

International Marketing

# The Marketer's Guide to *Scaling* *Your Business*



 SEMRUSH

HubSpot

WEGLOT

Brevo

 gorgias

# **The Marketer's Guide to *Scaling Your Business***

The world has become increasingly interconnected, creating vast opportunities for businesses to expand their reach and tap into new markets.

However, establishing a successful presence in international markets requires a comprehensive marketing strategy.

While factors such as logistics, market research, and new team members have already been set in motion, it's a solid marketing strategy that will be the difference between success and failure.

As technology evolves, consumer behavior shifts and markets become increasingly competitive, marketers must adapt and embrace innovative strategies to propel their organizations to new heights.



In this comprehensive guide, we take a look at several key areas that should be incorporated into your global marketing strategy to equip you with the knowledge and tools to effortlessly navigate the challenges of scaling and achieving sustainable growth.

Discover how to unlock your business's potential using the latest marketing techniques, digital platforms, and digital tools.

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# Translate Your Website and Speak to Your *Global Customers*

Translating marketing materials is one aspect of marketing that cannot be overlooked when expanding globally.

And, one of the most important places to start is with your brand website.

This is the first interaction many people have with you, so ensuring it's in the native language of your potential new customers is one way to gain their trust and reassurance, and naturally allows them to purchase your products or services effortlessly.

A translated website improves your conversion rate for new and existing customers, drives organic traffic, and ensures you're correctly serving your new customers.

## Website Translation, the *Easy Way*

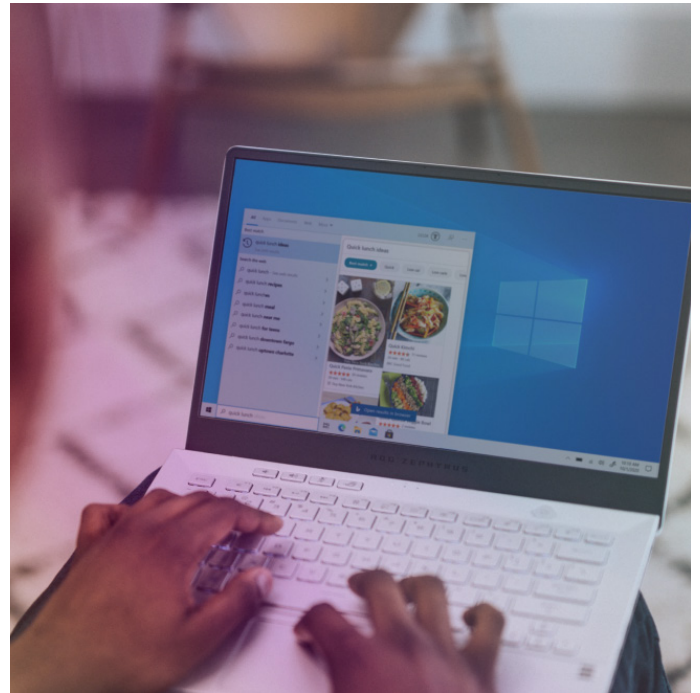
Traditionally website translation was a resource-heavy, manual process that required budget, internal resources, and a lot of time for all stakeholders involved.

What was once a marketing aspect you might have pushed to phase two, can now be a reality thanks to website translation software.

Marketing teams need a reliable, hands-off translation solution that requires minimal maintenance for regular content updates. This is where **Weglot** comes in. It detects, translates, and then displays your translated site without developer input, back-and-forth emails with professional translators, manual page triggering, or separate websites for different markets.

With Weglot you have a fully automated workflow that can scale with any company growing internationally. Using neural machine translation, Weglot gives a first layer of translation, ensuring 100% of your site is translated. Then, get full editing control over your translations, and choose whether to make manual edits where needed, create custom glossary rules, and more.

And, as a further bonus for global marketing teams in their quest for automating workflows, Weglot continuously syncs with your site so any new content is automatically detected and translated.



## Going the Extra Mile: *Website Localization*

Website translation means you're actually able to communicate with your target audience.

However, for brands wanting to go the extra mile, word-for-word translation isn't always enough.

That's where **website localization** comes in. This involves editing translations to portray the nuances, idioms, and cultural references of another country. A great example of this is looking at the differences between British English and American English.

Clearly, both countries speak English, however, there are hundreds of instances where there are key differences in the way the language is written and spoken. If you're an ecommerce store selling "trainers" in the UK, then you'd need to translate this to "sneakers" to adapt to your new market. Similarly, call "trousers" "pants" for the UK market and they'll likely think you're selling underwear.

And, if you think website localization stops at language differences, then you'd be very wrong! Think about currencies, date formats, and even emojis. Understanding your market correctly will help you target and personalize your content more effectively.

## Case Study

# Launching 15 Languages, *Fast*

**2x** | growth in impressions

**2x** | Increase in website traffic

Respond.io, an intuitive customer conversation management platform, quickly needed a website translation solution to translate their site for their target markets—86 countries and counting.

Importantly, the team at respond.io was looking for a hands-off translation solution, something they could easily personalize, compatible with multilingual SEO, and would allow them to reach their international audience.

They came across Weglot, which provided them with the simplicity and functionality they were seeking for their website translation needs.

Weglot instantly detected, scanned, translated, and displayed their website content—significantly benefiting the team since it took care of all the pain points associated with a manual translation workflow.

By minimizing the maintenance effort required for translation management and upkeep, Weglot streamlined their team's workflow and ensured that translations stayed up to date.





They seamlessly added 15 languages to their site, something that would have been previously unattainable to handle internally. With the benefit of machine translation for speed, they were then able to make use of Weglot's user-friendly translation management dashboard where the team could make edits to translations, create glossary rules, and make instant changes that were directly reflected on their translated sites.



"Our company grew rapidly, which means our target markets multiplied faster than expected. The only way to keep them engaged was to localize our website into multiple languages as fast as possible. And Weglot did all of that for us with minimal effort on our part."

**Polina Usynina, Project Lead, respond.io**

## Brought to you by Weglot

**Weglot** is a no-code website translation solution that allows you to instantly launch a multilingual website. By detecting, translating, and displaying the content of your website under multilingual SEO-friendly language subdomains or subdirectories, it removes the need for multiple websites for multiple markets.

**WEGLOT**



**Elizabeth Pokorny**  
**Head of Content @Weglot**

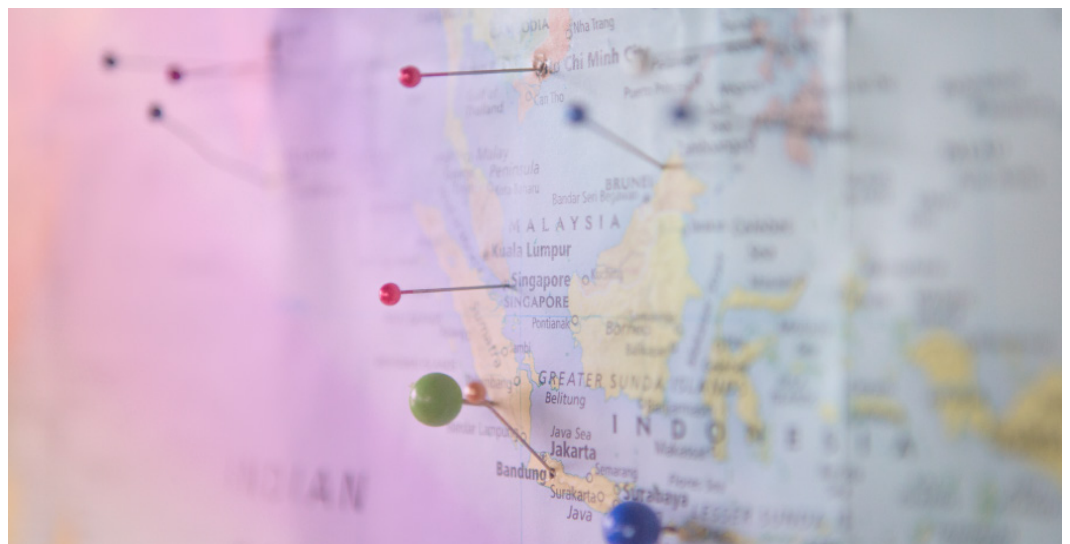
**weglot.com**

# International SEO for Your *Regional Content*

A translated website displays the correct language(s) for your new target audiences, but it's international Search Engine Optimization (SEO) that focuses on optimizing a website to show up in search results in foreign countries.

This involves creating a customized SEO strategy for each specific target country you're entering. An international SEO plan can help you expand your reach to a wider audience, improve your online presence, and ultimately increase your sales or revenue.

As a starting point, **Semrush Trends** allows you to uncover regional insights into any industry and benchmark yourself against market competitors to kick-start your international SEO strategy.





# Find and Adapt the Keywords for the *Selected Markets*

Performing a keyword analysis for each country you plan on entering is the next step to honing your international SEO strategy.

During this phase, think about the option of using professional translation services or international SEO experts to aid you in generating initial keyword concepts in the native language of the targeted country.

Keep in mind that each country has its own unique terminology for describing certain goods and services.

To expand your set of keywords and gather information such as search volume and keyword difficulty, you can make use of **keyword research tools**. Here you can filter based on the country and language.

**Keyword Magic Tool: car insurance** View search history

Database: United Kingdom Currency: USD

All Questions Broad Match Phrase Match Exact Match Related Languages beta

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume

All keywords: **280,287** Total volume: **7,066,920** Average KD: **43%** + Add to keyword list Update 0/5,000 ⬆

	Keyword	Intent	Volu	KD %	CPC (U...	Com.	SF	Results	Updated
<input type="checkbox"/>	<a href="#">car insurance</a>	<span>T</span>	550,000	86 <span>●</span>	3.42	0.72	7	1.9B	Last week
<input type="checkbox"/>	<a href="#">admiral car insurance</a>	<span>N</span>	246,000	48 <span>●</span>	3.66	0.25	7	7.5M	Last week
<input type="checkbox"/>	<a href="#">car insurance quotes</a>	<span>C</span>	246,000	83 <span>●</span>	3.52	0.71	7	360M	Last week
<input type="checkbox"/>	<a href="#">cheap car insurance</a>	<span>T</span>	135,000	84 <span>●</span>	3.19	0.68	8	742M	Last week
<input type="checkbox"/>	<a href="#">compare the market car insurance</a>	<span>N</span>	135,000	72 <span>●</span>	2.84	0.39	6	100	Last week
<input type="checkbox"/>	<a href="#">direct line car insurance</a>	<span>N</span>	110,000	58 <span>●</span>	3.10	0.45	5	655M	Last week

# Establish Your *Locale-Specific URLs*

In order to have an international website, it's essential to use a separate URL structure for each language and country version.

This will help Google to accurately **index your website** in its database.

As a result, it will be able to show your website to users who are searching in the specific languages you're targeting. When it comes to choosing the structure of the URLs, there are various options to consider, and each choice has its own pros and cons.

The options include:

- **Country-specific domains** (ccTLDs)
- **Subdirectories**
- **Subdomains**
- **URL parameters**

## → **Country-Specific Domains**

The majority of users have knowledge about the top-level domain (TLD) of the country that they belong to.

Consequently, if you utilize it, it's easily recognizable.

An example would be **www.example.es** for a Spanish website or **www.example.fr** for a French site.

In order to select this option, you'll need to acquire and manage multiple domains, which requires a greater investment in IT infrastructure. From an SEO standpoint, you'll have to establish links for each domain individually, a task that can consume a significant amount of time.

## → Subdirectories

Using subdirectories is another highly popular, and valid, option for enhancing international SEO rankings.

With subdirectories, all content resides within a single domain.

For instance, **www.example.com/es/** targeting Spanish.

Creating various subdirectories is quite simple, all you have to do is include a fresh subdirectory specifically for that language and commence constructing separate web pages within it.

Your subdirectory content will also still benefit from the authority you've built on your existing domain.



## → Subdomains

Subdomains are another option to consider, an example being **es.example.com**.

The limitations of using subdomains are similar to those of ccTLDs (country-specific domains). They can be complex to set up, and their maintenance may pose a technical challenge.

## → URL Parameters

One URL structure to avoid however are URL parameters.

An example is **www.example.com?loc=es**.

Google doesn't recommend using them for international SEO, this is because search engines can become perplexed by URLs that contain parameters, resulting in difficulties in providing accurate language versions to users.

# Hreflang Tags

Implementing hreflang attributes is another important area of international SEO.

Hreflang tags serve as an HTML attribute employed by web pages to communicate with search engines regarding their location and intended geographic focus.

They're important as they send a signal to Google as to the versions of your web pages that are most relevant for certain search queries. When implemented correctly, they help Google show the appropriate language edition of your web pages in search outcomes. Here are some examples of implemented attributes:

```
<link rel="alternate" hreflang="en" href="https://www.semrush.com/" />
<link rel="alternate" hreflang="es" href="https://es.semrush.com/" />
<link rel="alternate" hreflang="de" href="https://de.semrush.com/" />
<link rel="alternate" hreflang="fr" href="https://fr.semrush.com/" />
<link rel="alternate" hreflang="it" href="https://it.semrush.com/" />
```

# Find *Backlinks* for Your Target Region

Establishing backlinks plays a vital role in your international SEO plan if you intend to develop a prosperous global website.

The majority of your backlinks should originate from pertinent websites within your specific area, sector, and language.

For example, if you are a fledgling Fintech firm and have translated your content into German, acquiring a backlink from a German finance blog that delves into personal finances would hold significant value.

In your **backlink approach**, make an effort to connect with trustworthy and influential websites. Links from authoritative sites hold greater significance.

## Brought to you by Semrush

**Semrush** is a leading online visibility management SaaS platform that enables businesses globally to run search engine optimization, pay-per-click, content, social media, and competitive research campaigns and get measurable results from online marketing. Semrush offers insights and solutions for companies to build, manage, and measure campaigns across various marketing channels.



**Ricardo Mendoza Castro**  
**Brand Partnership Manager**  
**@Semrush**

**semrush.com**

# Email Marketing on a *Global Scale*

Email is one of the most lucrative marketing channels out there — especially for companies with international ambitions.

This is due in part to email's high return on investment (ROI) and vast global reach.

## Email Marketing in *Numbers*

**4 Billion**

total email users worldwide in  
2020

**\$36**

average ROI for every US dollar  
spent on email marketing

**50%**

of marketers doubled the  
ROI of their email marketing  
campaigns from 2021-2022

Source: Statista



To launch your international email marketing strategy, there are 4 key steps to take into account:

1

First, **build targeted email lists**. Collect relevant data from subscribers, including location and interests.

3

As you launch your email marketing strategy, be sure to **comply with data privacy regulations**. Regulations differ depending on each target market.

2

Next, **tailor campaigns to local markets**. This includes sending emails in different languages and sharing content that takes into account regional or cultural differences.

4

Finally, **measure results and adapt your strategy**. This will help you refine your email campaigns as you expand into new markets.



# How to Run a Successful *Email Marketing Strategy Worldwide*

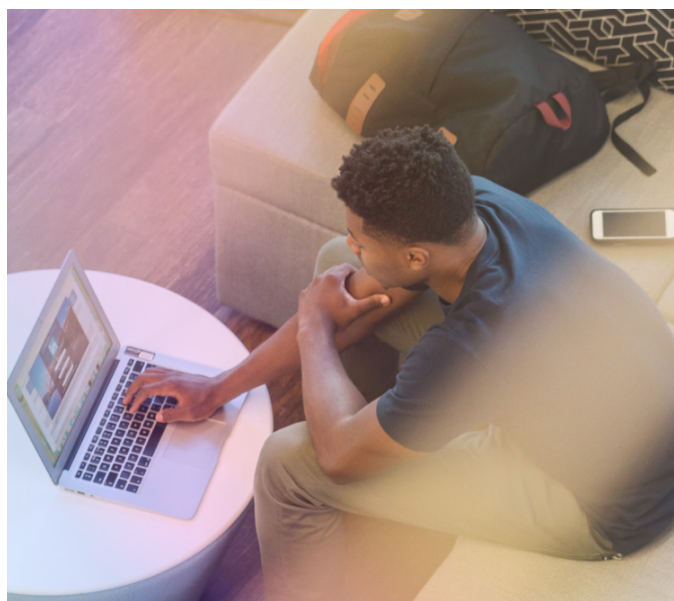
## → Segmentation: Build Targeted Email Lists

To launch your international email marketing strategy, you'll need to build targeted email lists.

When collecting data from new subscribers, try to capture key information such as:

- **Demographics** (age, gender identity, occupation)
- **Geography** (zip code, time zone)
- **Behavior** (clicks, purchase history)

This allows you to segment your contacts into different lists. The more targeted your email lists, the easier it will be to send engaging content. And the more engaged your subscribers, the higher return on investment (ROI).



### Tip

#### **Avoid buying email lists.**

**This might lead to your emails being marked as spam, which can hurt your sender reputation and delivery rate. Instead, stick to consent-based list building.**

## → Localization: Tailor Campaigns to Local Markets

Sending localized campaigns is key to a successful email marketing strategy—especially when expanding into new markets.

Here's how to tailor your email content so that it resonates with all subscribers:

- Send email campaigns in **different languages**. Bear in mind that dialects, slang, and idioms may vary between regions.
- Be aware of **regional holidays, seasons, and cultural differences**. This can impact the kind of content you promote and when you send your campaigns.
- Seek out **local partnerships**. Working with local brands and experts can help you gain the credibility needed to break into target markets.

## → Compliance: Respect Relevant Data Protection and Privacy Regulations

Your email marketing campaigns should comply with international data privacy regulations.

These laws vary from country to country.

One of the biggest privacy laws is the General Data Protection Regulation (GDPR) in the European Union.

Other regulations include the CAN-SPAM Act, CCPA, and HIPAA in the U.S.

To comply with data privacy regulations, be sure to get explicit consent from email subscribers. Consider using email marketing tools like Brevo, which help you set up GDPR-compliant signup forms and double opt-in processes.

## → Optimization: Measure Results and Adapt Your Strategy

Keep close tabs on your email campaigns.

This will help you adapt your email marketing strategy for each new market.

Analyze key metrics, including clicks and open rates. Run A/B tests to see what kind of subject lines, content, and calls-to-action (CTAs) resonate with your customers.

And, consider using features like Brevo's Send Time Optimization to make sure your campaign reaches contacts at the best moment—regardless of time zones.



### Brought to you by Brevo

**Brevo** is the leading CRM suite designed to build meaningful customer relationships at scale. With Brevo, businesses can grow with a range of marketing and CRM tools, across channels like email, SMS, chat, and more—all in one easy-to-use platform.

Brevo



**Samantha Bansil**  
Content Specialist @Brevo

[brevo.com](https://brevo.com)

# Accelerate Your Global Growth With *International Partnerships*

Partnerships are a great strategy for brands of all kinds, but especially for businesses trying to expand to new, international markets.

Breaking into a new market is incredibly challenging. You have to adjust to a long list of cultural and logistical differences, like:

- A new set of customer expectations and values.
- New cultural norms for shopping.
- New systems for shipping and warehousing (for those selling products).
- A new audience, who likely have no brand awareness.

However, partnerships can help you identify and navigate many of the issues listed above and help you achieve a successful market entry. Plus, marketing-based partnerships can provide a shortcut to new audiences—which is especially valuable given today's high customer acquisition cost through paid ads and marketing.

# What Kind Of *Partnerships* Can Brands Explore?

The term partnership has a broad meaning.

There are many ways to do this, ranging from product collaborations to outsourcing entire business functions:

- **Product partnerships:** Build exclusive products in collaboration with another brand.
- **Event partnerships:** Co-sponsor an event to generate hype or sell products.
- **Co-marketing partnerships:** Work with brands and influencers to promote your product.
- **Logistics partnerships:** Lean on partners to help with shipping, returns, and other logistics.
- **Tech partnerships:** Integrate your technology with another company.

You can also hire agencies, business process outsourcing (BPO) companies, and software companies to assist with customer support, marketing, international HR, and other functions.

We at Gorgias, a technology provider for over 12,000 ecommerce brands across the world, partner with **100+ tech partners** and **450+ agency partners** to build integrations that improve our product and connect merchants to service providers that power their growth.

Partnerships have become one of our top channels for discovering new business, especially in new markets. Partner agencies often refer their clients to Gorgias, introducing us to clients that would have otherwise been difficult to reach.



# What's the Best Way to Find *Partners*?

The best place to start to find partners is to ask your existing network.

Begin with any partners, software companies, or agencies you already work with, and then consider companies outside of your network that aren't direct competitors but that work in the markets and similar industries.

Trade shows and industry events can also help you meet potential partners and allow you to learn about the local business environment you're looking to sell in.



## Quiz

### Want help finding partners?

**Take this 5-minute quiz** and the Gorgias Partnerships team will handpick the best tech tools or agencies for you. No need to be a Gorgias customer!

# How to *Evaluate* Potential Partners

To find the best partners, look for companies with a similar target audience.

This isn't necessarily applicable if you're looking for help with logistics or customer support. But for marketing-based partnerships, your best bet is to find partners whose customer base overlaps with yours.

For example, a brand that sells jewelry to young, budget-conscious women might want to partner with an affordable skincare or makeup brand.

Next, get extremely clear about your goals and the goals of your potential partner. If one company is obsessed with expanding its audience while the other needs to improve profit margins, then you have a problem. The strategies, tactics, and spending will be at odds, and conflict could emerge.

# How to Make a *Partnership Successful*

The best way to ensure a successful partnership is to make it a win-win.

Ideally, you should not feel like you're taking time away from your own initiatives to support theirs. Most, if not all, initiatives should benefit both parties.

Additional tips for managing partnerships successfully include:

- **Over-communicate and document:**  
When you're working with new teams (especially across cultures), a lot can get lost in translation. End every interaction with a clear recap, list of next steps, and records of decisions.
- **Establish clear owners of the partnership:**  
Without a clear owner of the relationship, it's easy for obligations to fall through the cracks, and the relationship to slowly drift apart. Choose one owner and make them accountable for the partnership's success.
- **Tie everything back to established goals:**  
When you and your partner aren't seeing things the same way, re-center yourselves back to the goals at hand.  
Tech partnerships: Integrate your technology with another company.

## → Dream Big, Start Small

Partnerships can be intimidating — especially if you're comparing yourself to companies with developed programs.

Remember, a partnership can be small or informal, and still have great results.

Don't be afraid to start reaching out and best of luck on your first step toward powerful partnerships and international growth!



## Brought to you by Gorgias

**Gorgias** is an ecommerce customer service platform that powers exceptional customer experiences for 12,000+ merchants on Shopify, BigCommerce, and Magento. The platform unifies customer service questions from various channels, empowering support teams to scale personalization, automate repetitive tasks, and drive revenue.



**Yohan Loyer**  
**Strategic Partner Manager - EMEA**  
**@Gorgias**

**[gorgias.com](https://gorgias.com)**

# Measuring *Success* and Evaluating *Performance*

Before launching an international marketing strategy, it's important to know how to measure success and evaluate the performance of your campaigns.

However, this can be quite challenging. Marketers need to navigate the ever-evolving dynamics of global markets, where factors like culture, language, and consumer behaviors play a big role. Understanding and implementing the right metrics will give marketers valuable insights, help them make informed decisions, and continuously optimize their strategies.

Furthermore, an international marketing strategy often involves multiple stakeholders across teams and departments. It's crucial to have shared goals and measurement standards to avoid confusion and misalignment. Having a central place for tracking and analyzing data will make it easier for teams to collaborate and communicate.

Defining the right metrics and having clear reporting will help marketing teams launch effective international campaigns and make smarter, data-backed decisions.



# Defining *Metrics* and Measuring *Performance*

For any marketing strategy, it's important to have a clear understanding of the metrics you will measure before diving in.

When it comes to internationalization, you should think of each region as a standalone business with its own **marketing flywheel**. The metrics that apply to each part of the flywheel include:

- **Attract:** Traffic, Brand Awareness
- **Engage:** Leads, Marketing Qualified Leads (MQLs), Revenue from MQLs
- **Delight:** Customer Feedback

To easily measure and track metrics across the flywheel, using a platform like **HubSpot** will give you a centralized dashboard that makes it easy to view and analyze data. With a single dashboard, you can get a comprehensive look at the entire customer lifecycle and identify which channels and campaigns are impacting your bottom line in each region.

For a targeted approach, understanding region-specific factors will aid in forecasting targets and prioritizing relevant metrics. Using HubSpot's contact properties, you can segment reports to view data by country, region, and timezone. Additionally, build custom properties to define your own regional categories. This level of granularity allows for precise targeting and goal-setting.

When you have data coming in from multiple sources, being able to view all your metrics in one place will simplify reporting. Built-in analytics will allow you to better understand what sales and marketing actions are driving the most success to your website. With these data-driven insights, you'll be able to make smart decisions to expand internationally.

# How Glints Refined Its Business Process Across Six Global Markets

Glints is the leading online job recruitment platform headquartered in Singapore.

The company serves 4 million users across 6 international markets, including Singapore, Indonesia, Malaysia, Vietnam, the Philippines, and Taiwan. Due to the rapid expansion, acquisition teams in each region adopted their own business models and processes on separate spreadsheets and internal dashboards. This led to a fragmented and time-consuming reporting process that proved to be inefficient for a high-growth startup.

Using HubSpot's marketing, sales, and service hubs, Glints was able to create a **centralized reporting system** to support the business with forecasting and measurements across markets. With HubSpot, they could align teams and business departments under a consolidated reporting process and get a comprehensive real-time view of customer journeys across markets.





Since implementing HubSpot, Glints saw significant improvements in their reporting efficiency and increased lead conversion rates by 40%. The company now uses HubSpot to track customer touchpoints, improve visibility and communication both internally and with customers, and automate business processes across their global markets.



"Streamlining our reporting process was a huge priority at Glints. We needed to generate reports and dashboards to track key business metrics in real-time without relying on external tools. HubSpot has not only enabled that, but they've given us reporting templates and best practices that we can adopt at any given stage."

**Nitya Vootla, Regional Business  
Operations Associate at Glints**

## Brought to you by Hubspot

**HubSpot's** CRM platform has all the tools and integrations you need for marketing, sales, content management, operations, and customer service.

Each product in the platform is powerful alone, but they're even better together. Since 2006, HubSpot has helped over 128,000 companies in over 120 countries grow better.



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# WEGLOT

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