



Global Knowledge®

Successful International E-Mail Marketing

Introduction

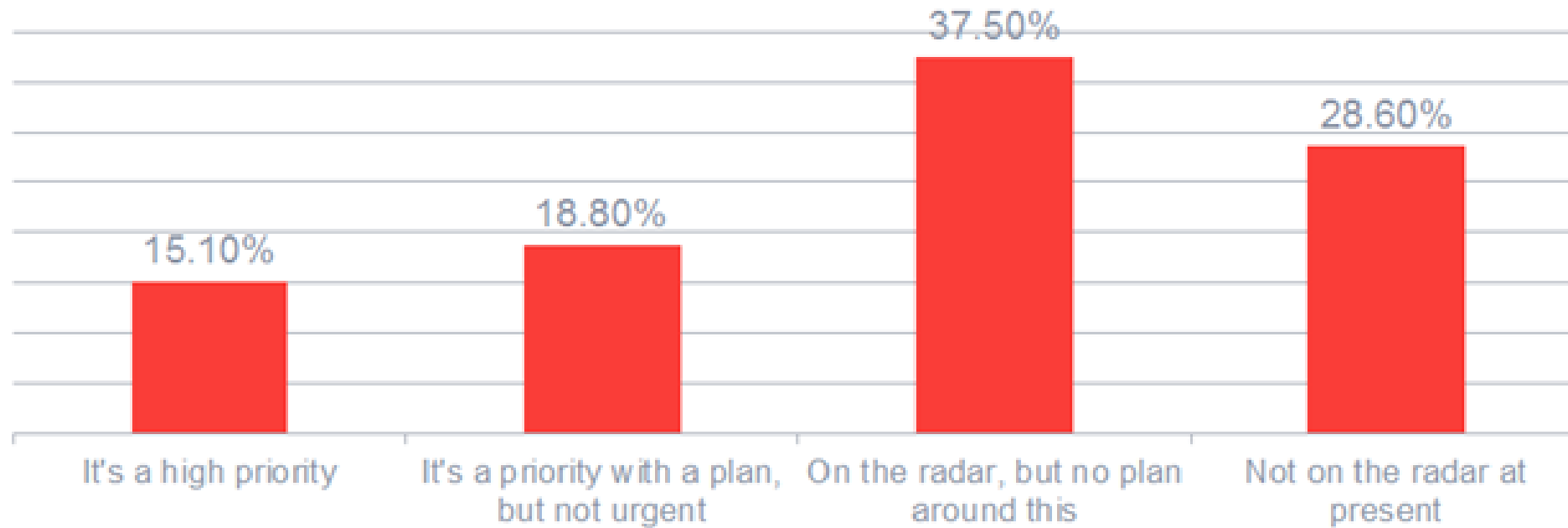
- EMEA Marketing Manager at Global Knowledge
- 20+ years experience in international marketing, on country level and EMEA HQ
- Global web projects, integration of various platforms, international e-mail marketing programmes, data protection initiatives
- Worldwide leader in IT and professional training, helping individuals and organisations to develop skills to succeed
- Broad portfolio of courses; (virtual) classrooms, online and partner network in more than 100 countries worldwide



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Priority International E-Mail Marketing

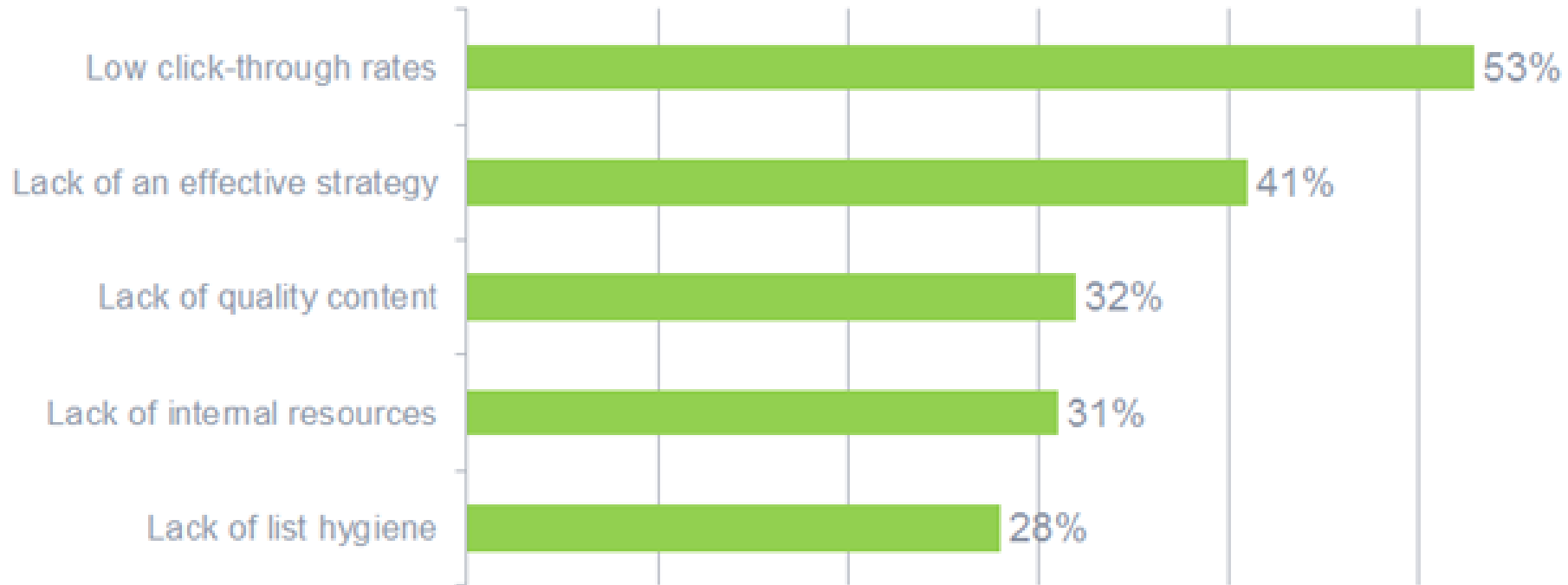
How important is international email marketing to your organization?



Source: Marketing Sherpa

Challenges Successful E-Mail Marketing

Most Challenging Obstacles to Email Marketing Success



Source: Ascend2

Benefits of thinking globally

- (Pre) Entering new markets at a reasonably low cost by localizing your content
- Building an international customer base can help protect your business from local economic slumps
- The constant shift of exchange rates between major currencies can make your products and services more attractive to overseas buyers

Native speakers and language specifics

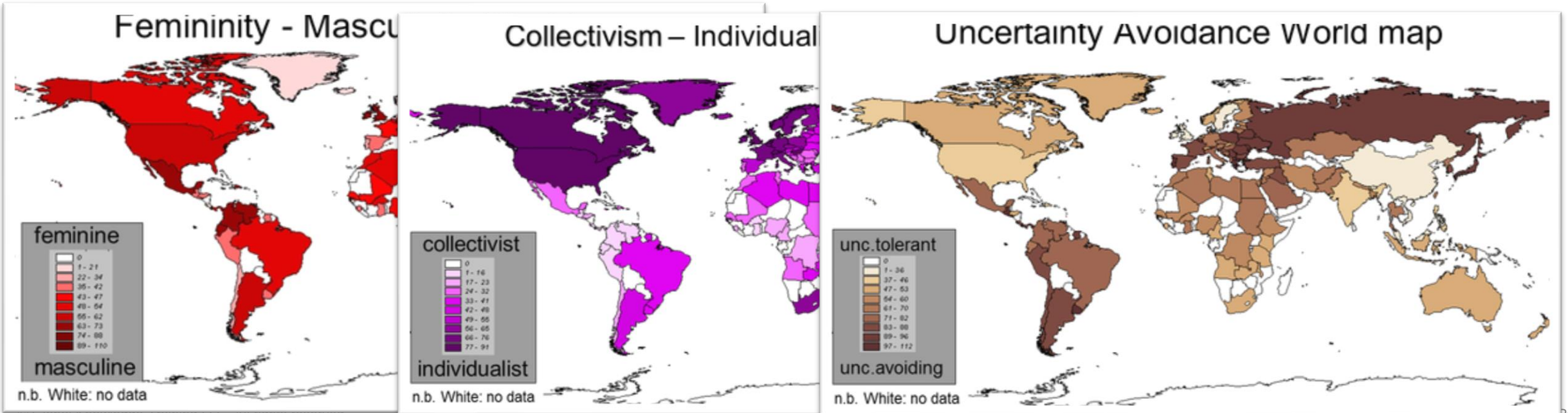
- **Use native speakers**
 - Unique knowledge of language and country (e.g. dialect)
 - Aware of subtle differences
 - Well-worth investment
- **Language specifics**
 - Experience in target country
 - Use of greetings, words, call to action
 - Wrong use of language specifics could damage your brand

Translators

- **Hiring translators**
 - Experience, preferably in your industry
 - Sample translations (and check by native speaker/3rd party), could cost money but protects you from hiring wrong translator
 - Avoid multiple translators, e-mail campaign is more than one email (flows, landing page)
 - Flexibility, e.g. last minute changes

Local culture knowledge

- **Translation is not enough, know the culture!**
 - One of the most important considerations for any campaign
 - Culture affects engagement and purchasing decisions
 - Interesting to read: [Geert Hofstede's 6-D model of national culture](#)



Local culture knowledge

- **Examples**
 - ‘We’ is better in Japan, India and Russia. ‘I’ works in United States and France
 - Social proofing or third party evidence in Norway and UK
 - Humor in e-mails works better in Sweden and Australia
 - Factual and to-the-point in Germany
 - **Salutation**











Local knowledge – time zones and vacation

- **Take time zones into account**
 - Time your e-mail campaigns, best moment in target market
- **Work week**
 - When do people work? Weekends are not everywhere the same
 - Europe: Monday to Friday
 - Middle East and Africa: Sunday to Thursday
- **Vacation**
 - Be aware of vacation periods in countries
- **Public holidays and traditions**
 - E.g. Norway Crime Easter

Design

- **Images**
 - Images are processed 60,000 times quicker than words, essential for success of email campaign!
 - Localize image for target market
 - Check the image, local people know the difference
 - Copy written on image
- **Flexible design**
 - Flexible text areas
 - Not too narrow
 - Alphabets
 - Some languages use more words

Design – Optimize for mobile devices

Rank ↕	Total Population ↕	Online Population ↕	Smartphone Penetration ↕	Smartphone Users ↕
1	 United Arab Emirates	9,543,000	82.2%	7,845,000
2	 Sweden	9,987,000	74.0%	7,391,000
3	 Switzerland	8,524,000	73.5%	6,268,000
4	 South Korea	50,897,000	72.9%	37,114,000
5	 Taiwan	23,611,000	72.2%	17,050,000
6	 Canada	36,958,000	71.8%	26,531,000
7	 United States	328,836,000	71.5%	235,156,000
8	 Netherlands	17,085,000	71.0%	12,129,000
9	 Germany	80,561,000	71.0%	57,200,000
10	 United Kingdom	65,913,000	70.8%	46,639,000

Legislation

- **Biggest challenge:** compliant with e-mail regulations
- **GDPR**
 - Be aware of local legislation, some countries have more strict rules
 - Make colleagues aware, training
 - Communication not only from EU member states
 - CRM Data Quality
 - Executing rights, check across systems and countries
- **EU-US Privacy Shield Regulations**

Legislation

- **3 steps to comply with international e-mail marketing laws and regulations around the world:**
 - Only add an email address to your mailing list after having obtained provable permission of the owner of the email address
 - Never take an email address and move it from one list to another, or otherwise repurpose the email address, without the user's express permission.
 - Include a working opt-out mechanism in all non-transactional email, and process all opt-outs immediately.

Measure, Analyse and Share

- Test
- Measure and analyse results, use reporting tools in CommuniGator
- Compare countries and regions with each other
- Involve Sales colleagues in the process
 - Anecdotal feedback
- **Share, Share, Share!**
 - Process to share, e.g. calls, (online) meetings
 - Platform to easily share internationally, e.g. SharePoint, MS Teams



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Thank you for listening!

Questions?