

## Simple Steps for Maximizing the Impact of a Multi-lingual Website Launch

Looking to attract new customers? Hoping to serve bi-lingual customers better and improve your bottom line? These simple and inexpensive steps can have a huge impact on the success of your efforts to penetrate a new market. The following marketing tips incorporate activities that have been successful for other MotionPoint clients, but should be customized to reflect the marketing practices that have worked well for you in the past.

**1**  
Customer Service

- Greet callers with an option to proceed in their language.
- Promote that your website is available in-language in on-hold messaging.
- Track language preference and use in written and verbal communications

Responsibility: \_\_\_\_\_ Due Date: \_\_\_\_\_

Responsibility: \_\_\_\_\_ Due Date: \_\_\_\_\_

Responsibility: \_\_\_\_\_ Due Date: \_\_\_\_\_

Comments:

**2**  
Language Linking

- Place the language link in a spot on your website that is intuitive and easy to find (top right corner is most common)
- Use MotionPoint's EasyLink™ auto-sensing technology

Responsibility: \_\_\_\_\_ Due Date: \_\_\_\_\_

Responsibility: \_\_\_\_\_ Due Date: \_\_\_\_\_

Comments:

**3**  
Employee Awareness

- Send a link to an online press release that makes clear the importance of this market
- Send a link to your translated site and encourage associates to forward it within their communities
- Train associates to use the site when servicing alternate-language speakers personally

Responsibility: \_\_\_\_\_ Due Date: \_\_\_\_\_

Responsibility: \_\_\_\_\_ Due Date: \_\_\_\_\_

Responsibility: \_\_\_\_\_ Due Date: \_\_\_\_\_

Comments:

**4**  
Current  
Materials

Promote the fact that the website "speaks your language" in all of your in-language materials and advertising. This includes:

- |  |                       |                 |
|--|-----------------------|-----------------|
| <input type="checkbox"/> Point-of-purchase Materials | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Receipts                    | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Brochures                   | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Direct Mail                 | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Email                       | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Catalogs                    | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Banner ads                  | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Magazines                   | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Newspaper ads/inserts       | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Yellow Pages                | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Radio                       | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Billboards                  | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> TV                          | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> PR                          | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Other: _____                | Responsibility: _____ | Due Date: _____ |

Comments:

**5**  
Marketing  
Plan

Taking the time to create a plan to promote your alternate-language website will really pay off. Here are some opportunities you may want to include in the plan:

- |   |                       |                 |
|---|-----------------------|-----------------|
| <input type="checkbox"/> Grass roots/Word of Mouth/Social Media                                     | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Co-operative marketing with entities well positioned within this community | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Email  | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Direct Mail  | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Natural Search/PPC/Online Display  | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> PR/News  | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Targeted mass media (TV, radio, print)                                     | Responsibility: _____ | Due Date: _____ |
| <input type="checkbox"/> Other: _____   | Responsibility: _____ | Due Date: _____ |

Comments: