



Why Marketing is Key for Global Customer Experience

Ascend 2021 Cheatsheet

Creating a customer journey that all customers can enjoy, no matter what language they speak, is a difficult challenge. Since marketing plays such a large role in creating content and experiences that engage all audiences, it's vital for marketers to think globally - and multilingually - to create a truly global customer experience.

At [Ascend 2021](#), industry leaders discussed the importance of a strategic marketing function, and how localization can be used to better understand global audiences and build lasting relationships with customers in all markets.

This cheatsheet includes insights from speakers at [Ascend 2021](#). You'll learn about:

- ✓ The value of global communication
- ✓ Why scalability matters for global growth
- ✓ How global marketing improves accessibility

Understanding Your Global Audience

One of the most important aspects of any marketing strategy is building a deep understanding of your customers. However, many companies fall short on this, as they don't consider the global nature of many of their audiences.

In his session *Developing Product for a Global Audience with Local Nuance*, Miguel Gomez Ramirez, Sr. Product Manager of Browse, Search, & Personalization at Walmart eCommerce, noted that communicating with customers is the key to any end-to-end global customer experience.



"You need to get as close to your global customers as possible to understand the best way to communicate with them so you can build an experience that truly resonates."

Miguel Gomez Ramirez

Sr. Product Manager of Browse, Search, & Personalization at Walmart eCommerce



Communicating with customers in a way that they understand and can engage with relies heavily on language, something that Miguel believes is the difference between a fragmented experience and a long-term customer relationship.

Building a Scalable and Automated Program

In the marketing world, content is king. It's often the first touchpoint that customers engage with when entering the customer journey, and can be a big influence on their decision making throughout that lifecycle.

However, with more customers moving online and engaging with companies in a digital world, it's imperative that those companies build out and maintain a fully global customer experience that can scale to meet demand.

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"Because content today has a shorter shelf life than before, we're constantly refreshing different parts of the global experience. The only way to meet this growing demand is with innovation and automation."

Loïc Dufresne de Virel

Head of Localization at Intel



Since there are so many moving pieces to a fully end-to-end experience, Loïc says it's important to take advantage of today's technology and innovation to create a continuous workflow that enables routine content updates. That way, your company can scale and adapt to meet the growth in demand from your customers.

Takeaway



"Enabling customers to access content in their preferred language creates an equitable and inclusive global experience for everyone involved."

Jason Maxwell

Vice President of Curriculum Production at Accelerate Learning



Ultimately, many marketing, product, and localization leaders believe that language is the key to building a truly global customer experience. Creating that end-to-end journey actually builds an experience that is accessible to everyone and enables customers from all over the world to engage with your company in a way they never have before.