Influencers in the Field

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Speaking Their Language:
The Power of Multilingual Marketing for Member Engagement

In an increasingly interconnected world, *literally* speaking your members' languages can **make or break engagement**. **Multilingual marketing** is more than just accurate translation; it's about creating authentic connections with diverse audiences by recognizing cultural nuances, delivering messages that resonate and building comprehensively inclusive member experiences.

The U.S. is becoming more diverse every year. If you know or discover that your membership base comprises of a variety of ethnic backgrounds, you must cater association functions and communications to each segment. Associations investing in optimizing their entire membership experience for people of all backgrounds unlock deeper trust, loyalty and inclusiveness.

Why Multilingual Marketing Matters
Understandably, most people prefer experiences in their primary language, making it essential to have multilingual options, as necessary, for your association's membership and prospects.

Regarding your broader marketing practices, you need to think about your ideal members and consider the types of people that would be a good fit for your association. Think not only about your current audience but also new groups of people to which you reach out.

If a segment of your target audience's primary language is not the same as your association's, you need to optimize their member experiences, too. Building programs and communications with all backgrounds in mind allows you to:

- Put people and their needs first.

- Reach more audiences.

- Create stronger customer experiences.

- Increase engagement and trust.

- Improve accessibility and retention.

- Build brand credibility.

- Improve search engine visibility.

- Attain higher conversion rates.

- Reflect the diversity of your membership.

Best Practices for Multilingual Marketing

Providing high-quality multilingual experiences is no easy task. Your leadership must fully commit to effectively engaging diverse audiences.

It's imperative you:

1. Research cultural nuances.
   Beyond language, understand regional and cultural differences to avoid misunderstandings or offensive messaging.

2. Ensure your imagery is inclusive.
   The visuals you choose should resonate with a diverse audience, reflecting a wide range of ethnicities, backgrounds and experiences. Inclusive imagery reinforces your message, promotes diversity and strengthens your connection with different segments of your membership base.

3. Localize, and don't just translate.
   Tailor messages to the appropriate tone and personality of each audience member instead of simply translating words to a different language.

4. Test and iterate.
   Use analytics to monitor the multilingual performance and adjust as needed.

5. Ensure quality with human reviewers.
   Use human interpreters to proof content to avoid awkward phrases or inaccurate translations.

6. Understand your target audience and competitors.
   Conduct market research to understand your ideal target member(s) and analyze your competitors to help better understand your niches.

7. Reach customers through the appropriate communication channels.
   Ensure you use the appropriate digital mediums, social media platforms and partnerships for your target audience(s).

8. Utilize location-based search engine optimization (SEO).
   Location-based SEO helps you optimize translated pages to ensure visibility in the appropriate search results across different languages and regions.

Tools and Applications for Multilingual Marketing

Over time, marketers and user experience (UX) professionals have recognized the importance of providing multilingual functions. This has led to many innovations in high-tech tools that make connecting with diverse audiences easier for all organizations.

Use these resources to create a multilingual experience for your association across all mediums:

Best Tools for Website and Software Translation

Your website is one of your association's most important communication touchpoints, both for new prospects and current members. It should be easy to navigate for all users, and a high-quality plugin allows you to translate webpages and provide language-switching options easily.

Here are some of the leading extensions:

- **Google Translate –** Using this extension is an easy way to translate your website without creating multiple versions.

- **MotionPoint –** MotionPoint is an artificial intelligence (AI)-driven, concierge-level platform helping users with website and content translation and localization.

- **Lokalise –** This is a service helping organizations quickly localize customer experiences.

- **Weglot –** This company declares its platform is "the easiest way to translate a website" with its collection of tools and full control of editing.

- **WordPress Multilingual Plugin (WPML) –** This function allows websites created with WordPress to be translated into any language.

Best Tools for Content Creation and Campaign Execution
Here are some more tools making it easy to create multilingual communication materials and experiences:

Canva
Design graphics and marketing assets in more than 100 languages with Canva's AI translator. Its technology converts your text as you design — meaning there's no need for a separate online tool — and its technology ensures your text sounds natural.

Crowdin
This AI-powered platform allows you to automate the translation of your content across more than 600 apps and integrations. Marketing content — such as blogs, newsletters and social media posts — can be converted quickly and accurately, and it helps you localize crucial member touchpoints.

DeepL
DeepL is another AI-driven technology with tools enabling you to make fast, reliable translations of newsletters, emails and announcements with the appropriate tone and formality. It also helps you develop translated apps and websites and improve internal multilingual communications.

Grammarly
Grammarly's translation feature helps you convert your writing and detect the tone and accuracy of multilingual messages. This tool is integrated with its proofreading platform on all paid plans.

HubSpot
You can use HubSpot to create and launch translated email content with regional targeting features. Capabilities include setting translated subscription types, selecting languages for specific emails and customizing default user regions.

Mailchimp
Mailchimp has email translation tools for campaigns and website, as well as SEO localization capabilities for targeting specific areas. They have resources to guide you every step of the way, ensuring you utilize their functions correctly and yield optimal results.

Meta
On Facebook and Instagram, you can use language targeting to create posts and ads in multiple dialects tailored to specific regions and audiences. This feature will improve ad relevance, ensuring ads appear your target members' feeds.

Smartling
Smartling is an advanced AI platform that can help you save money and improve translation quality across many marketing practices — including digital ads, social media, SEO and more. It is a comprehensive global content management and translation workflow service with many useful non-marketing functions; it is ideal for larger associations.

Best Tools for Internal Communication
For member bases spread across the country or world, there are few better ways to foster community than using a digital collaboration platform. And for diverse member bases, quick and easy translation brings people with language barriers together.

The following tools are the most popular internal platforms on the market and have exceptional translation capabilities:

- **Microsoft Teams (Chat) –** Microsoft Teams' chat function makes it easy to translate messages.

- **Slack –** You can add extensions to the application, such as Translate, Translator and Language Translation Bot.

- **WhatsApp –** Use the built-in translation feature to understand messages in different languages.

Best Tools for Vocal Translation
Associations wanting to foster better social cohesion and offer high-quality member support must be able to interact with members vocally as well.

These platforms offer live interpretation features for multilingual meetings and webinars:

- **Google Meet –** You can activate the translated caption feature for multilingual calls.

- **Microsoft Teams (Call) –** Organize multilingual meetings on Teams calls.

- **Microsoft Translator –** This is another Microsoft service that allows you to have real-time translated conversations on any device.

- **Zoom –** You can use its Language Interpretation function for meetings and webinars.

Best Tools for Customer Service
Smooth support experiences **are essential for any organization to retain customers and members**. If you have a base that speaks multiple languages, you must design your customer service strategy with every member in mind. These platforms are ideal for customer service or help desks.

They have real-time phone translation and on-demand interpreters:

- **Boostlingo –** Their network of more than 17,000 interpreters is available 24/7 to give organizations high-quality customer service solutions in more than 300 languages.

- **LanguageLine Solutions –** They pride themselves on using industry-specific terminology for customer support in more than 240 languages.

- **Simply Contact –** This service specializes in offering omnichannel multilingual support via call center, social media, live chat, email, messaging and chatbot.

How Gallagher Affinity Can Help Meet the Needs of All Members
Like implementing a multilingual strategy can help you engage a diverse member base, working with a reputable insurance brokerage can help you meet the unique needs of every member.

Gallagher Affinity's team of experts can help you create programs designed to be tailored to each member's needs. Give your members access to personal and professional solutions, such as life and healthcare benefits, professional liability coverage and home or renters insurance.

To explore our insurance products, solutions and member savings program, or to connect with an expert to assess your current offerings, visit **gallagherperks.com/brian-parker**.

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