

Running your Multi-Territories digital campaigns

OUR TIPS

We've compiled 7 tips to keep front of mind when running digital B2B marketing or lead generation campaigns outside your domestic market. Following some or all of these tips can help maximize your return on marketing investment and avoid cultural mistakes that can harm your KPIs or damage your brand.

So, what are the pitfalls and challenges lurking in a multi-territory campaign?



Localization of content

When creating content for your multi-territory campaign, don't fall into the common trap of thinking that "it's enough to translate your content into the local language". Localization is much more than translation. Localized content should take into account cultural differences as well as preferences. Take running a campaign in two English-speaking countries. While there are important linguistic differences between UK English and US English, it is the cultural idioms that make the biggest impact. Use the wrong slang or outmoded terms and you risk alienating your audience.

Small things make a big difference. Make sure your agency doesn't just translate content, but localizes it.



Localization of graphics

When localizing your campaign, pay close attention to visual language. In different cultures, use of specific colors can be taboo or have quite the opposite meaning you intended in your domestic market. White flowers in Europe may symbolize "purity and innocence", but in Brazil they are the color of funerals. Not the best way to market your new hair removal device! A cybersecurity company's use of "Big Brother" imagery did not play well in modern day Romania. And a worldwide security campaign for a global tech company quickly realized that using cute little piggies in their calendar were offensive to their Middle Eastern markets and Israel (luckily, on the advice of their agency, they changed the imagery in the nick of time).

Choose an agency whose real-world experience makes them alert to visual codes and graphic cultural symbolism.



Running campaigns in different time-zones

Running digital campaigns across different territories means operating in different time zones. Obviously, time differences need to be taken into account to make sure your campaign hits at the optimal time of day for your audience. However, scheduling of B2B campaigns should also be closely aligned with your local SDR and Customer Success teams to ensure customers get the support they need during normal business hours.

Synchronize your campaign with your local resources to ensure your people are "awake" when your customers are calling.



Same job, different title. Use the correct titles and job descriptions.

If you're the CEO of a global organization, being addressed as its General Manager or Managing Director can be either annoying or downright disrespectful. Job titles and job roles vary across geographies and cultures. Getting them "nearly right" risks offending the right person. Or in the targeting phase, if you don't know the name for the right role or skill-set, you risk not reaching the right person at all. Imprecision can damage your brand reputation or lead to poor campaign KPIs.

With the rise of global Account-Based marketing campaigns, local naming conventions and hierarchies matter even more today. It pays to do your homework!



Adapt KPIs by channel and territory

When it comes to setting your campaign KPIs, local variations can have an impact on your ability to achieve your targets. And this needs to be factored into your planning. For instance, if there is a problem with brand awareness in one territory, this should be reflected in your lead gen KPIs. Likewise, the actual effectiveness of specific channels may vary widely across countries and territories. In the DACH territory, you're better off running a Lead Gen campaign using the popular Xing local social platform rather than only LinkedIn. Likewise, for digital B2B campaigns in Hong Kong, Mainland China or Singapore, you should use WeChat.

Set your KPIs differently for different territories, based on the local media landscape.



Costs vary per market, plan your budgets accordingly.

When it comes to creating budgets, preparing your media plan, and setting your targets, remember that cost-per-click and cost-per-impression rates vary across markets and territories. Similarly, the price for the exact same keyword in Google or interest in Facebook or a job site in LinkedIn, will be different for a campaign run in Japan compared to one running in the US. So, don't be shocked that \$1k will not buy you the same metrics across territories!

It pays to understand the different cost structures per market during campaign planning.



Don't sacrifice brand consistency when localizing creative

Our final tip should come as no surprise to any marketing team, but it can be overlooked. When you run multi-territory campaigns, especially when you are (correctly) making cultural adaptations for visuals and localization of content, be careful to maintain brand consistency across the different marketing collaterals in your different geographies.

Instruct your digital B2B agency to act as gatekeeper for the brand.