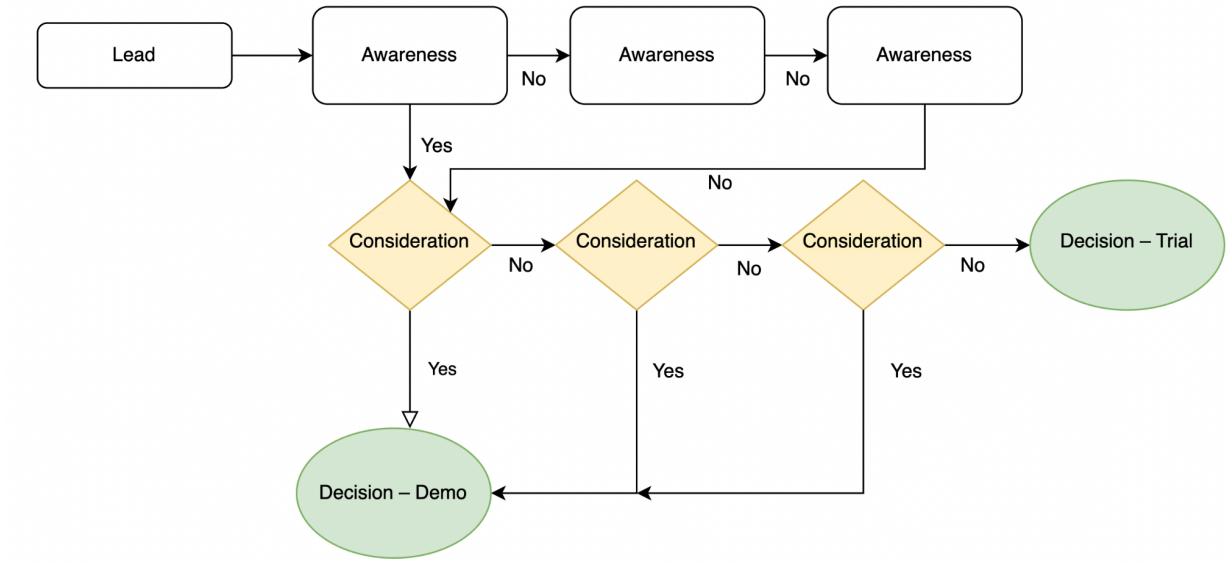
Nurture emails | Localization Manager

New flow:

Send up to 3 awareness and 3 consideration emails, testing different subject lines and proposed content types (e.g. blog posts, videos, case studies, G2 reviews) depending on whether a user opens an email or not.



UTM Campaign name: utm_campaign=developer_persona_pt_localization

Audience:
https://engage-sj.marketo.com/?munchkinId=936-ZMW-404#/classic/SL17876C3LA1

🛠️ Localization Managers

1. LM TOFU content

Banner Image brief *(Size requirements either 520 x 260 or 600 x 300)*

Lokalise logo	**Image:**
Banner header	
Other text	

Subject	**The right way to build an effective localization processes**
Preview	Stay on top of the latest localization technologies and best practices

Hi [first_name],

As a localization professional, you need to stay up-to-date on the **latest strategies for building effective localization processes.**

They need to be flexible so you can adapt to changes in your business, such as new product launches or shifts in target markets.

They also need to be scalable so you can easily expand your localization efforts as your business grows.

Imagine adding a new language, translating content, and preparing glossaries and briefs in just a few clicks.

Sounds too good to be true. But get this. It's 100% possible.

Want to know how?

Find the answers in these tips for building a flexible and scalable localization process.

Brandon

Localization Specialist at Lokalise

P.S. Hit reply and let me know what you'd like to learn more about.

Module #38 Footer

2. LM TOFU content

Banner Image brief *(Size requirements either 520 x 260 or 600 x 300)*

Lokalise logo	**Image:**
Banner header	
Other text	

Subject	**Refresh your localization process with this read**
Preview	Stay on top of the latest localization best practices and technologies

Module #3 Lokalise Webinar logo

Hi [first_name],

Localization can be frustrating, challenging, exhausting, invigorating, fulfilling, tedious, hilarious – sometimes all in the space of a single day.

But here's the thing: you can make the process much smoother to focus on the rich and rewarding experience you build for customers.

If you're looking for practical and tactical insight to set your localization team up for success, refresh your processes with this read.

Brandon

Localization Specialist at Lokalise

P.S. Hit reply and let me know what you'd like to learn more about.

Module #38 Footer

3. LM TOFU content

Banner Image brief *(Size requirements either 520 x 260 or 600 x 300)*	
Lokalise logo	**Image:**
Banner header	
Other text	

Subject	**Six rules: A framework for translation vendor selection**
Preview	A framework to help you pick, evaluate, and onboard the right partner

Module #3 Lokalise Webinar logo

Hi [first_name],

It's true. You can find translation companies pretty much anywhere.

But here's the thing: Truly outstanding agencies are hard to come by.

And sifting through the sea of vendors, then choosing, reviewing, discussing, and onboarding a language partner is time-consuming.

We've put together a framework for vendor selection to help you pick, evaluate, and onboard the right partner.

It can be boiled down to six rules – skim through them in this post (including a list of the most reliable translation companies).

Brandon

Localization Specialist at Lokalise

P.S. Hit reply and let me know what you'd like to learn more about.

Module #38 Footer

4. LM MOFU content

Subject	**Get buy-in to build a linguistic quality program**
Preview	Less about language quality, more about customer experiences

Module #3 Lokalise Webinar logo

Hi [first_name],

No one seems to care about translation quality as much as you do.

But maybe they would if they understood how high-quality translations lead to better customer experiences.

Nataly Kelly, VP of Localization at HubSpot has a great way of reframing how to talk about translation quality:

Instead of saying: “machine translation alone won’t work for this scenario, because translation quality will suffer.”

You should say: “machine translation alone won’t work for this scenario, because customer experience will suffer.”

In short, **prioritizing translation quality = prioritizing customer experience.**

Once you’ve convinced stakeholders that translation quality is important, the next step is to build a translation quality program.

If you don’t know where to start, read this article about how to build a linguistic quality program.

Next time, the tools that every localization lead needs.

Cheers,

Brandon

Localization Specialist at Lokalise

Module #38 Footer

5. LM MOFU content

Subject	**Here’s how Lokalise helped Revolut 2X it’s customer base while saving 100+ hours weekly**
Preview	We put it all in two quick posts so you can learn exactly how they did it

Module #3 Lokalise Webinar logo

Hi [first_name],

Two years ago, Revolut had 9mil customers. Now they’ve grown to 20mil+ customers.
Want to know how they did it?

One word: localization.

In fact, they've credited 186% of customer growth to their rapid language rollout.
We put it all in these two (quick) posts so you can learn exactly how they do it with:

- A hybrid setup with centralized collaboration
- A highly automated workflow that saves them 100+ hours weekly

Brandon

Localization Specialist at Lokalise

Module #38 Footer

6. LM MOFU content

Subject	**3 stories to help you pull the localization lever the right way**
Preview	Hear from decision-makers at the world's fastest growing scale-ups

Module #3 Lokalise Webinar logo

Hi [first_name],

Instead of telling you, let us show you exactly how our most successful customers do it:

- Building a global mobile app? Learn from product managers and founders at Lunar, MWM, and DogoApps.
- Building a market expansion strategy? Follow these steps to create a roadmap.
- Scaling rapidly? Hear from decision-makers at three of the world's fastest- growing scaleups.

Brandon

Localization Specialist at Lokalise

Module #38 Footer

7. LM BOFU content

Subject	**Make localization easier**
Preview	Let's talk about the best localization tech on the market

Module #3 Lokalise Webinar logo

[first_name],

If you're ready to swap scattered files and disconnected processes for a unified platform where you can:

- View and manage the entire localization process in parallel with other teams
- Manage and coordinate the work of translators
- Make sure that ALL translations are accurate and consistent
- Stay on top of the latest localization technologies and best practices

Book a chat today to learn how Lokalise can help you do all of the above and more.

BOOK A CHAT

Want to try Lokalise out for yourself? Start your free 14-day trial.

Brandon

Localization Specialist at Lokalise

Module #38 Footer

8. LM BOFU content

Strategy email 3 Key messages and recommended asset	

Subject	A ton more to unpack about localization
Preview	Let's talk about your localization needs

Module #3 Lokalise Webinar logo

[first_name],

In our last emails we showed you how some of the best in the business are using Lokalise to accelerate growth, why not jump on a call and see how we can help you do the same?

If you're curious to learn more about how we help businesses grow through efficient, scalable localization faster and cheaper, simply book a short call with our team here:

BOOK A CHAT

Want to try Lokalise out for yourself? Start your free 14-day trial.

Brandon

Localization Specialist at Lokalise

Module #38 Footer