



Optimational.

A Multilingual Content Strategy: From Planning to Action



Nice to Meet You!

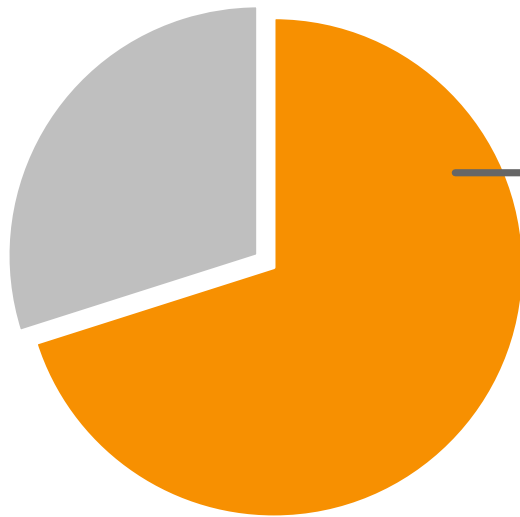


Ann
Montañana

*Strategy
Director*

 Ann Montañana

Did you know that ...



Out of 3,000 consumers, 75% of them **prefer to buy products in their own language...**

...and 60% barely never buy from English-only websites?

Source: CSA Research





Multilingual Content Strategy

Define SMART Goals



S	Specific
M	Measurable
A	Attainable
R	Realistic
T	Time-bound

Initial Goal



New customers in Spanish-
speaking countries

SMART Goals

What

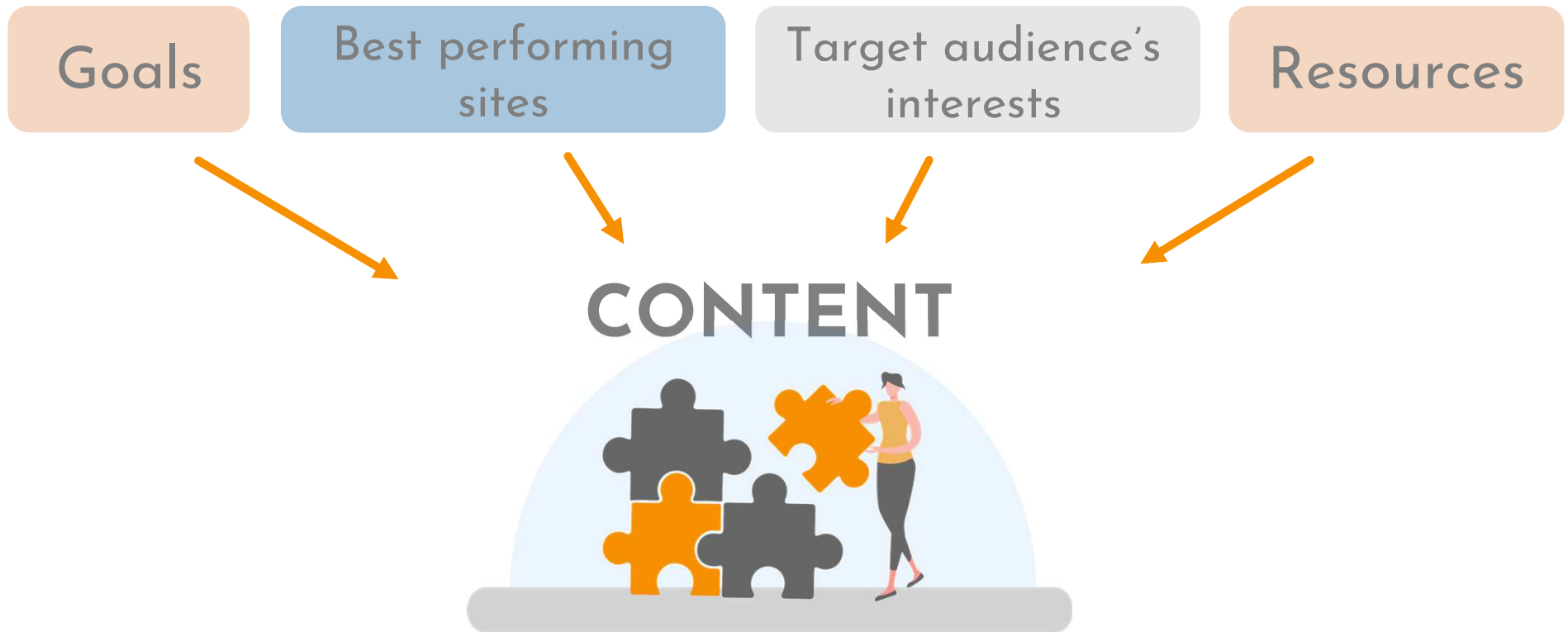
How Much

How

When

X new customers in Spain by the end of 2021
through the localization of the website and tool into Spanish.

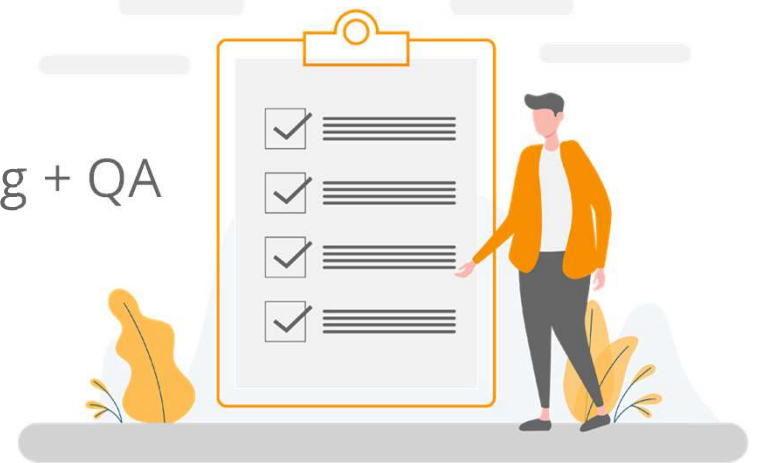
Select the Content



Build a Scalable Process

Workflow

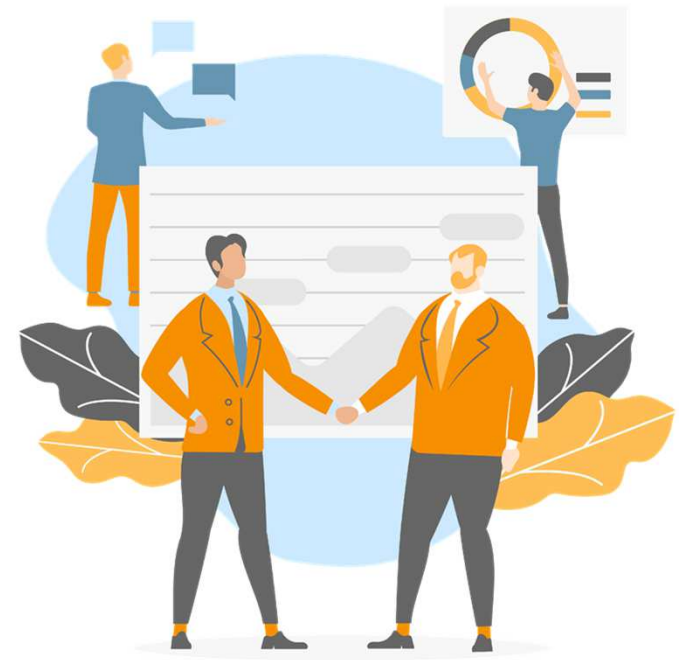
- MT → Localisation → Proofreading
- SEO Keyword Research + Translation + Editing + QA
- Translation + Editing + Proofreading + QA
- Translation + Editing + QA



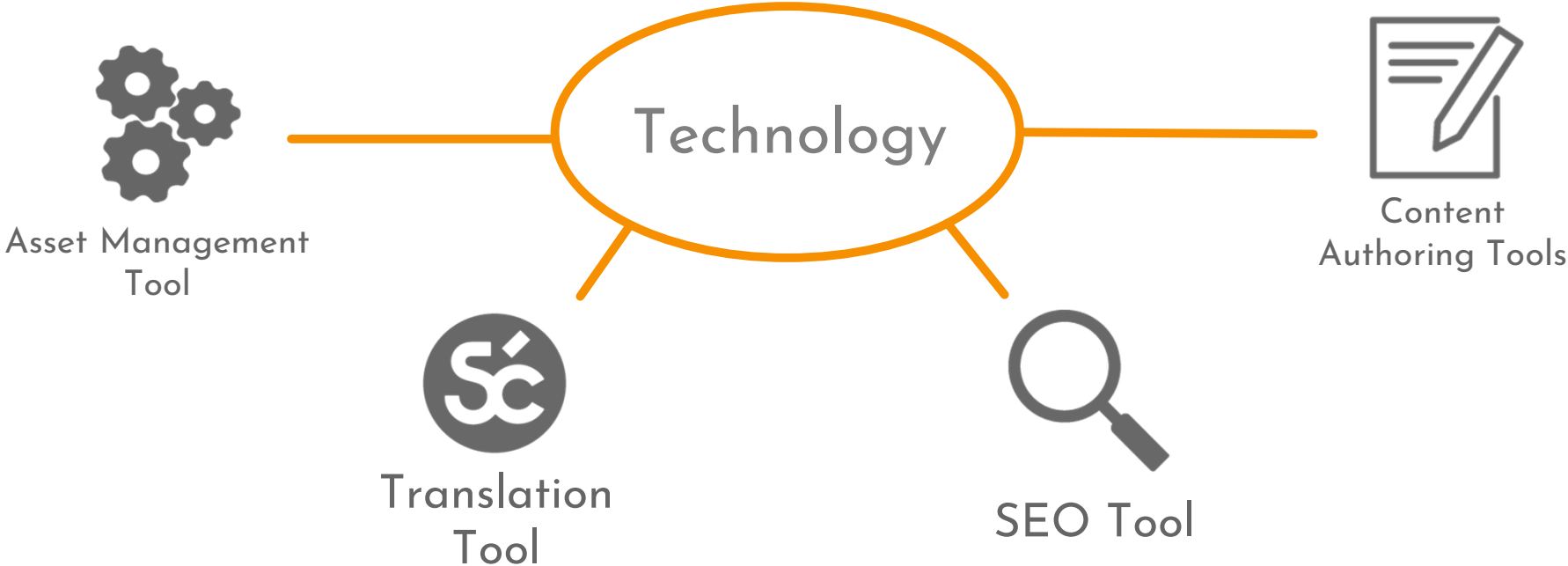
Build a Scalable Process

Team

- Freelance Translators
- Translation Agency
- Project Manager
- SEO Translator



Build a Scalable Process





Measure & Learn



Summing Up



Multilingual Content Strategy: *Smartcat's Project*



Thank you!
