms so brands are prepared for sudden search increase in relevant areas.

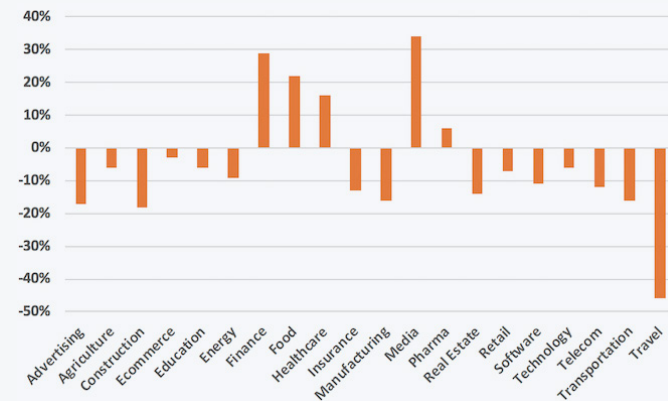


Organic search

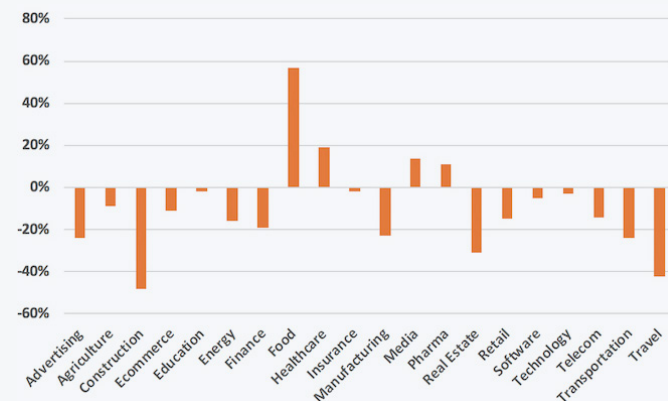
It is important to maintain SEO visibility at all times, even in a crisis. Organic search gains or losses will be balanced out by the gains or losses of your competitors on the SERP.

Research across multiple markets and verticals has shown performance in e-commerce has so far been mixed and depending on the product offering, traffic was either up or down: sites selling baby products like diapers saw a nice bump in traffic, whereas luxury goods like big-screen televisions observed a drop.

Traffic Growth or Decline Due to Covid-19



Conversion Growth or Decline Due to Covid-19

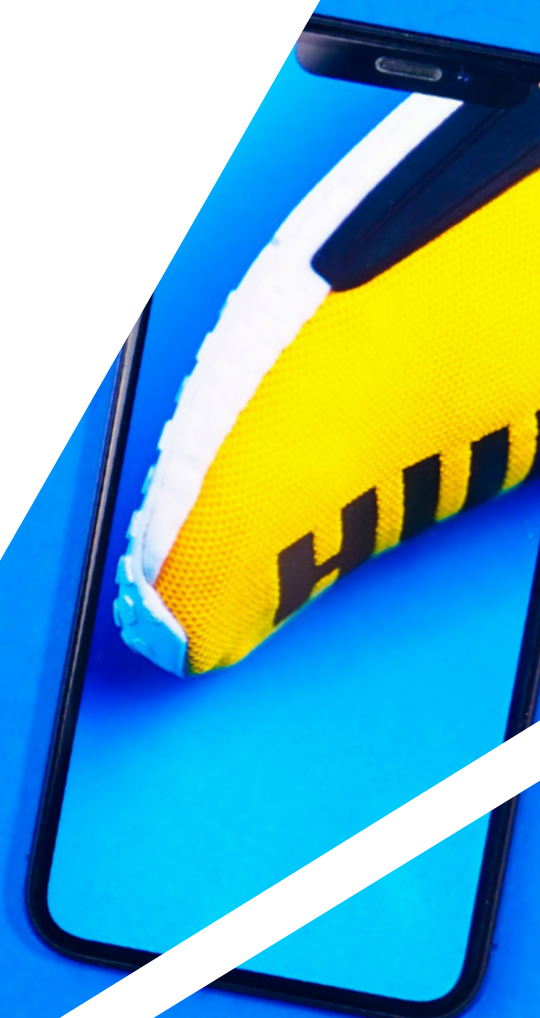


Multilingual Organic Performance Tactics

Brands should use the time to identify content gaps and tech challenges and fixing all of those areas so they are ready for the rebound period. Organic Performance activities brands can do now:

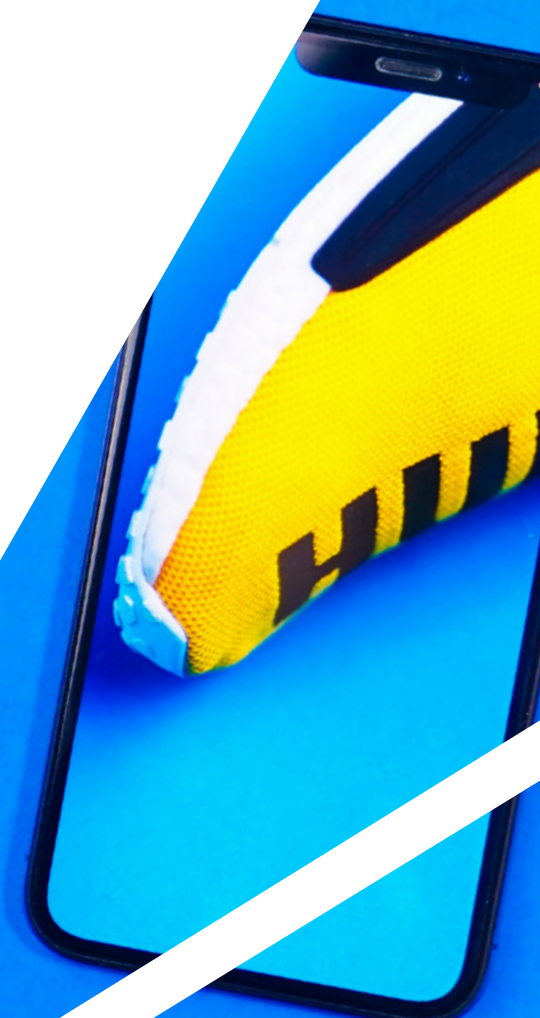
- Perform a content audit. Create an inventory of existing assets and consider for example the following:
 - What can be repurposed?
 - Is the content available in all languages?
 - What received the most traffic/social shares? Where can internal links be added to new products/services?
- Investigate performance of different types of search results: video carousels, paragraph snippets, knowledge graphs etc. and identify opportunities.
- Consider localising user guides and manuals using multimedia with local language voiceover.
- Evaluate the SERP of different search engines in different markets and consider adapting your strategy.
- Online reviews strategy: answer existing online reviews and develop an international strategy for the future.

Brands should consider broadcasting options for product launches, tutorials and user training. This is especially effective in B2B marketing as 91% of professionals say webinars are their favourite content format for learning.



Multilingual Organic Performance Tactics continued

- Ensure store pages and any external profiles on Google My Business, Bing Maps, Apple Maps etc. are updated to the latest opening hours and clearly communicate any changes to this and other policies to your customers.
- Consider an outreach strategy that is timely and relevant to each region and localise accordingly.
- Get creative and think of authentic ways to offer reassurance, social connection, or tangible assistance to your customers during the COVID-19 outbreak.
- Regularly check your website's analytics: monitor visitor behaviour to understand how current events are impacting users in order to identify issues or spot new business opportunities. Things to look out for:
 - Are your users searching for different products, services or content?
 - Are you providing users with what they need?
 - Are they searching your site differently?
- Set up alerts to receive notifications of abnormal website activity, such as big drops in rankings, increases in visits, blog views, enquiries or sales, etc.



Website Localisation & Translation



Website Localisation Strategies

Brands with physical stores will invariably be affected deeply by COVID-19 and quarantine but many continue to maintain an online presence and continuity is essential during this time.

Internet users in APAC countries with a high-severity Covid-19 outbreak ranged between 67% and 85% in the last 2 weeks of February (source: eMarketer via YouGov, March 3).

Concentrate your website localisation efforts on ensuring that your landing pages are fully optimised ahead of campaign activation.



Manage customer expectations and satisfaction by ensuring that website and e-commerce pages are up to date and easy to understand. This should include stock availability with current delivery timescales, how returns work if you can't go outside, and customer service contact details. It is helpful to include a time stamp to show when this information was last updated.



Market Research Localisation Strategies

The Market Research industry is pivotal to managing change. Insight and analysis has never been more crucial and developing local strategies, with meaningful data, will be key to brands.

Our recommendation for market research localisation is to carefully consider the timing of surveys to correlate with the local conditions

and where these support commercial strategies, be mindful of consumer availability, sentiments, and behaviours.

Market Research companies should consider research methodologies to ensure that they are approaching respondents in the most effective and safest way, as well as the most productive.

- **Monitor changes in consumer behaviour and habits - how is Covid-19 affecting respondents' consumption and entertainment sources?**
- **Assess how clients can refine their offerings and approaches to adapt to consumer behaviour.**



Communication Localisation Strategies

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PLAN

- Coordinate global management
- Implement global response
- Distribute factual and helpful info

CONNECT

- 90% of clients choose newsletters followed by internal e-mails, safety measures, social media posts

RESPOND

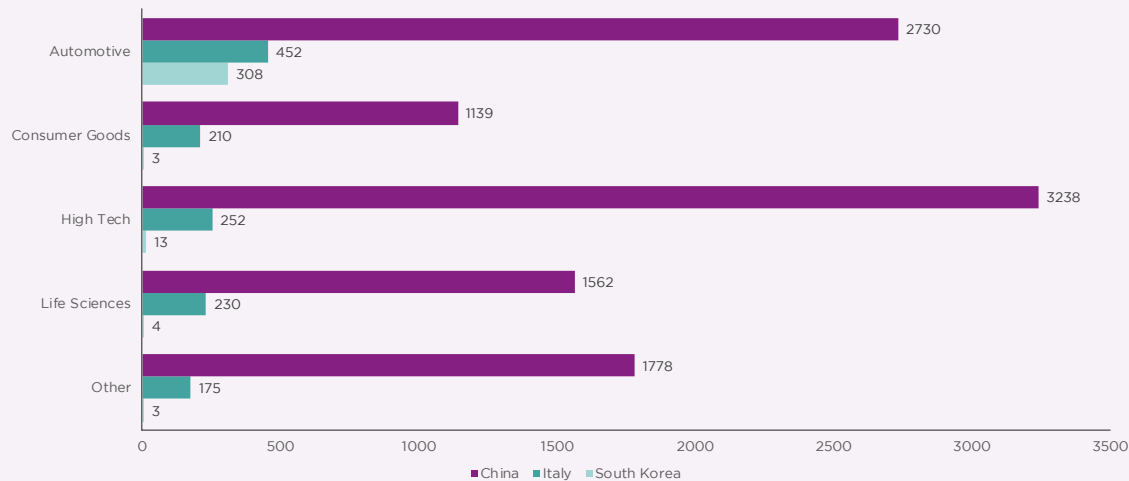
- Be immediately accessible
- Reassure partners and customers
- Share emergency burden together



Communication Localisation and supply chain relationship

Dependence on Quarantined Areas

The world's largest 1,000 companies or their suppliers own more than 12,000 facilities – factories, warehouses and other operations – COVID-19 quarantine areas



Harvard Business Review draws parallels with marketing communication activity and supply chain dependence. Thus, it would be prudent to align communication planning activity during COVID-19 to the wider supply chain for products, including production and distribution.

Furthermore, for brands reliant on e-commerce and marketplace distribution networks, marketing activity should be aligned closely to stock availability and delivery potential.

Read the full article here: <https://hbr.org/2020/03/coronavirus-is-proving-that-we-need-more-resilient-supply-chains>



Final Thoughts

The Rebound Effect

This document makes reference to the rebound of markets following COVID-19. Whereas we know that financial markets generally recover before retail markets, there will be distinct nuances for every sector, and every market.

The recovery from any crisis will also be dependent on local factors including the economy, overall ability to scale for recovery, and availability of the supply chain.

We believe that language is never a barrier and always an opportunity. Localisation provides equality in content by using the wealth of data and insights we have, and delivering multilingual content that is meaningful and effective.

The Rebound Effect

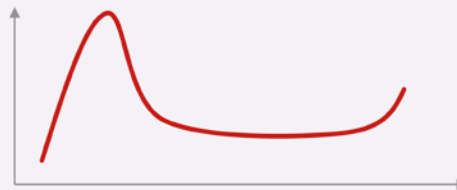
Demand fluctuates after an epidemic, but tends to follow one of three patterns

Rapid stabilization



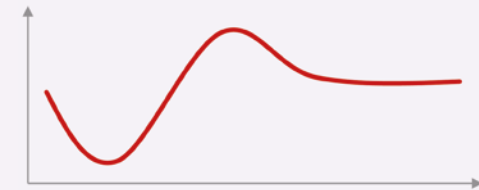
- Stable recovery soon after the outbreak ends, following a spike caused by panic during the crisis
- Applies to daily necessities with regular purchases (fresh food, baby care etc.)

Short-term pantry loading



- Relatively low demand after the outbreak due to pantry loading during the epidemic
- Applies to daily necessities with pantry-loading behaviour (health protection, home cleaning, etc.)

Dip and rebound

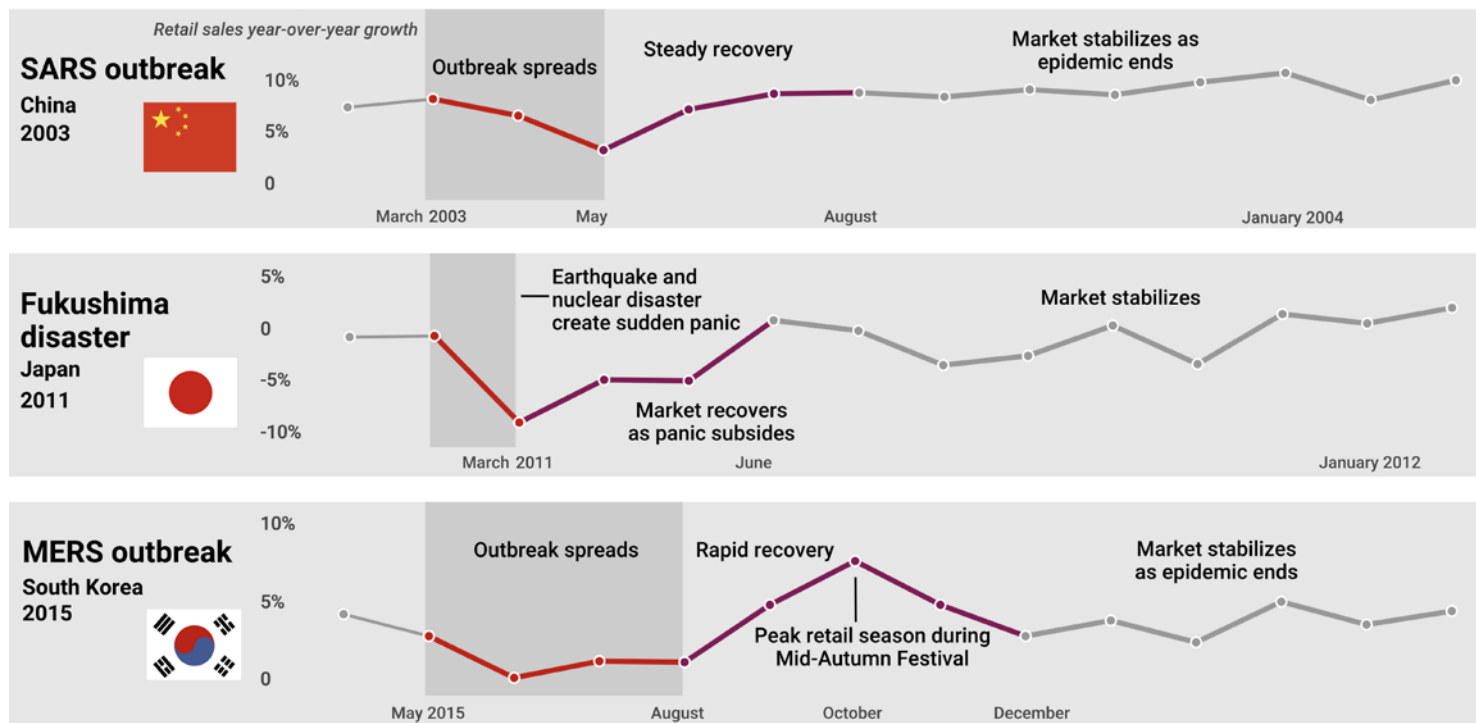


- A quick rebound after the crisis, releasing demand that was squeezed during the epidemic
- Applies to discretionary purchases (apparel, personal care, etc.)

Source: <https://www.bain.com/insights/chinas-retailers-and-the-coronavirus-outbreak-lessons-from-the-past/>

Lessons from the past

Retail markets typically dip during a crisis, but eventually stabilize



Read the full Bain & Company article here: <https://www.bain.com/insights/chinas-retailers-and-the-coronavirus-outbreak-lessons-from-the-past/>



Sources: China National Bureau of Statistics; Japan Ministry of Economy, Trade and Industry; South Korea government statistics

Key Take-Aways

Evaluate

- Industry
- Competitor activity
- Audience
- Content
- Budgets

Action

- Plan by location
- Review channel mix
- Adapt content
- Consider
- Supply

Measure and Test

- Monitor audience
- Test content
- Track channels
- Monitor Share of Voice factors

Respond

- Be available to customers
- Monitor local changes to supply
- Apply insights to longer term planning





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