



ALPHA



Case Story

Putting the “local” into localization

Alpha has been translating and localizing business, marketing and sales content across a wide range of industry sectors for over 30 years. But our clients' needs have changed, just as the global economy has changed and, with it, the way everyone does business.

Always an industry leader, Alpha has spent the last three years expanding its services to focus on multilingual copywriting and content production, specializing in digital marketing material for both B2B and B2C customers. Now we are very excited to tell the world about our new direction.

One of our clients is a British High Street retailer, known mostly for women's, children's and men's clothes, but also for interior décor and accessories. A home-grown success story, their products are high quality and affordable, and they boast stores in a number of other countries around the world.

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When the world of e-commerce beckoned, this particular company decided to proceed with caution. Having designed a great website and listed all of their goods on it, they made this website available in the local languages of each country where a physical store had opened.

Taking a homepage to the next level

The problem was that the company was providing all of its customers, worldwide, with the same weekly homepage and email design. None of the content was localized to reflect what was important culturally and regionally in the different countries where the company had both e-commerce sites and 'bricks and mortar stores'.

The company soon realized that this was not ideal. It wasn't that the company didn't care about the differences in the countries; they just had neither the in-house resources, nor the expertise. They decided to contact Alpha to make use of our global resources in all things localised.

Alpha gathered a team of in-country market specialists, native-language copywriters, designers, e-commerce store experts and project managers, all with very specialist knowledge about the fashion and retail industry. Before long, our team had decided on a theme for each territory cleverly based on the local calendars, cultural information (including the ever important dos and don'ts), and market research. Then, all we needed from the client was beautiful pictures of all the items for sale and the stock level data. This was so we could make sure that the right kinds of clothes were being highlighted at the right time of year, for the right country.

But the work didn't stop there. Alpha also performed SEO research for each territory and integrated those keywords into all the homepage copy we wrote for each language. The result? A far more enjoyable shopping experience for customers around the world, thanks to homepages created especially for them, carefully crafted in their language and for their customs.

A problem shared is a problem halved

Even the world's greatest fashionistas can't possibly know about every single local custom, festival, event and trend around the world, and that is where Alpha comes in. We can put together a team of local, in-country specialists who have the necessary market research at their fingertips and are ready to fly into action. We'll create a campaign from scratch: writing copy, choosing appropriate items to focus on, and designing a homepage, banner and email that reflect and appeal to the latest happenings in the country and region.

After all, we don't all celebrate events on the same date, or in the same way. Thanks to the team of in-country experts, this popular retailer learnt exactly what was popular and when in each of the countries to sell it.

And, even better, Alpha did all the work for the retailer. They didn't need to come up with snappy titles, fanciful photos, or terrific text – Alpha's copywriters created unique and eye-catching headings, text, and compositions for each country, and in each local language. And, you know what? It worked!

So, what's the 'takeaway' from all of this? Quite simply:

We can help you too! We can give you complex workflow solutions involving, but not limited to:

- Global market research
- Multilingual content creative by native copywriters
- Marketing (digital and traditional) know-how with international campaigns

All of these, and anything else you're interested in exploring, will help boost your sales, awareness and/or brand.

Found that interesting?

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