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Digital Content Localisation Fact Sheet

Introduction

In 2020, the adoption of eCommerce accelerated at an unprecedented pace, and social media consolidated itself as a noteworthy marketing channel for B2B and B2C brands alike. In this context, digital content localisation is a winning strategy for any brand leveraging the power of the internet to expand across borders.

This fact sheet compiles some key stats and definitions surrounding digital content locasiation. Use it to your advantage, whether you're preparing for a presentation or negotiating with stakeholders.

What is digital content localisation?	What is the goal of digital content localisation?
Digital content localisation is the process of completely adapting a piece of content, a platform's content or a content strategy to better engage a foreign audience. Localisation involves translation but goes beyond it, to adapt: • Illustrative images and customer representations • Colours and symbols • UI elements and layout • Concepts • Tone	Digital content localisation's goal is taking into account the characteristics of the target market, culture, and demographic to maximize your content's appeal.

| Why digital content matters	Why digital content localization matters
- Digital media investment will near $120 billion in five years (Forrester, 2017) - Marketers that create content have a 72% higher digital marketing ROI than those who don't. (Hubspot, 2018) - 77% of internet users read blogs (OptinMonster, 2021) - 3.96 billion people around the world are on social media (Backlinko, 2021)	40% of users won't purchase from websites in a foreign language (CSA Research, 2020) 73% of users will read product reviews in their own language at the consideration stage of their buyer's journey (CSA Research, 2020)
Digital content localisation isn't just about expansion. It can help to target minority demographics at home.	Digital content localisation is best performed by expert linguists at a language services provider.
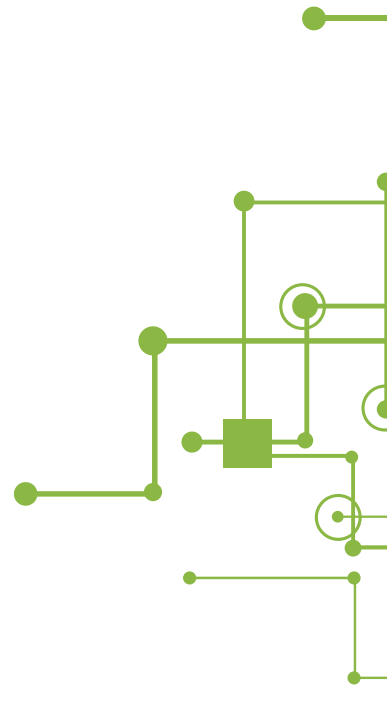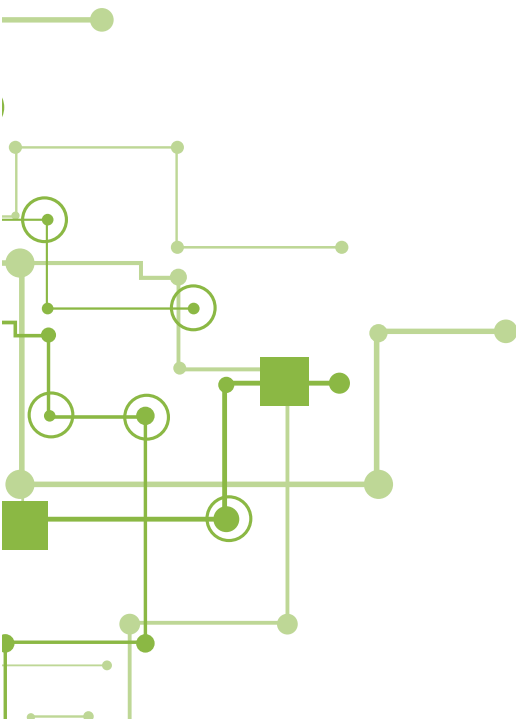
Unparalleled Digital Content Localisation Services

At bayantech, we're one of the most experienced and technologically advanced language service providers in the MENA region. For the last two decades, we've unleashed unprecedented business growth through translation and localization.
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