

# 7 Reasons to Take Your Content GLOBAL

#1

60%

of consumers rarely buy on English speaking websites



... that's a lot of potential revenue to miss out on if your website is only available in English!

Source: Global Watchtower/Common Sense Advisory, Inc.

in



#2

Inbound Marketing delivers **54% more leads** than traditional outbound methods

Which means?... localizing blogs and social media content for other markets could bring some serious ROI

Source: Hubspot

#3

Brazil, Russia, and China account for

19%

of the world's economy



The only way is up for emerging countries!



Source: Fortune.com @ianbremmer

#4

By the year 2020, you will need

48

languages to reach 90% of the world's online population

... it currently stands at 25. That's a lot of online growth in 5 years!

Source: Tech Crunch (techcrunch.com) @calmasteocean

#5

Worldwide translation technology provider Smartling, working with some of the biggest companies in the world, has confirmed that 50% of their customers are translating into **at least 6 languages**

.... double the number of languages than one year ago

If you weren't convinced of how quickly global content creation is growing, this should give you an idea

Source: Smartling



4.1 billion

people around the world speak one of 23 of the world's most-spoken languages as their native tongue

#6

... combined with the fact that there are over 7,000 languages estimated to be spoken worldwide, this is a powerful fact!



Source: boredpanda.com

#7

Studies show localized versions of e-commerce websites increase online conversions by

70%

... pretty impressive considering the international e-commerce marketplace is growing by 20 percent every year



Source: business2community.com

Psst... for further reading on any of the information provided, don't forget to click on the links to the sources used to create this presentation

Infographic brought to you by

 **SimulTrans.**  
your languages - your timeline