

## **dmexco 2014**

### **TextMaster Unveils the Latest Trends in eCommerce Marketing**

**Paris, September 10, 2014** – TextMaster, the leading online crowdsourcing solution for translation, copywriting and proofreading, will share its insight into digital marketing trends for the ecommerce industry at dmexco 2014, the leading digital marketing event taking place on 10<sup>th</sup> and 11<sup>th</sup> September in Cologne, Germany.

“German online retailers are going beyond basic SEO and product descriptions to create personalized, engaging content to inspire their customers”, said Volker Kratz, Country Manager for Germany, Austria and Switzerland at TextMaster. “We have seen a significant increase in demand for multilingual content from our ecommerce clients and this is why we developed a translation plugin for Magento users.”

The digital marketing exposition and conference is the occasion for Volker Kratz to share the latest trends in digital marketing in the ecommerce industry.

#### **How should e-commerce go about successfully exporting and internationalizing their websites?**

The first step is understanding that each one of your target markets is unique. In Europe, 55% of visitors will only go to websites that are in their native language\*. Translation is therefore essential to accessing these customers, as well as localizing your content and website. For example, when Covoiturage.fr expanded internationally, they didn't just translate their website in English. They translated it into 10 languages because the “English for all” strategy simply doesn't work. They also changed their name to a more universal name: Blablacar, localized phone numbers and created dedicated social media accounts for each region to really resonate with each market.

Truly successful ecommerce sites actually adapt their content to match cultural preferences by having relevant local content, such as regional holiday promotions or different branded content for each market. An excellent example of this strategy is HostelWorld, who creates different blog content for 19 languages.

**For ecommerce merchants, SEO and SEM are fundamental aspects of their business. How can companies expanding abroad compete with already well-established local retailers online?**

When it comes to internationalization, the first step is to attract new customers and a good way to do so is to leverage SEO and SEM. However, international SEO and SEM is not just a matter of translating your keywords into many languages. It requires researching the most common terms used in each target market. For example, “women’s jacket” may be a common search term in one area, but “women’s blazer” may be most used in another. It’s critical to properly identify the right keywords from the beginning in order to create relevant content for your SEO strategy and AdWords campaigns.

**What kind of pitfalls should companies avoid when trying to create a truly localized customer experience?**

Many businesses think that internationalization just starts and stops at the website. In fact, it’s critical that communications take place in the customer’s native language, including newsletters and customer service emails. If the ecommerce business does not have the resources to hire multilingual telephone reps, it’s now fairly easy to translate its written exchanges with the client almost on the go.

\* Source: Common Sense Advisory, *Can’t Read, Won’t Buy*, 2014

## **TextMaster latest news in Germany**

### **Magento Extension**

Due to the high demand of multilingual content, TextMaster has developed a translation extension for Magento, one of the leading ecommerce platforms. Users can order translation of their product descriptions into more than 15 languages in just a few simple clicks.

### **Partnership with Rakuten and PhraseApp**

To meet the growing demand for web content and translation in the German ecommerce market, TextMaster has partnered with Rakuten.de, one of the top online marketplaces, to offer translation and copywriting services to its users.

TextMaster has also integrated its translation services into PhraseApp, an innovative cloud-based localization platform.

### **About TextMaster**

TextMaster offers professional translation, web content writing and proofreading services around the world. More than 5,000 customers, from SMEs to multinational corporations, trust TextMaster to handle all types of web content and translation projects. Since its creation, its community of freelance writers and translators has written more than 50 million words. TextMaster's services are available in more than 100 language pairs to over 50 countries worldwide.

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