Four Steps To Build An Effective B2B Content Localisation Strategy
In many B2B marketing organisations, content strategy, localisation, and translation efforts are led by global teams. The intention is to gain efficiencies, but the results may often miss the mark with local audiences.

Content localisation is not a standard process that can be applied to every individual piece of content. It doesn’t just speak to language but should reflect a deep understanding of the audience’s unique needs and interests. A smart localisation strategy is a nuanced spectrum of considerations and adaptations for making content assets usable in a local market.

Learn the four steps to build an effective content localisation strategy and efficiently deploy it.
Start By Assessing Regional Coverage

The first step in any successful content endeavor is to review inventory and audit the content and the current state of localisation (client-only access).

Analyse content coverage and usage across key attributes, such as target persona, buyer journey phase, offering, topic, and more to understand the strengths and weaknesses in the content experience across various locations and markets.

Gathering and then tagging assets for these core attributes allow B2B marketers to perform a gap analysis and understand what is and is not available to support different use case scenarios within regions and countries. The output of the content audit and inventory review can help global and regional teams align and prioritise content needs. As a best practice, global and regional teams should use the inventory data as a guide whenever they plan future content to serve audiences in different campaigns, markets, and geographies.

As new content is developed, it should be added to the inventory and analysed for impact. As an ongoing best practice, global, regional, and local marketers should work in a common global content library with one master set of tags for its taxonomy. Any content created at any level of the marketing organisation should be shared to maximise reuse and repurposing opportunities in different geographies as well as reduce content waste.
Codify How Localisation Affects The Buyer Journey

While many B2B marketing organisations have persona profiles or insights that inform their marketing and content strategy, these personas often don’t reflect regional nuances. This diminishes the relevance of the content created for those audiences. Regional marketing teams should work with their global counterparts to ensure that localisation and translation requirements are reflected in the buyer journey map. This input needs to reflect an understanding of prospective buyers — who they are, what information they’re seeking, and the buying dynamics in different markets and geographies. The level to which buyers require local thought leadership and customer content, as well as local language, varies by buyer role and location. Market maturity differences can also create variability in content requirements for personas in different geographies.

This work ideally happens at the beginning of the content planning process. A wise step is to consult customer-facing roles in the region: sales, support, regional marketing, and channel partners. These roles work with buyers and customers every day and understand the real-world impact of the organisation’s localisation policy. Gather those insights, and apply them to content planning across buyer journey and customer lifecycle phases to support optimised journeys.

PRO TIP: Map Regional Content To Buyer’s Journey
Annotate global frameworks to show the role of regional content in a familiar context. Show how well regional content needs are met.

<table>
<thead>
<tr>
<th>BUYING PHASE</th>
<th>EDUCATION</th>
<th>SOLUTION</th>
<th>SELECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying Decision Stage</td>
<td>Loosen Status Quo</td>
<td>Commit To Change</td>
<td>Explore Possible Solutions</td>
</tr>
</tbody>
</table>
Classify Assets By Localisation Need

Completing steps one and two will uncover the gaps that can be filled with more localised content. Go back through global and local asset inventories for a qualitative audit. Assign a new “localisation requirement” such as metadata tags to capture the localisation strategy to build a content calendar plan and prioritise production. Measure progress against the gaps identified in steps one and two within your calendar and content plan with a commitment to filling all key gaps identified.

**TRANSLATE CONTENT**

This applies when the local language is needed for an asset to be effective within a geography. The decision to translate or undertake other types of customisation should come from marketers in collaboration with sales and customer support teams who understand what buyers expect.

Consider the full buyer journey when making translation decisions. Emails linking to a landing page or downloadable asset, for instance, should provide a seamless experience. If the language varies during the experience, make sure there is a clear reason. For example, it might make sense for an email in French to link to a conference agenda in English if most of the conference sessions will be in English.
ADAPT AND LOCALISE CONTENT
This refers to content that needs modification to reflect cultural nuances, differences in dialect, different buyer roles, or differing levels of market maturity (for example, older technologies or platforms being used in some regions compared with others). Depending on the nature of the content, it may be adapted by global campaigns and used in different parts of the world, where it will also be relevant. Consider the implications of adapted content for marketing’s overall content strategy — should you introduce a new content type for different buyer roles?

REPACKET CONTENT
When content is needed in a specific region but cannot be used as is, rebuilding or repackaging it may be required. This may come into play when certain regions prefer detailed, long-form content such as reports and whitepapers, while other regions prefer shorter asset formats like infographics and guides. The need for rebuilt content may arise during the audit when regional teams identify content gaps for local buying groups.

LOCALLY ORIGINATE
In some cases, having content generated by a regional team is the best option for addressing a unique local market. Sometimes this is a matter of reflecting local priorities and interests; it can also involve writing about local thought leaders, customers, and markets. This approach may yield more opportunities for content syndication: Because the regional team will have a better sense of how the audience and resource intersect, the stories will be better placed.

Regional teams must take time to share their localisation and regional content plans with each other. In some cases, regional content should be deployed only within one region, but it may also be useful more broadly. To assess the coverage and impact of regional content and compare it with global content, assign tags for “created in region” and “targeted for region.”
Define And Align Localisation Responsibility

In the most successful localisation programmes, global and regional teams work seamlessly together to deliver the best possible customer experience in an efficient, cost-effective way. To achieve that goal, roles and responsibilities must be clearly aligned and defined. Look to address issues including:

**PLANNING**
- Who determines what gets prioritised for localisation?
- Does this differ on a case-by-case basis — for example, product launch versus event versus campaign?

**LOCALISATION**
- Who manages and delivers translated assets? Is it managed entirely at the global level?
- What types of content are localised: global (e.g., website content) versus regional (e.g., campaign content)?
- In what types of use cases should local agencies be used?

**BUDGET AND VENDOR MANAGEMENT**
- Who owns and manages the localisation budget?
- Who selects vendors, manages vendor relationships, and optimises pricing agreements and quality standards?

**CONTENT CREATION**
- Who produces the source language content and assets needed? How does this vary by use case?
PROCESS OWNERSHIP
• Who defines and manages localisation processes?
• Who is responsible for training people?

RESOURCES
• Who manages the resources involved with localisation? This includes internal reviewers, regional web teams, and global and regional localisation managers.

CONTENT AND TECHNOLOGY
• Who oversees ensuring that content terminology management and content reuse?
• Who is responsible for obtaining and governing localisation technologies such as translation memory and enterprise translation management software?

DECISION RIGHTS
• Who has the final say in any localisation decisions that need to be made?
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