



Think globally, act locally: Localizing content with Bynder

Speed up collaborative content creation across markets

Localization drives sales, but takes time

It's no surprise that **localized content makes people more likely to buy from you**. Google says **that a whopping** “82% of shoppers are more likely to buy if promotional material is **in their own language**.” Especially for US or UK brands looking to break into EMEA and vice versa - localisation (or rather localization) matters!

But also consider that global online sales have ramped up since the 2020 lockdown, and the trend will continue in the future.

Ecommerce sales **surged by 30%** in the first half of 2020 compared to the first six months of 2019, with an expectation that by the year 2040 almost **ALL (95%) purchases** will be made online. 95%!

Yet creative (and localized) content takes time, money, and resources. Any strategies to make this process less time-consuming and more automated would be appreciated by marketers and likely result in increased revenues.

Localization ≠ translation

Localization takes time and, for many, it's not easy to scale. Brands that want to operate globally must also think locally. But what do we mean by that exactly?

Localization refers to adapting the same marketing campaigns and content from one market to another market.

Localizing your brand ensures that it makes sense to the local market and that it's both culturally relevant and legally compliant.

Notice we said from one market to another market, which means you could also be localizing campaigns and content within the same language.

For instance, you could have an ad where your brand supports a local sports team.

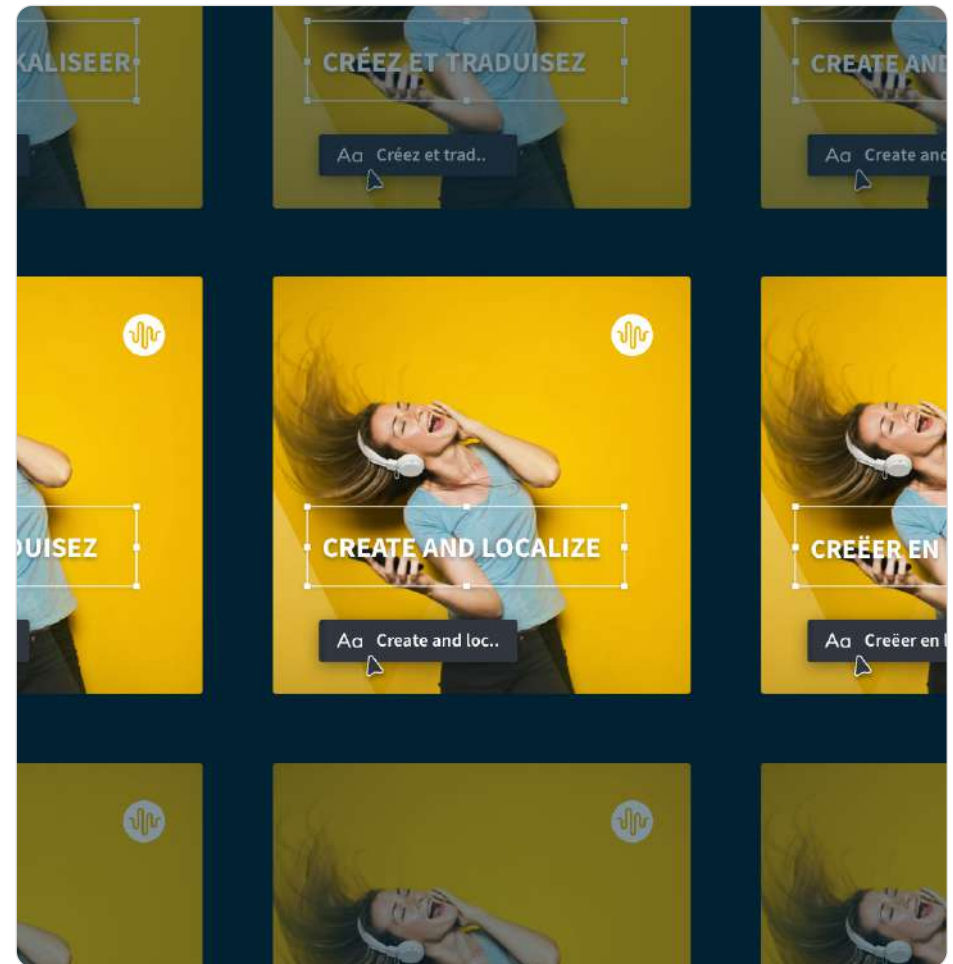
Hopefully you would never promote a much-loved football team in one market to an audience that favors another team.

When it comes to localization, context matters - geography, language, culture, and sometimes, even sports! When approaching localization, consider:

- Where is the message going?
- Who is going to see it?
- Will your message resonate with the intended audience?

If your content isn't contextually accurate (wrong audience, wrong message) or can't be understood (non-native language), then why even create and distribute it in the market in the first place?

This is the main challenge with localization, but under it, lives several other challenges you must also overcome.



What are the challenges with localizing content?

Challenge 1: Operational inefficiencies

When it comes to localizing content, let's face it, there are long lead times and high production costs. These operational inefficiencies make it difficult to get content out there in an agile manner.

Challenge 2: Inconsistent branding across markets

Global marketing and local marketing don't always match up. It's difficult for consumers to recognize your brand when its identity seems ever-changing across platforms and markets.

Challenge 3: Production costs are high

Creating content from scratch every time just isn't scalable, unless, of course you have an unlimited marketing budget.

Challenge 4: Creative production isn't a factory-production line

Cross-functional collaboration is integral to creating quality content. So if you're treating each stage of production as an entirely separate process, it's likely the result will be a mere shadow of what was intended.

“Technology can better identify what creative and copy are resonating with your target audience and make your marketing organization more efficient. Leveraging design templates and AI-enabled software can help expedite and amplify digital advertising efforts.”

Jay Pattisall,
Principal Analyst at Forrester

How does Bynder help?

Benefit 1: Decrease production times

With Bynder, it takes a fraction of the time it would normally take to produce new and localized ads, banners, graphics, prints and videos, ensuring your team is more self-reliant when it comes to creating content.

Benefit 2: Ensure on-brand content creation is self-service

By reducing the dependence on design tools utilized by creatives, content can be created by just about anyone. Your company's brand guidelines translate easily to settings within the Bynder platform, so anyone can produce professional, high-quality content that your brand can be proud of.

Benefit 3: Enable local markets without significant production investment

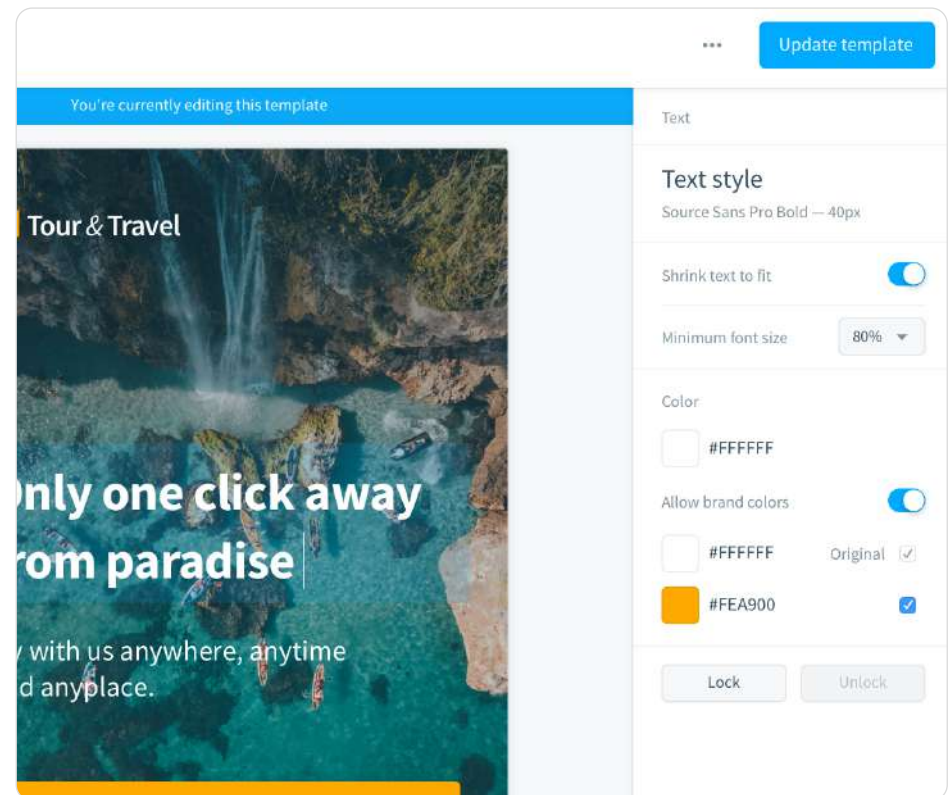
With Bynder, you can shift budget from content creation towards more creative endeavors, while also freeing up resources for higher-value work.

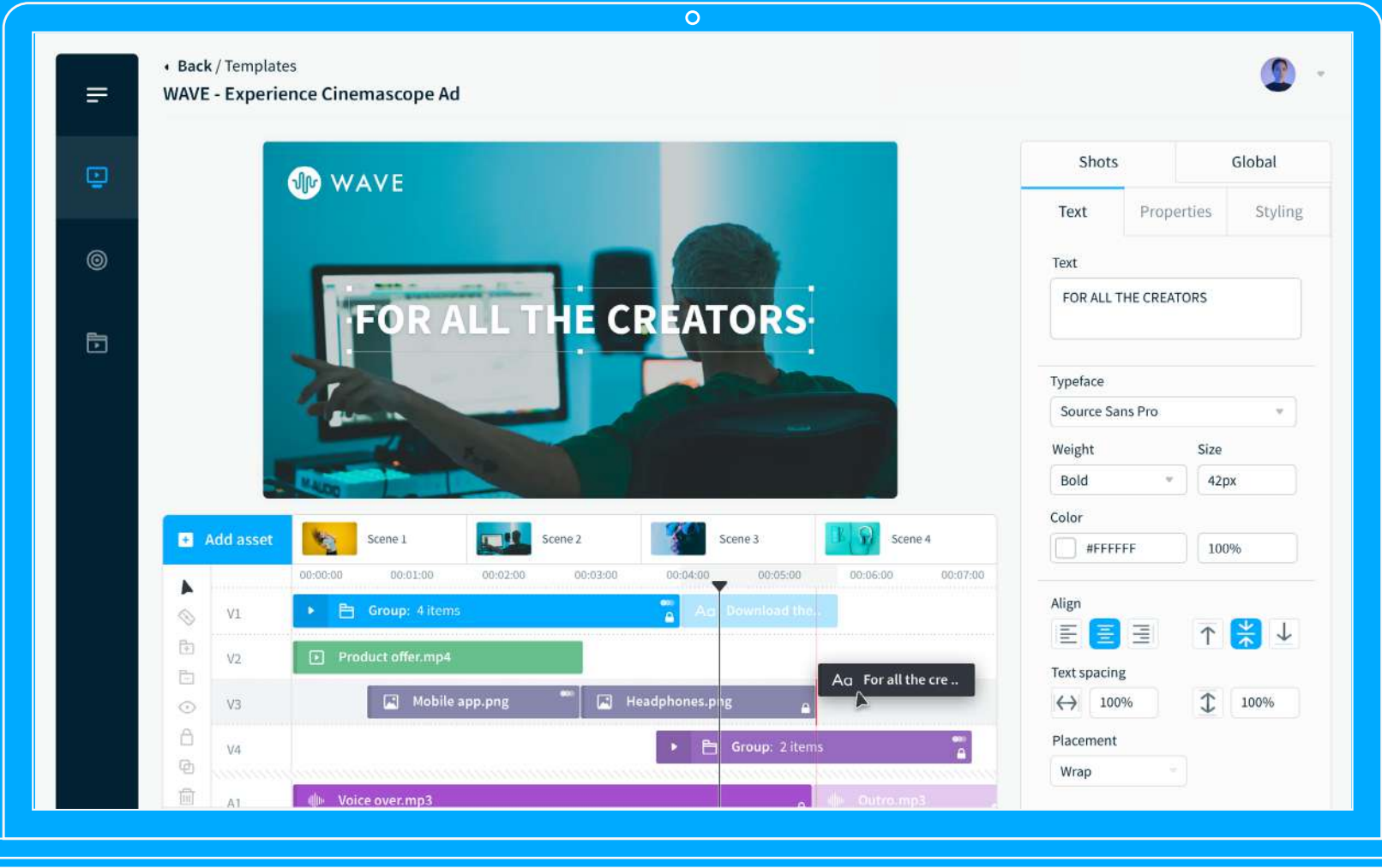
Benefit 4: Align brand, creative, content and field marketers

With Bynder's content creation modules and features, it's easy to see how copy looks in the final design, which means you can create stronger messaging because you see the big picture.

Localization solutions that Bynder offers:

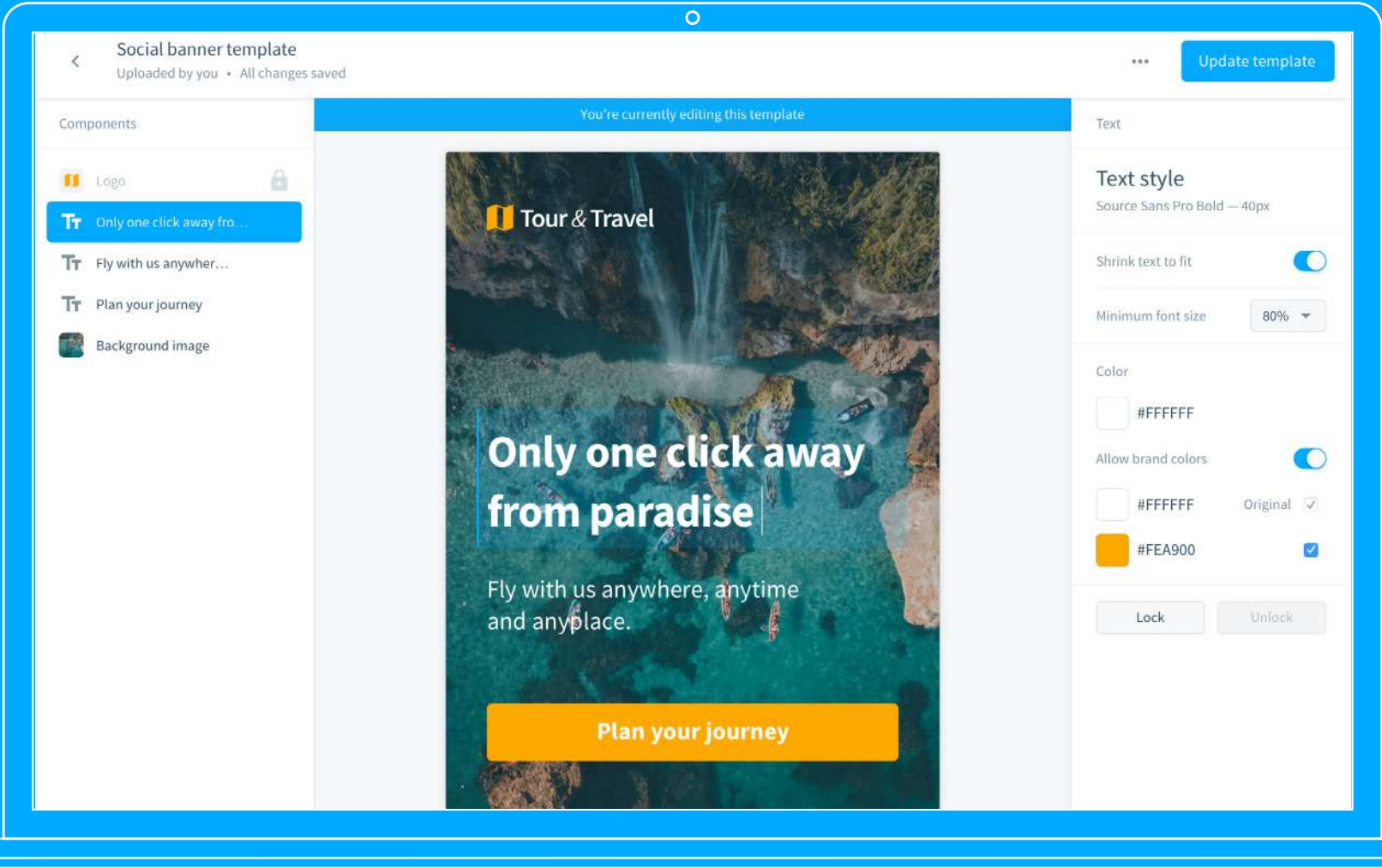
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“We’re using Brand Templates daily for not only creating new assets, but re-using existing ones too. We can make minor adjustments to a ‘Master’ asset for different languages and markets, while still communicating a uniformly ‘Nordea’ style. It saves so much time!”

Rikke Mai Kristensen,
Senior Marketing Partner at Nordea



“When I think about digital templates, I think about it decreasing the time spent on admin activities and increasing time for something else. We are producing a lot of material. I love templates because it’s a great way to scale and create more content faster.”

Elin Svahn,

Global Marketing Manager & Head of Brand Studio, Klarna

References:

- [Think with Google](#)
- [Digital Commerce 360](#)
- [Kinsta](#)
- [Forrester](#)

