STRATEGIES TO GO GLOBAL ON A SHOESTRING

A low risk path to increasing your international revenues using Translation and Localization
Table of contents

Market Identification Stage .............................................. 2
Market Evaluation Stage .................................................. 3
Market Validation Stage ................................................. 4
Market Penetration Stage ............................................... 4
Three-Tier Approach .................................................... 5
It’s been a couple of years since you began developing a new product for your local market, and you are finally starting to reap the fruits of your labor. Orders are coming in! Clients are happy and referring others! Your controller is at last telling you that you are starting to use more black than red ink!

Heartened by your long-awaited indicators of success and encouraged by global trends, you start eyeing international markets in hopes of further capitalizing on your recent triumphs and shrinking your path to profitability. You contemplate hiring an international consultant or signing up VARs and distributors, but quickly find out how expensive and expansive the world can be. Undeterred by the challenge ahead, you start your international offensive by strategizing and prioritizing.

Congratulations! You have taken the first step toward joining the global economy. But don’t do it unprepared. Navigating your company through treacherous international waters is not for the faint-hearted, inexperienced, or ill equipped. Going international requires determination, experience, resources, and a finely tuned process to get you where you need to go.

Here is a tested approach that you can use to achieve international market penetration incrementally and judiciously. Think of it as a compass to guide you as you embark on your international journey.

**Market Identification Stage**

Winning the world is best done the old-fashioned way: *Divide and conquer!* All companies, no matter how large or small, have constraints that they need to operate within.

If your product is offered and supported in English, you are in luck. With the product as-is or with minor tweaks to it, you can target the entire English-speaking world. This includes the USA, United Kingdom, Canada as well as Ireland, Australia, New Zealand, and many others. According to the IMF, English-speaking countries contributed $24 trillion to the $77 trillion world GDP in 2014, or 31% of the world’s GDP.

**Taking your website global?**

Attend our free informative webinar and learn about the newest techniques involved in Search Engine Geo Optimization!

Click [here](#) to sign up!
Additional resources should be allocated to the markets that offer the most opportunity, which are typically the largest. Consider these figures:

- Mainland China (excluding the islands) is in second place at $10.35 trillion.
- Japan is the third-largest economy after the US, with a $4.77 trillion GDP.
- Spain, in fourteenth place, combines with Mexico, Argentina, and other Spanish-speaking countries in Central and South America for a combined GDP of approximately $4.83 trillion.
- In fourth place is Germany. Along with Austria (whose language is also German), they have a combined GDP of roughly $4.25 trillion.
- France, the fifth-largest, along with French-speaking Belgium and Quebec, pulled in over $4 trillion.
- Brazil is seventh, at $2.24 trillion.
- Italy, Russia and India are eight, ninth and tenth at roughly $2 trillion each.

If your product is released and supported in eight languages – English, Japanese, German, Simplified Chinese (the written script in Mainland China), French, Russian, Spanish, and Brazilian Portuguese – you can more than double your market and target 70% of the world’s GDP.

You’ve identified your markets in this initial stage. But before you jump into building sales channels all over the world and localizing your product into multiple languages, pushing your company back in deep red ink, consider this conservative approach. It consists of three tiers, building to Tier 1:

- Tier 3: Market Evaluation
- Tier 2: Market Validation
- Tier 1: Market Penetration
Market Evaluation Stage

The Market Evaluation stage is the research stage. Here you can analyze and measure the importance of each strategic market, individually and inexpensively.

The thrust of the process lies with targeted Pay-Per-Click (PPC) campaigns for each of the strategic markets you want to evaluate. This involves the following steps:

1. **Establish and activate international PPC campaigns on local prominent search engines.** You can localize and adapt your existing PPC campaign for each target market.

2. **Localize one or a few key web pages and link them to your main corporate site.** These will be the landing pages from the international PPC ad campaigns. They will lead to a form to complete, a telephone number to call, or an email address to write.

3. **Localize your basic product literature.** This can include a marketing brochure, your product datasheet, and a few white papers. You need to have basic fulfillment material in PDF in the needed language to send by email to international prospects.

Once this is done, you can sit back and monitor the activities the PPC campaigns generate in the different parts of the world.

Note that you do not necessarily need to be selling products or services online. Your PPC campaigns’ goal is to create sales leads for each international market by generating telephone calls or emails requesting more information about your product. This will allow you to turn low-hanging fruit into international revenue. From the number of requests coming in or the revenues you are generating, you can gauge the level of interest in each of your strategic markets.

Your investment is well contained while your activities are revolving around identifying the markets that have the most potential for consuming your product. This process is a low-cost alternative to participating in international trade shows or hiring high-priced research firms to analyze and recommend an international channel strategy—a strategy that they will not be responsible for executing or making successful.
Market Validation Stage

You have identified the key geographies that appear to have the most potential. Now, you can transition these geographies to the Market Validation stage, while leaving the others in Evaluation. Your goal in the Market Validation stage is to establish sales channels that will actively pursue selling your product in the promising geographies.

While you are setting up your sales channels, whether they are value-added resellers (VARs), distributors, in-country sales offices, or online shopping carts, consider any additional localization requirements that your international clients will expect. Correct localization takes time. It is best orchestrated by your corporate marketing and product development groups, and not by your to-be-hatched, trained, and launched international sales channels.

Additional marketing collateral and web pages will need to be localized. You may also want to consider localizing your press releases, sales presentations, and other sales collateral. Furthermore, your product may need to be localized. If you are selling a software application, consider localizing the graphical user interface, help system, or high-level support documents. If you are selling hardware, commercial, or industrial equipment, consider translating the basic user or instruction manuals.

“Correct localization takes time and is best orchestrated by your corporate marketing and product development groups, and not by your to-be-hatched, trained and launched international sales channels”

Since you are still in the Market Validation stage, keep expenses in check. For instance, try to localize the 20% of your product or website that is used 80% of the time.

Market Penetration Stage

Since full product localization and support can be costly, the Market Validation stage serves the purpose of justifying full product and marketing localization and simultaneous releases of your product into the needed languages.

When it is justified, these target markets can move into the Market Penetration stage, Tier 1. This is where you want to be in the long term in all of the top ten world markets (eight languages). It is no secret that successful international companies earn over 50% of their revenues from these international markets. Just as it happens to them, it can happen to you!

Some companies resort to the use of third parties (such as distributors and VARs) to take on the financial risk of penetrating markets, bypassing the first two stages. While third parties can help take on the initial financial burden and reduce the short-term risk, they...
can also be quite costly in the long term. Giving up control over a company’s image, brand, and possibly the ownership of its localized product can come back to haunt you when you outgrow your overseas partners and decide to go direct in their markets.

### Three-Tier Approach

Using the three-tier approach to geographies and languages, you can penetrate the word by dividing it and then conquering it. Start by putting all the “question mark” geographies and languages into Tier 3, the Market Evaluation stage, where you are performing your due diligence on the different geographical markets using the efficiency of PPC campaigns.

They stay in Tier 3 until proven to be “stars” with the number of leads or requests that the PPC campaigns generate. At this point, you can move to Tier 2, the Market Validation stage, and actively start building distribution and support channels. You will also need to begin offering a minimal localized version of your product. As revenues for Tier 2 geographies pick up and you can start justifying further investments into localization and support, you can move your “cash cows” to Tier 1, the Market Penetration stage.

#### Table 1 An example of a tiered approach for a $20M software company

<table>
<thead>
<tr>
<th>Tier 3: Evaluation</th>
<th>Tier 2: Validation</th>
<th>Tier 1: Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holland; Korea; Taiwan; Middle East</td>
<td>People Republic of China; France (plus Quebec, Belgium); Spain (plus Mexico, US-Latino residents, Argentina); Italy; Brazil</td>
<td>US; Canada; UK; Japan; Germany (plus Austria)</td>
</tr>
<tr>
<td>Strategic Geographies</td>
<td>Simplified Chinese; French; Spanish; Italian; Brazilian; Portuguese</td>
<td>English, Japanese, and German</td>
</tr>
<tr>
<td>Languages Needed</td>
<td>Dutch; Korean; Traditional Chinese; Arabic</td>
<td>English, Japanese, and German</td>
</tr>
</tbody>
</table>
| PPC Campaigns | 1. Dutch (Holland)
2. Korean (Korea)
3. Traditional Chinese (Taiwan)
4. Arabic (Middle East) | 5. Simplified Chinese (PRC)
6. French (France, Canada, Belgium)
7. Spanish (Spain, Mexico, USA, Argentina)
8. Italian (Italy)
9. Portuguese (Brazil) |
| Material to Localize | Minimal pages from website and minimal market collateral | Full website; marketing collateral; sales presentation; press releases; partial product (user interface, basic support documents). |
| | | 10. English (UK, US, and Canada)
11. Japanese (Japan)
12. German (Germany and Austria) |
As you evaluate markets, your investment in localization is not lost. Localized marketing and sales collateral can be easily posted on your website for your international prospects to download and educate themselves about your company and product with accurate information. They are already doing so using **inaccurate** and often laughable translations generated by machine translation engines.

This is why many companies that are contemplating going global are taking advantage of GlobalVision’s localization and translation services before they even establish their international sales channels.

For more information about how we can help you achieve your international market penetration goals, **contact us** today.
About GlobalVision International

- We have been providing technical translation services for almost 2 decades.
- We are U.S. Based with Global offices and production centers.
- We have amassed over the years an exhaustive IT based client list!
- Recent survey results show that quality met the needs of 98% of the respondents. 99% said projects were delivered on or ahead of schedule, and 99% said that the budget was met. 98% said that our staff contacted them promptly, 99% said that phone calls and emails were returned promptly, and 100% said that we set project details and expectations correctly at the start of the project.

Services offered include

- Support all languages
- Perform reviews by Independent Secondary Translators
- Create a Translation Memory for each language requested
- Offer Professional Layout, or Desktop Publishing, in all standard file formats for all languages
- Full Voice-over, Dubbing, Subtitling and Multimedia services.
- Provide 24/7 access to the translation assets and project tracking!

Some of our clients

High Tech Manufacturer
"Over the many years that NWL has been doing business with GlobalVision we have never been disappointed with the translations done by GlobalVision and the professionalism that your personnel has afforded us. We just received the highest compliment form one of our client in Eastern Europe: ‘The translation done by your Translation Company is better than what we could do ourselves’. Therefore we continue to recommend GlobalVision to our customers without hesitation!"

Software Publisher
"We've worked with GlobalVision for many years now. We use GlobalVision services for translation of our product documentation to Japanese, Spanish, German and Italian. GlobalVision always provided us very competitive estimates and timely high-quality finished products. GlobalVision has the experience, expertise and takes pride in what its employees do and it shows in their professionalism in managing the project and delivering quality results on time. They constantly notified us on the status and progress of the project. NEVER been late – it always amazed me how they estimate completion date months in the future and they always deliver by that day. We work with many vendors, so we have the ability to compare GlobalVision to others and nobody even comes close to the high standards held by Global Vision. Absolute pleasure to work with. Highly, Highly recommended!"

Why partner with GlobalVision?

- Translation Management System portal enables 24/7 access to your project status and assets
- Full service translation vendor. Support 100+ languages
- Focused on the customer and the end-user
- Translation database is your intellectual property
- Lower long-term localization costs due to advanced process
- Local with global presence, flexible and scalable to meet your growing needs
- Hand-picked professional staff: Dedicated Project Manager, Language/Subject Matter Expertise, Local & International
- A strategic partner that always delivers on time on budget and according to set expectations!

GlobalVision International, Inc.
276 Turnpike Rd. #234
Westborough, MA 01581 USA
Tel: +1 508 616 6660 Ext 3#
info@globalvis.com
www.globalvis.com
If you liked this white paper, consider this book:


We’ve built this guide because despite the need, nothing like it exists: a concise, step-by-step handbook for globalization and localization in the new millennium. New clients come to us with a desire to go global but unsure of what the process entails. Some face a catch-22 dilemma. They want to penetrate international markets, but cannot justify the localization costs. Others – some who have been localizing for years – want to know more about the new tools and processes that will improve both their results and their bottom line.

Here you will find the practical advice you need to start on your way and follow through to a successful finish. So, whether you’re just entering the wide world of globalization or you’re a veteran of the field, this guide is for you. We invite you to take a look inside the industry through the eyes of a successful localization company. **Enabling Globalization** will enlighten and inspire you – and leave you eager to tackle your next international market!

The eBook is offered free of charge to GlobalVision’s clients or may be purchased from Amazon or the book’s website at [www.EnablingGlobalization.com](http://www.EnablingGlobalization.com).

---

**Print, Clip and Save**

The bearer of this coupon is entitled to take 15% off your first translation project. This offer is exclusive to new clients only at GlobalVision’s translation and localization services.

---

*Copyright © 2015 GlobalVision International, Inc. All Rights Reserved. All trademarks and registered trademarks are the property of their respective owners.*