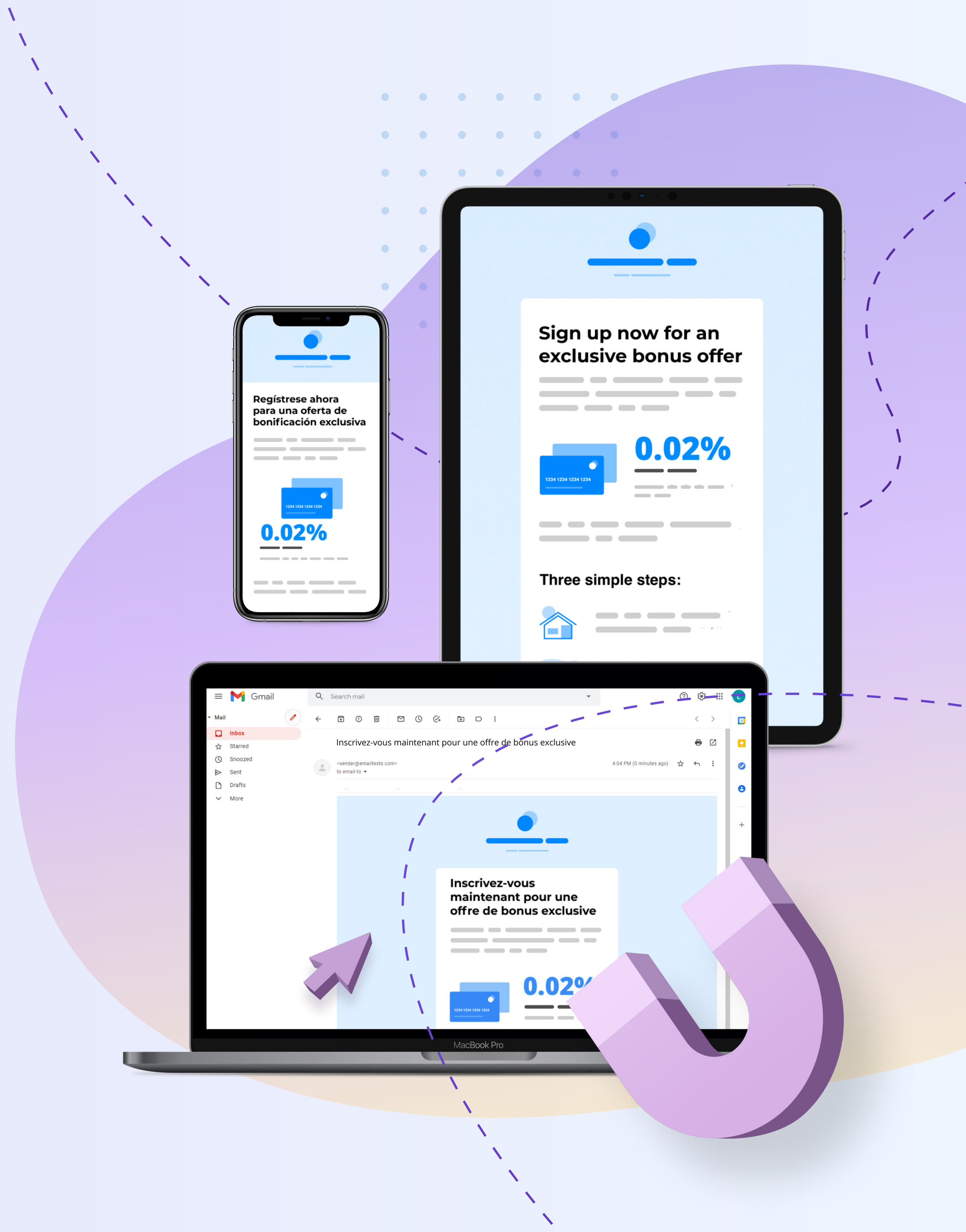The Ultimate Guide to

# Translating & Localizing Your Marketing Materials

Dyspatch    SMARTLING

I was recently in Montreal, in Québec. Being a francophone city, I expected I'd have to dust off my elementary school French skills. However, I was pleasantly surprised to see that almost everyone is bilingual.

Anywhere I went, from restaurants to boutiques, I would be greeted with a *"Bonjour!"* followed instantly by *"Hello!"*, inviting me to respond and engage in my language of choice.

The Québecois people understand their visitors' needs—they know that many of their customers are tourists who speak English. So they cater their communications to their audience, while also incorporating their native Québecois French.

As marketers, we can all learn a thing or two from our friends in Montreal. Knowing our customer, and literally speaking their language, should be fundamental to the way we run our businesses.

# Table of Contents

# Why Translation & Localization Matters to Marketers

If you're reading this, there's a strong chance you engage in online marketing. In that case, it's important to note that there are **5.03 billion internet users** in the world.

While English is in fact the #1 most commonly spoken language by internet users, it's notable that **only 25.9% of internet users are native English speakers**, meaning 3.8 billion internet users are non native-English speakers.

After English, the next 5 most popular languages spoken online are:

1. **Chinese - 19.4%** (975 million people)

2. **Spanish - 7.9%** (397 million people)

3. **Arabic - 5.2%** (261 million people)

4. **Indonesian / Malaysian - 4.3%** (216 million people)

5. **Portuguese - 3.7%** (186 million people)

Consider this... if you are a native Chinese speaker, and you see the ad below show up on your social media feed, are you clicking through? Investigating further? Making a purchase?!?

I mean, it's a pretty cool ad (and a super fun brand)—and while you can guess it has something to do with sauce, if you can't read German, you're likely going to gloss over this and keep scrolling. You certainly won't be buying any **Handlemaier** online anytime soon.

The hard reality is this: **40% of consumers have said they will not make a purchase** if a company's marketing materials are not in their native language.



Source

If Handlemaier translates their marketing materials into Chinese, then their reach grows exponentially. Let's do some quick math:

- **975 million** internet users are native Chinese speakers

- **40%** will not purchase Handlemaier products unless they translate their marketing materials

- 975 million * 40% = **390 million** people

- Translating their marketing materials into Chinese increased Handlemaiers total addressable market by **390 million** people

- Repeat this process for the other top 5 languages mentioned above and Handlemaiers total addressable market can grow by nearly an additional **1 billion** people.

If you're marketing a business online and have global aspirations, you need a strategy for translating and localizing your marketing materials—from your website to your emails to your ad copy—to the language and cultural inclinations of your audience. Otherwise you may be leaving millions (or billions) of dollars on the table for your competition to swoop up.

Are you okay with that? Didn't think so.

Need more convincing? When you translate and localize your marketing content it:

- Increases eCommerce conversion rate by **70%**

- Increases downloads by **128%**

- Increase mobile revenue by **26%**

- And **75%** of customers consider it important

Above stats are according to Kantar and **CSA Research**
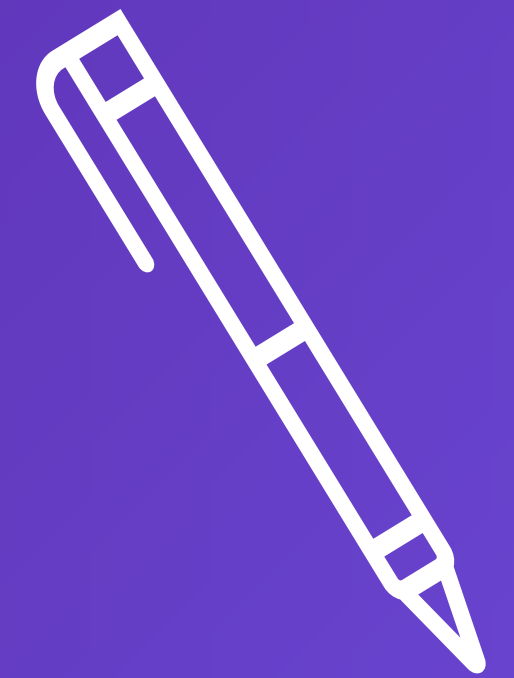
# Translation vs. Localization

Before we start discussing translation and localization on specific channels, first things first–let's define these two terms to understand how they differ and why they so often go together.

**Translation**
converts written words from one language into another. Translating your marketing materials refers to the adaptation of written language on your website, in your emails, on your video subtitles and more.

**Localization**
employs multiple techniques to adapt content's full meaning for the new culture. This includes language (translation), but also other important cultural changes, such as tone, visual cues, layout, and formatting.

# How to Translate and Localize Your Marketing Materials

Now that it's obvious why you should translate and localize your marketing materials, you may be thinking, *"But I don't have an international team of marketers. How am I supposed to advertise in the native language of all these countries if I'm a medium-sized startup?!"*

Much like many modern problems, there are modern solutions to translating your marketing materials. Additionally, you don't have to translate into every language, nor should you. Do your research to discover where your buyers are and where your interest is coming from. Next, start slowly by adding one language, then two, then three, and so on. If it makes sense for your business, grow from there.

In this guide, you'll learn how to translate all of your marketing materials faster, smarter, and without the need to hire a team of international marketing experts.

Feel free to scroll through the entire guide, or jump to any marketing channel you're interested in exploring by using the **table of contents**.

# Translating & Localizing Your Website

Your website—the online hub of your business—is most often where you're pointing the vast majority of your other marketing efforts. It's where purchases are made, demos are booked, leads are generated, education is fostered, and generally speaking, it's where a large majority of modern growth occurs.

Being such a massive repository of content, localizing and translating your website may feel like a losing battle. Translating every landing page, every CTA, every blog post... the thought of it makes me break into a sweat.

But it doesn't need to. What if I told you that there is a way to cut your time to market in half?

Modern translation platforms like **Smartling** have created solutions that swiftly address the problem of website localization. There are namely two solutions you can implement:

- Content Management System (CMS) Integration

- Global Delivery Network (GDN) Proxy Server

# CMS Integration

These days, virtually every website online is built using a CMS. Whether you're using Wordpress or Drupal, Adobe Experience Manager or Contentstack, your website translation and localization is going to be shockingly straightforward.

Using one of Smartling's many **CMS integrations**, you can automagically translate your website's pages into the language of your choice. The process may vary depending on the CMS you're using, but essentially it's as simple as:

1. Setup the integration,

2. Submit content and retrieve translations,

3. Publish to the GDN Proxy Server

To those weary of the simplified 3-step process above, I say this: you're right. There is nuance and challenges to each step. For instance, you should have a style guide and **glossaries** built before you start translating your content. This will help keep terms and imagery on brand and consistent. Additionally, any use of an integration can blend machine translation with human translation, to varying degrees depending on your preferences and budget.

And by the way, if you use tools like HubSpot or Marketo to build landing pages or forms for your website, Smartling has you covered there as well. Aside from CMS integrations, there are also a slew of **marketing automation integrations** that can be deployed to simplify translation across the various lead capture elements of your website.

# A Proxy Server

You may have heard of a CDN before—a Content Delivery Network (think **Cloudflare**). Where the purpose of a CDN is increasing the load speed of your website's content, the purpose of Smartling's **Global Delivery Network** (GDN) is to increase the value and conversion rate of your website by translating and localizing its content.

Smartling's GDN is a proxy server that acts as a highly-skilled maître d' at a 5-star hotel. It receives visitors, and delivers them to the experience they're looking for instantly. Once your maître d' has clocked in, they're ready to start delivering memorable experiences without needing micro-management.

Oh, and don't worry about website updates… maintaining your translation quality with the GDN is a breeze. Changes to website copy in your source language are automatically detected by Smartling and surfaced instantly for translation. This includes your blog!

Not only is the Global Delivery Network SEO compatible, it detects and rewrites links so that the user stays on a localized version of your website for a seamless customer experience. Now that's a good maître d'.



example.com

example.com/**fr**
example.com/**jp**
example.com/**it**
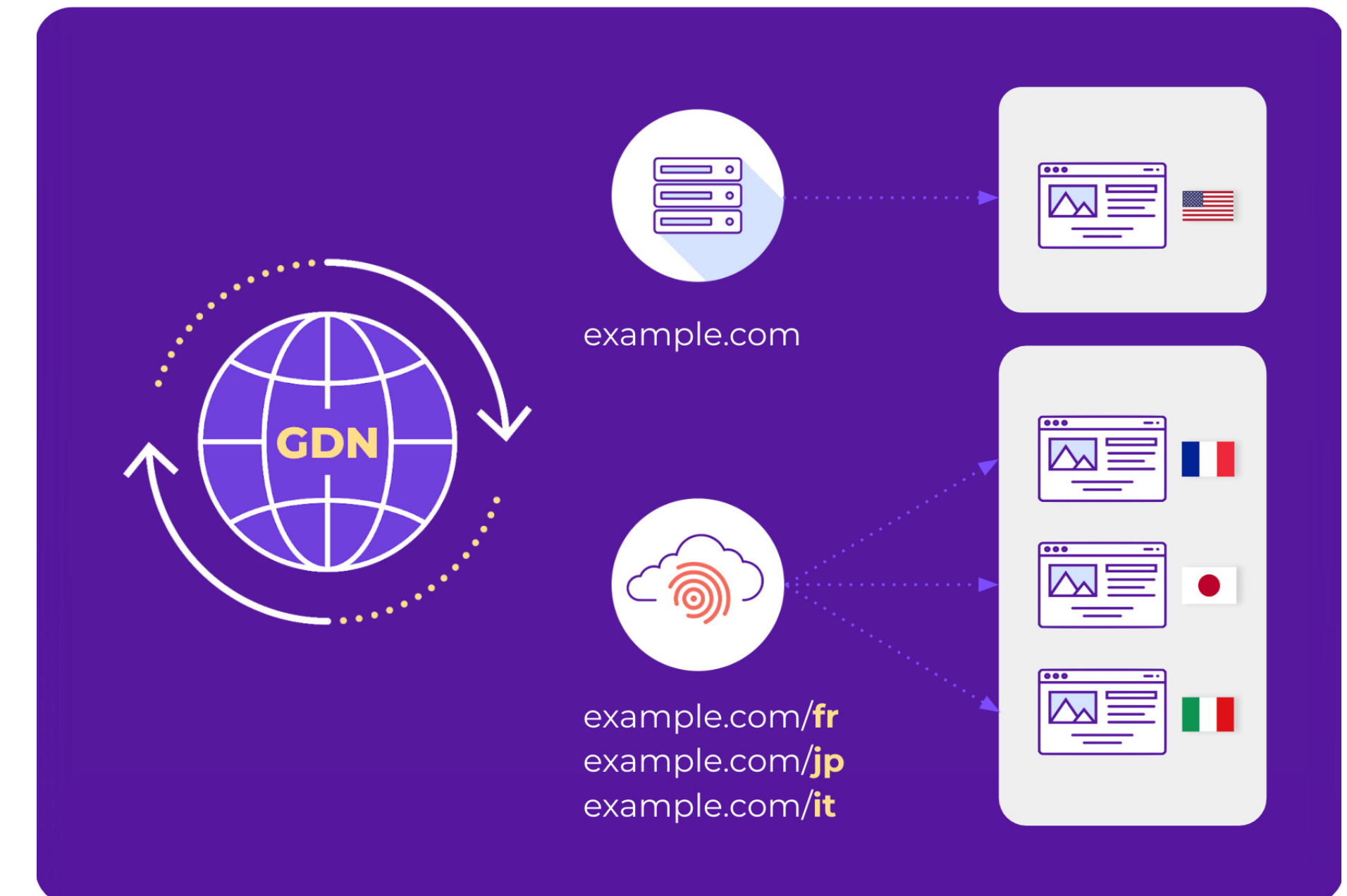
"Being able to deliver a new language on ba.com in half the usual time enabled us to go live to coincide with our first flight to Korea."

**Geraint Jones,** *Digital Content Production Manager*

BRITISH AIRWAYS

As you can see, translating and localizing a marketing behemoth like your website can be a lighter lift than you might imagine. With the right tools of course.

# Translating & Localizing Your Emails

If you thought translating and localizing your website was going to be a big job, wait until you hear about emails… email is already an exceptionally complex channel to optimize for without even considering localization.

Take for instance the fact that you need to test your emails on multiple devices, operating systems, and email clients. Or that you need to ensure your content is optimized for dark mode. When you throw localization and translation into the mix, it can start to feel a bit daunting.

Localizing email content comes with its own challenges, including:

- More languages/locales = higher level of complexity

- Insufficient quality control processes

- Unclear analytics and ROI

- Manual content management with spreadsheets and templates

- Inconsistency in voice/tone, terminology, cultural nuance, and more

- Reliance on agencies resulting in high cost and slow turnaround
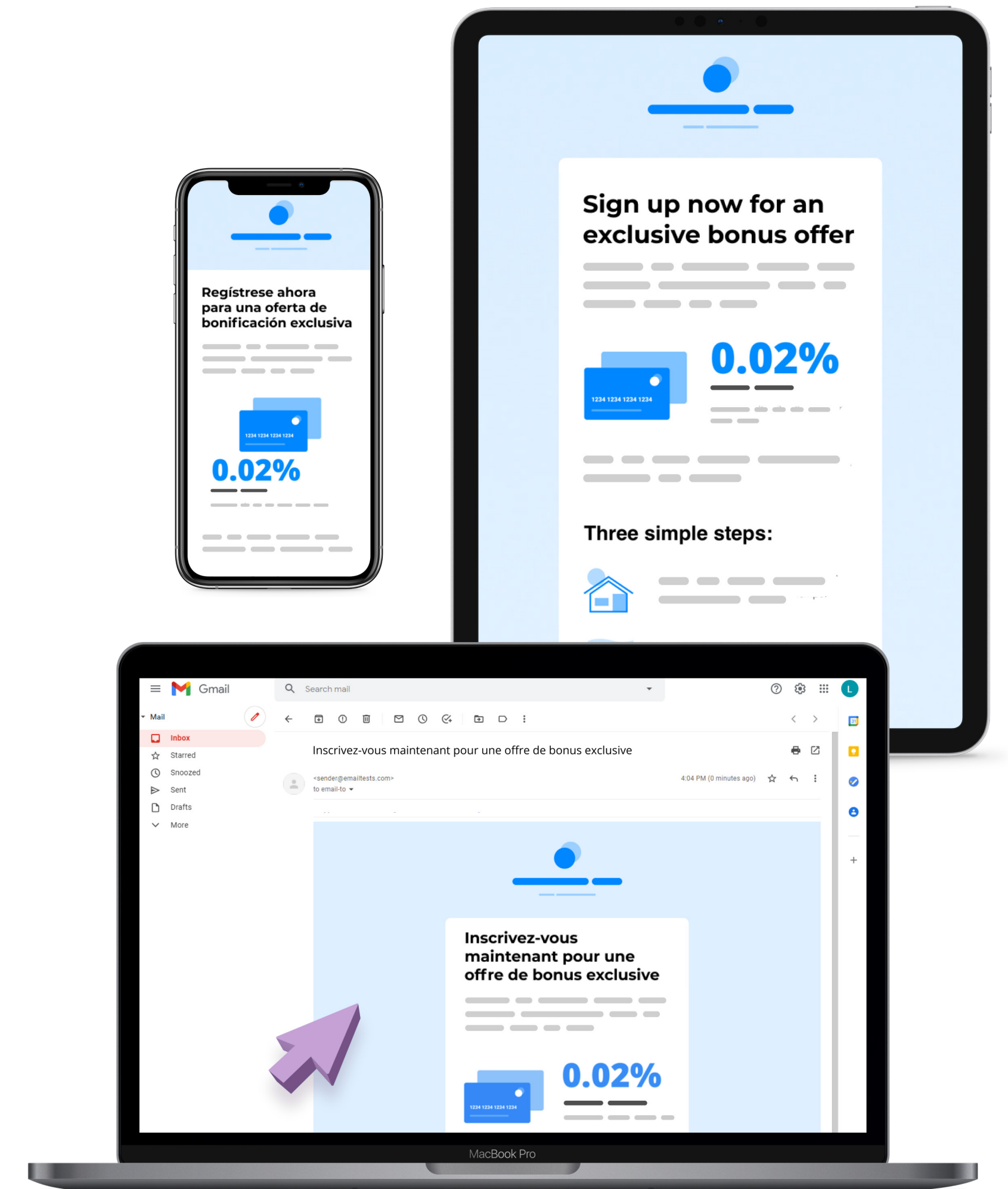
- Challenges of aligning communication between stakeholders

- Issues around design (eg. right-to-left (RTL) or left-to-right (LTR) reading)

Luckily, you have partners who can eliminate these challenges (and alleviate stress) for you. There are namely two types of partners that you'll need to smooth out this process:

1. An email template creation & management platform (aka **Dyspatch**),

2. An email translation & localization platform (aka **Smartling**).

# Step 1:
# Email Template Creation & Management Platform

*"If I only had an hour to chop down a tree, I would spend the first 45 minutes sharpening my axe."*
**– Abraham Lincoln**

We're not chopping down trees, nor do we have an axe to sharpen. But as I write, this quote keeps ringing in my head. Mainly because it reminds us that there is a hard method and a smart method for accomplishing a task. Work smarter, not harder. I want to introduce you to the smart (and easy and fast) method of localizing your emails—it begins with template management.
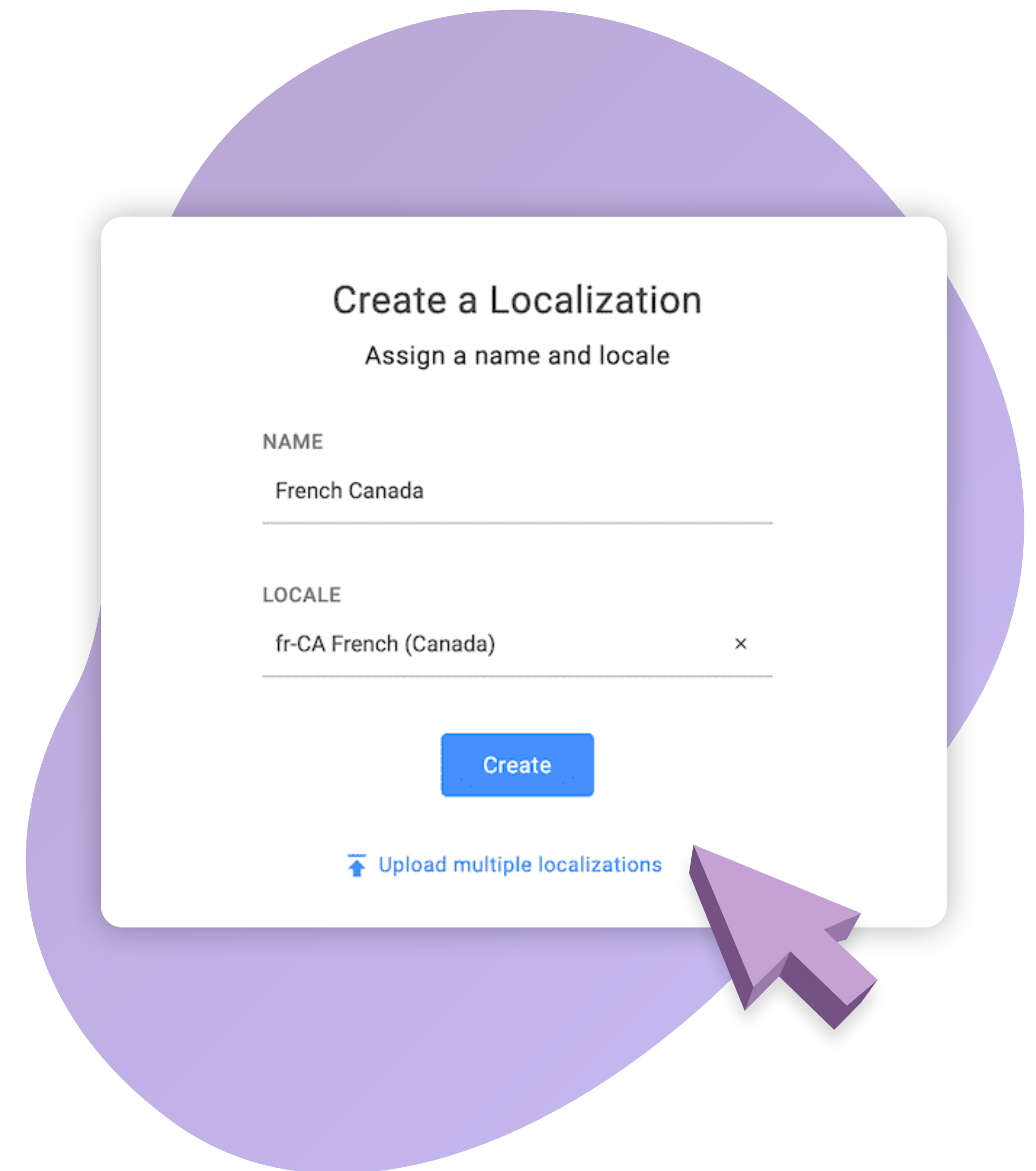
A central hub to build and organize your email campaigns can be a fulcrum in launching highly-complex, highly-localized email marketing campaigns. Not only will a platform like Dyspatch enable you to **test your emails on various devices**, operating systems and email clients, it will also allow you to add multiple locales to your email template for swift translation.

These locales enable you to translate and localize the various blocks and elements in your email to other languages and cultures. You can add as many locales as you need (French, Japanese, Spanish, etc.), and they will all be hosted within the same template—neat and tidy.

Once you've added all the locales you need, now it's time to translate. You can do this one of three ways:

3.  **Manually translate** each element in your email for every locale (hard & slow)

4.  **Upload PO and POT files** for each locale (easier but still slow)

5.  **Sync Dyspatch with Smartling** **for automatic translation (easy & fast)**

Using Dyspatch in tandem with Smartling is by a landslide the most effective and efficient way to localize your emails. Which leads us to…

### Create a Localization
Assign a name and locale

NAME

French Canada

LOCALE

fr-CA French (Canada)          ✕

Create

⬆ Upload multiple localizations
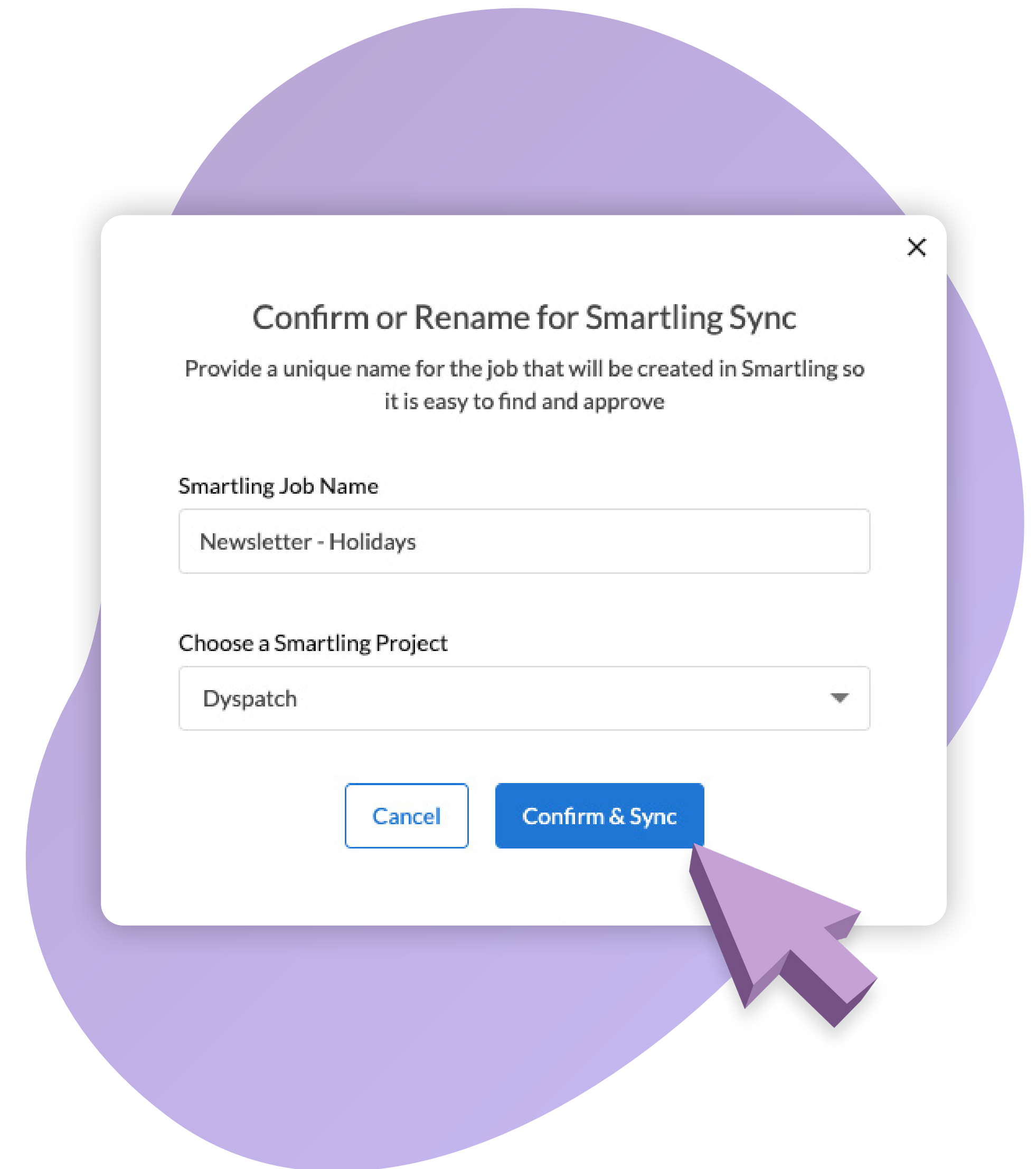
Dyspatch      SMARTLING

## Step 2:
## Email Translation & Localization Platform

Once you have your locales all set up for the email you're working on in Dyspatch, simply click to sync your email with your Smartling account. Once synced, you'll be able to access your email and its various locales in your Smartling account.

Now it's time to translate and localize your email for each locale you've selected. There are a couple of ways to do this: with machine translation (MT), with human translation, or a mix of both (known as MTPE, machine translation post-editing). And although today's technology enables high-quality translations from machine translation, email is an area where it's highly recommended to incorporate human translation as well because it's so personal.

If you're not sure when to use MT, human translation, or MTPE, Smartling offers complimentary consultations.

### Confirm or Rename for Smartling Sync
Provide a unique name for the job that will be created in Smartling so it is easy to find and approve

Smartling Job Name

Newsletter - Holidays

Choose a Smartling Project

Dyspatch ▼

Cancel     Confirm & Sync

Unlike websites that can be revised when an error is introduced, emails cannot be taken back once deployed. With both machine translation and human translation services built-in to Smartling, you can customize your workflow using the Dynamic Workflows tool.

Smartling's advanced workflow engine identifies what content has been previously translated by humans. It assesses how much human translation is needed to get it to a professional level, and all of this can be custom-configured to the setting that works best for you and your team.

Whether you're localizing your email templates into Spanish, Italian, French, Japanese, German, Arabic, or another, there is no more need to juggle multiple files, back-and-forth emails with stakeholders, and tedious copy-and-paste jobs into spreadsheets. Instead, Smartling's AI-powered software automation with integrated human translation is the most cost-effective and the fastest way to deploy high-quality localized content to your various locales around the world.

## Step 3:
## Back to Dyspatch for Deployment

Now that you've created your template and added locales in Dyspatch, then translated your email for each locale in Smartling, it's time to get your email ready for sending.

Using the Smartling <> Dyspatch integration, simply import your email back into Dyspatch, run your various device tests, and then **export to your Email Sending Platform** (ESP).

No more spreadsheets, no more back and forth between departments, no more wasted time getting an email across the finish line. Customers who use the Smartling and Dyspatch integration to localize their templates have seen upwards of 250% increase in time to market.

Feeling a bit better about email localization and translation now? Glad to hear it.
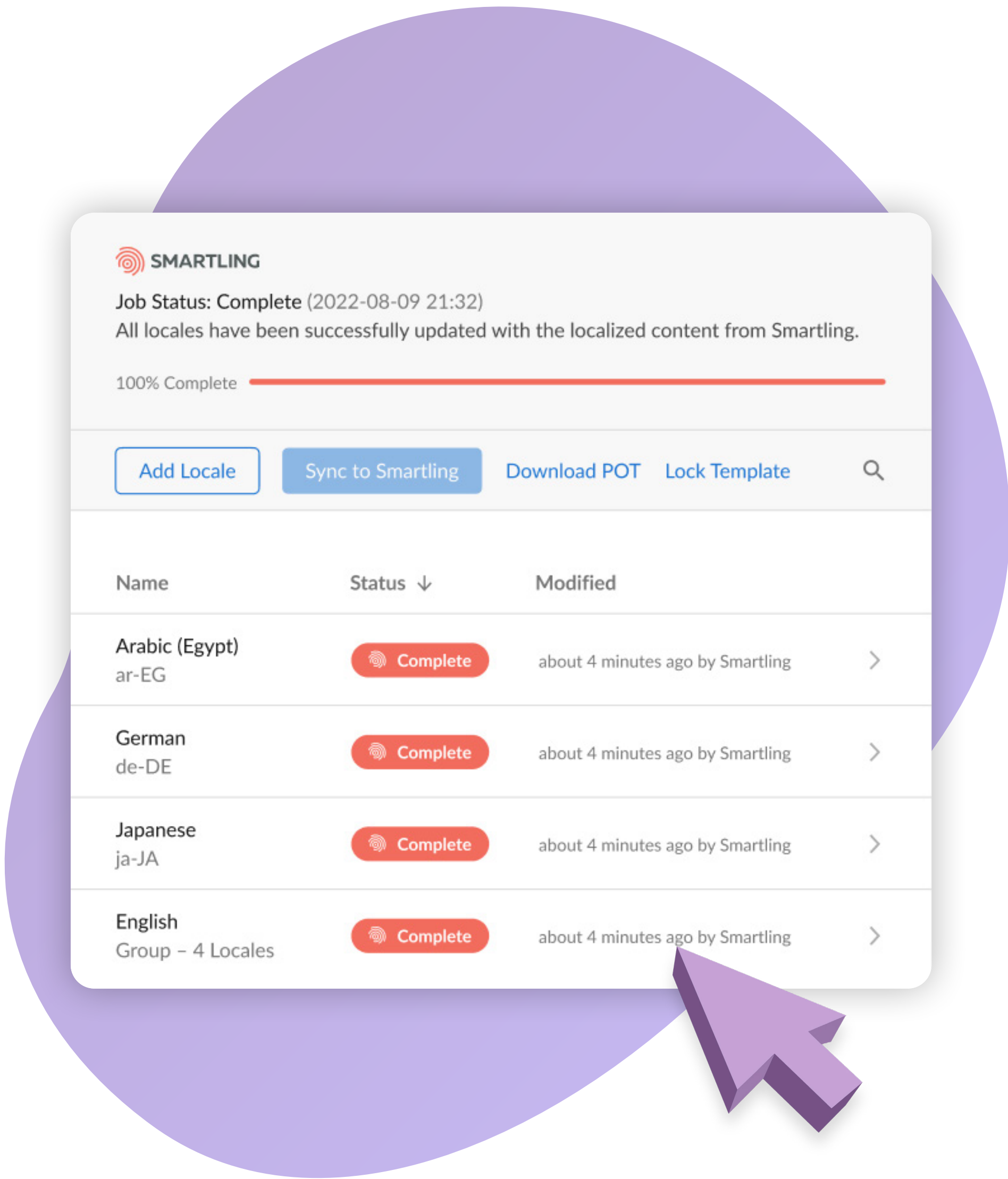
# Translating & Localizing Knowledge Base

If you own or work for a software company, chances are you're providing users with support in the form of a knowledge base. This knowledge base is often one of the more powerful ways to lead users to activation within your app, and to retain users as well. You want to make sure your users are properly educated on the ins-and-outs of your tool, so they can achieve value asap (and never leave!!).

But what if your software's users span multiple countries and regions? If you aspire to reach a global audience with your software, then translating and localizing your help docs and knowledge base are no longer a nice-to-have, but a need-to-have.

Good news: Translating and localizing your knowledge base is much easier and cheaper than hiring and training a multilingual CS team…

Similar to how most websites are built using a CMS, most knowledge bases are built on popular customer service platforms. And you guessed it—Smartling has built **native integrations** that will communicate with the service platform you're using to host your knowledge base.

Let's give you an overview of how Smartling can help you localize and translate your knowledge base if you're using **Zendesk** as your customer service platform.

1.  Sync your Zendesk and Smartling accounts using the integration

2.  Using the hosted integration, select the content that needs to be translated

3.  Have your selected knowledge base articles, categories, sections and dynamic content translated in Smartling by:
    a.  Leveraging AI and machine translation for your Zendesk content, or
    b.  Using professional, certified human translators through Smartling

4.  Localize images in your Zendesk articles by selecting alternates per locale

5.  Publish live!

In a few simple steps, you've translated hundreds, maybe even thousands of helpful documentation into various locales and languages. Effectively optimizing for your software's engagement, retention, and advocacy overnight.

It's important to note that with knowledge base articles, you'd likely get away just fine with machine translation. In fact, if your customer base depends on real time support, MT is ideal for delivering instant translations. If you have a hefty knowledge base full of thousands of articles, it might be cost-prohibitive to employ humans to translate each word. The AI translation algorithm is extremely mighty, and it will still serve the purpose for your global user base when translating a large volume of content is necessary.

# Translating & Localizing Your Software & Apps

# Translating & Localizing Your Software & Apps

Localizing your knowledge base is great and all, but what good is a translated knowledgebase if the app or software is only available in English? Software and **app localization** is a process that many high-performing companies recognize as vital to success.

Software localization provides your target audience the opportunity to utilize your product in their preferred language. This builds stronger customer relations and loyalty while allowing your company to communicate and sell globally.

Did you know that the Apple App Store is currently used and available in over 150 countries globally and supports over 40 different languages? App internationalization is critical for driving engagement and an important piece of your global strategy that shouldn't be overlooked.

So how do you get started? Rather than localizing your app or software for every country right up front, a little research may be in order.

For instance, if your app is already live, check out usage analytics, or read through your reviews. Seeing any geographic trends in usage? Noticing any negative reviews surrounding accessibility? These would be great ways to pinpoint locales to lean into first. Localizing your app or software can be a heavy lift requiring the assistance of UX and Developer teams, so approaching this process strategically and scientifically is a great start.

App & Software translation is no different from websites and knowledge bases. You could technically translate every module and view in your app into a spreadsheet, upload those translations into your code repository, sync the changes, and do that over and over again with each update, feature, release, etc.

OR, you could integrate your **Git or GitHub accounts with Smartling**, and automatically submit content for translation from your preferred code repo.

**Pour tout les gens parlant françai...**    2y ago

★★☆☆☆                                          dhdnrhdjf

Traduction française indisponible

**Developer Response**                           2y ago

Thanks so much for writing to us! Currently, Elevate is available in English and Spanish. Creating a French version of Elevate is a good suggestion and something we can consider building in the future. Please feel free to vote on your idea here: http://bit.ly/1pMBUHK. If you have any other questions, email us at support@elevateapp.com.

Dyspatch  SMARTLING

🔥 **Hot tip:** If you're reading this before you've started building out your app, you're in luck. We may be able to guide you in the right direction from the get go. You see, when building your app, best practice to set yourself up for localization is to separate UI elements—text, images and other media—from your executable code.

Separate content into blocks or elements that can be uploaded or pulled via an API into Smartling, where content is broken down into strings for the translation process and easy integration back into the app. Without separate content elements, things get a bit more complicated, but not by any means impossible.

Localizing your apps and software seems a little less cumbersome now, doesn't it?

# Translating & Localizing Your Videos & Subtitles

I went to the movie theater the other day to watch a flick, and I found myself longing for subtitles! Even as a native English speaker, when watching a film in English I absolutely love having the subtitles on.

Subtitles help us better understand the content of a video, they help hearing impaired people consume your content, and they even act as a secret weapon in the battle for SEO dominance! Search engines can't watch videos, but they can discern the content of videos through their subtitles.

So if you're creating video content to market your global business, you'll want to include translated subtitles on your videos. Increase the reach and accessibility of your video marketing in one fell swoop with—you guessed it–Smartling.

```
2
00:00:04,066 —> 00:00:07,566
Reaching as far down as 36,000 feet in some places,

3
00:00:07,566 —> 00:00:11,100
The waters of our planet occupy a staggering volume.
```
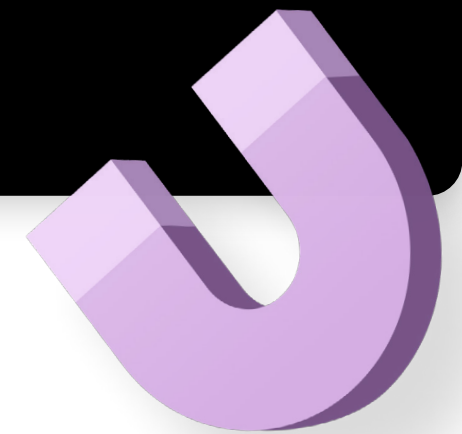
It all starts with a SRT or VTT file. If you've worked with video captions before, you'll recognize these file types. They are essentially simple text files that contain a few bits of info:

- Order of your subtitles

- Timestamp that the subtitle should appear and disappear

- Text string that is the subtitle itself

You can absolutely create your own SRT or VTT file from scratch, simply by typing out all the information you see in the screenshot above in a text doc. But I wouldn't recommend it. Instead, after you upload your video, YouTube can automatically generate subtitles for you—and subsequently an SRT or VTT file.

While the auto-generated file will have some typos, it's much easier and faster to fix those typos than it is to start from scratch. So open the SRT/VTT file in a text editor, fix your typos, and get the file ready to translate.

Once it's ready, you can upload your SRT/VTT file into Smartling by creating a new Job and uploading the file. While uploading your file to a media type project, Smartling will also ask you for a link to the video or to upload the video file. This link will help translators watch the video as they translate in the Smartling dashboard, effectively providing them with all the necessary context behind your subtitles.

Smartling will get to work translating your subtitle file into as many languages as you need! Once the translated SRT/VTT files are complete, return to your YouTube video and upload the files for the appropriate locales.

There you have it, video subtitles in multiple languages, minimal effort. The Smart(ling) way.

# Translating & Localizing Your Ad Copy

*"Translation is that which transforms everything, so that nothing changes."*
**—Günter Grass**

While I'm not sure if it was Günter's intention to be quoted on the topic of ad copy, his words resonate here due to the very nature of ads. Some of the best, most strongly-resonating ads in the world are relevant to their locales.

Here are a couple of examples to help paint the picture.

In the 2011 Stanley Cup playoffs, the Vancouver Canucks were in the finals against the Boston Bruins. Vancouver also happens to be home to many Boston Pizza locations. During the playoffs, Boston Pizza ran a campaign where they changed their name (temporarily) from Boston Pizza to Vancouver Pizza, scratching out the word Boston. Brilliant, and hyper-localized.



[Source](#)

The vodka giant, Absolut, has also been known for creating hyper-localized marketing campaigns depending on the locale they are advertising in. See these examples of different ads run in Paris vs. New York, referencing the unique shape of their bottle in a creative way—and resonating strongly with their local audiences.

As you can see, ads have a unique propensity towards being localized. It's not just about translating English to French, but actually positioning your ad copy or design in a way that it speaks to specific cohorts.

On top of this, there is also the consideration of idioms, lingo, jargon and other witty (or punny) expressions in advertising that might not literally translate very well—or at all.



[Source](Source)

There are numerous considerations when it comes to the language and visuals of your ads, to the point where it may not even make sense to employ localization—but instead to re-create the ad altogether for different audiences and locales.

This type of localization can be so specialized, it can have its own category: Transcreation. In Smartling, there is a dedicated **Transcreation** workflow that helps you understand if the resulting, highly specialized translation for your content is getting the right idea across. You will receive multiple options for translations, as well as the back translation for each option.

Once you've identified whether you need translation, localization, transcreation, or a completely different ad per demographic, you can move on to other considerations.

For instance:

- Does your ad reference distance in meters? You might need to use feet instead.

- Does your ad use the word "mist"? In Germany, mist means "manure".

- Does your ad have a tagline like "the quilted quicker picker upper"? That might not have such a nice ring to it in Hindi.

This is all the sort of pre-work that needs to be done with strategizing ads for different cultures and locales. The good news is, none of the above examples bar you from localizing your ads or ad copy. It simply means you'll need to employ a human translator to help.

While **machine translation** is great at translating straightforward content, if you're trying to incorporate any sort of clever phrasing, more is likely to get lost in translation. So for translating ad copy, it's recommended that you use **human translation services**.

One thing to keep in mind when using human translation services for your ads: **visual context** is essential... Your translators need to be able to see and understand where the ad will show up, what the context is of the ad, and where the ad will lead (if it's clickable.)

The more context you give, your ad can be localized so that everything is transformed, but nothing changes—just as Günter said!

# Translating & Localizing Design

Visual collateral has become the cornerstone of good marketing. Whether we're talking about a data-driven infographic, quickly produced meme, attention-grabbing ad imagery, or high quality website images, graphic design—in one form or another—is prevalent in every marketers' toolkit.

Chances are, however, that your design team isn't actively thinking about multilingual graphic design. And if they are, oftentimes it becomes a cluttered image, cramming two (or more) translations into one design—like English and French in Canadian graphics, or English and Spanish in American ones.

Of course it can be quite challenging to balance a good design aesthetic when you're trying to fit multiple languages into one graphic.

There are two steps to this process:

1.  Translating the design

2.  Propagating the design

# Step 1:
# Translating the Design

There are a couple of ways to translate the text on your design: Text Overlaid & Text Embedded.

The easy way to think about these two, is that text overlaid results in one image with multiple translations. While text embedded results in multiple images with one translation for each. The text overlaid method is more complex in terms of deployment, but ultimately results in fewer files and more organization.

Anecdotally speaking, the text overlaid method is becoming best practice among multilingual designers—but there's still some growing pains around this technology and its deployment to the web.

The text embedded method, on the other hand, is tried and tested. It works, and works exceptionally well using Smartling's built-in integrations. You can sync your Smartling account with popular design tools like Figma, Sketch, Illustrator, Photoshop, and In-Design, allowing you to seamlessly translate your designs as you go.

As I said, by using the text embedded method, you're effectively creating multiple variations of your design file for the locales of your choice. If you want to translate your English graphic into Japanese, Farsi and Cantonese, then the Smartling integration will translate your copy and port it back over to an alternate variation of the same design—four designs in total. All you need to do is export the final files and you've got multicultural buy-in!
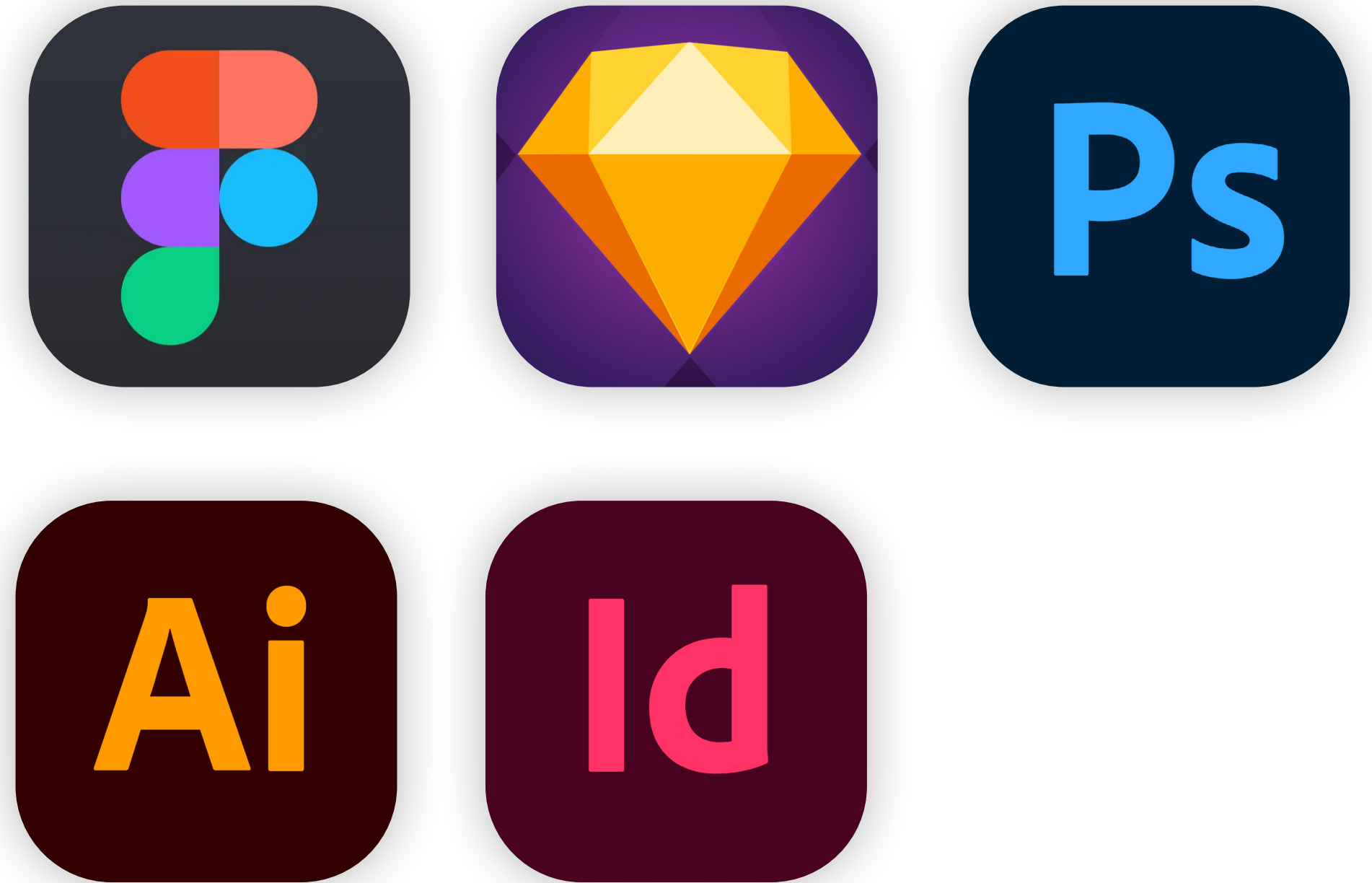
## Step 2:
## Propagating the Design

Once you've got your design translated using one of the methods mentioned above, now it's time to deploy the graphics. But where are they going?

Some channels are going to require manual uploads. For instance, if you're creating a Facebook ad you'll need to create multiple campaigns and upload the appropriate graphic for the appropriate ad group. However, if you're adding the graphics to your website or to your knowledge base, you can rely heavily on **Smartling's GDN** explained **here**.

By using the GDN (or a proxy server), you simply add the localized version of your graphic to the appropriate locale for your website or knowledge base. Have a French graphic? Add it to the French locale... and let the GDN do the rest. Depending on where your visitor is arriving from, they will see not only the localized version of text on your site, but also the localized images you just created in Photoshop or Figma!

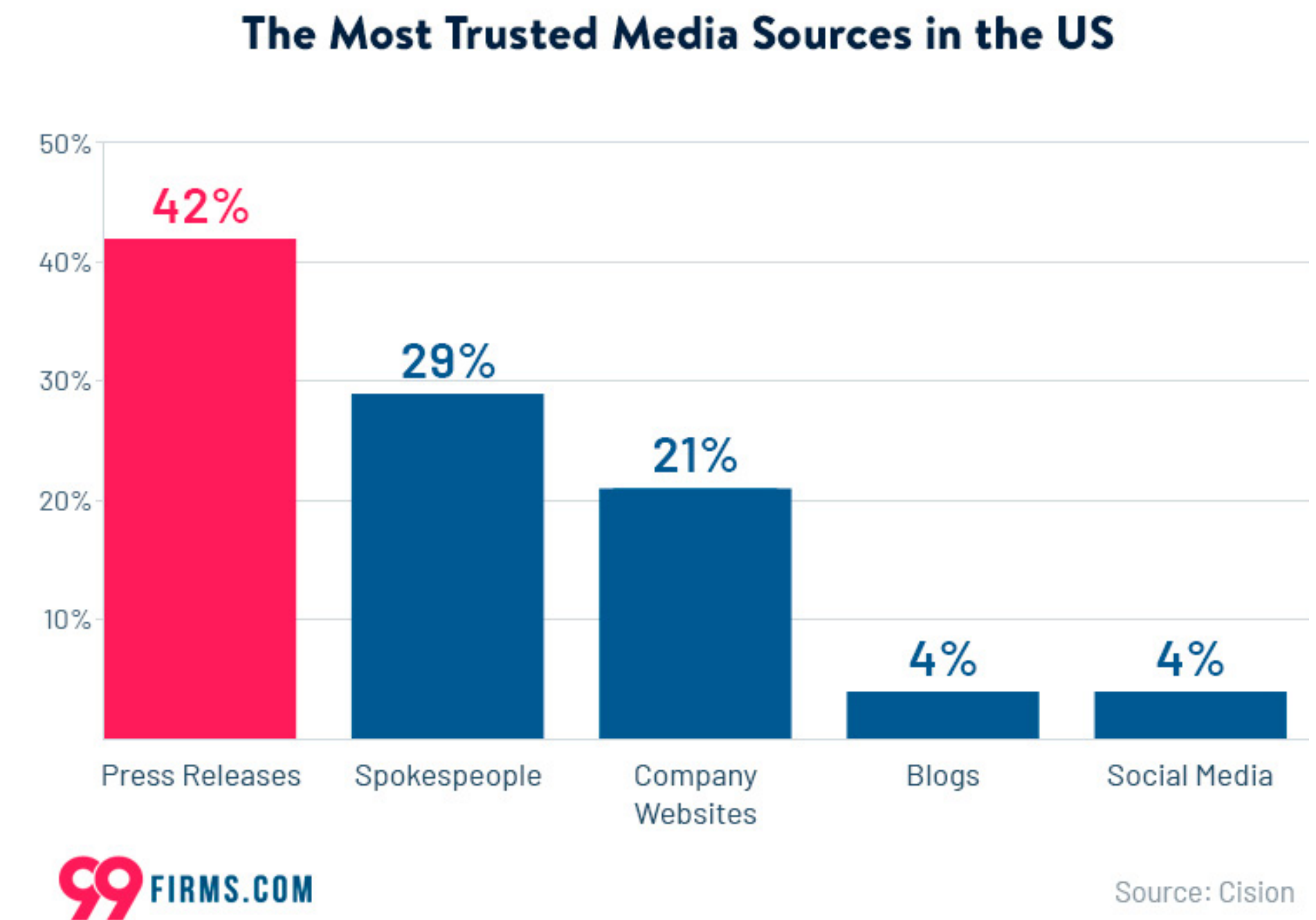# Translating & Localizing Your Press Releases

You might be of the mindset that press releases are no longer an effective form of marketing. But the results are in, and PR is still one of the most trusted media sources (at 42%). In fact in 2021, 78% of journalists consider press releases, news announcements, and newsworthy stories the kind of content they want to receive from PR professionals.

So ask yourself these two questions:

1. Can I sell my product/service internationally?

2. Am I or do I want to leverage public relations for my business?

If you answered yes twice in a row, I'm glad you're here. Public relations isn't simply an English speaking channel. If you hope to reach European markets, Asia, Latin America, or the Middle East with your press releases, you might want to consider writing for those readers.

An English press release is not likely to be picked up by Bernama in Malaysia, or EuroBench in the Netherlands. So let's talk localization.

### The Most Trusted Media Sources in the US

| Source | Percentage |
| --- | --- |
| Press Releases | 42% |
| Spokespeople | 29% |
| Company Websites | 21% |
| Blogs | 4% |
| Social Media | 4% |

99firms.com

Source: Cision

With a channel as nuanced as the public media, there are some considerations to keep in mind when it comes to localization consider:

- Unique cultural angles to lean into, such as local holidays or customs

- Local regulations and legal requirements

- Converting for local standards of measurements, such as currency

- Graphics to localize

- Locales that read RTL (right-to-left) instead of LTR (left-to-right)

Once you've written your press release, and considered which sentences or paragraphs may need to be modified entirely to address a specific locale, now it's time to localize.

If you happen to be writing your press releases in Google Drive, then Smartling's Google Drive integration will allow you to sync both accounts and instantly upload your press releases to Smartling for translation.

On the other hand, let's say you write your press releases in Microsoft Word, and save the files locally. No sweat! Instead of using an integration, you can simply upload your Word file to Smartling and submit it for translation.

We've mentioned this in previous sections, but just to reiterate: while machine translation is quite accurate, for something as important as a press release, you should consider hiring a human translator who understands the social and cultural norms and nuances of the locale you're writing for.

Reaching global markets has actually never been easier.

# Thanks, Shukran, Merci, Danke, Kiitos, Grazie, Arigato, Dyakuyu, Gracias and more!

We really appreciate you taking the time to dig into this co-authored ebook. When we set out to create this resource, our goal was simply to give more marketers the confidence and tools to tackle the (what was until now complex) realm of localization. We sincerely hope that you've walked away with a better understanding of how to translate and localize your marketing efforts at scale.

Our teams at Dyspatch and Smartling have absolutely had a blast putting this together for you, and we'd love to hear any feedback you may have. Feel free to reach out to us at **marketing@dyspatch.io** or **hi@smartling.com**

Happy localizing!

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