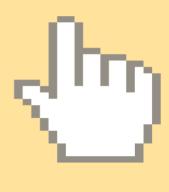
7 Reasons to Take Your Content GLOBAL



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.



Inbound Marketing delivers 54% more leads than traditional outbound methods

content for other markets could bring some serious ROI

Which means?... localizing blogs and social media

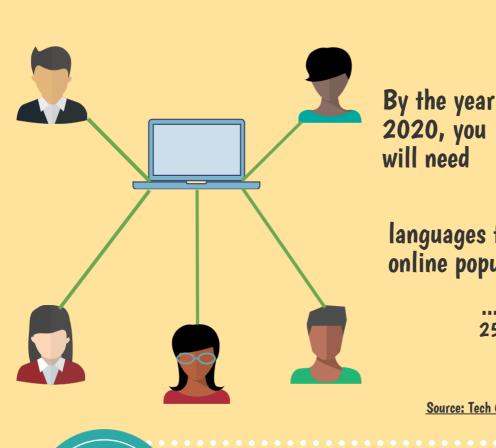
Source: Hubspot



for

of the world's economy The only way is up for emerging countries!





will need

languages to reach 90% of the world's online population ... it currently stands at

25. That's a lot of online

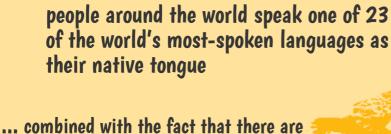
growth in 5 years! Source: Tech Crunch (techcrunch.com) @calmastheocean



.... 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

Content is king, and we are its humble servants!



4.1 billion

over 7,000 languages estimated to be spoken worldwide, this is a powerful fact!



Source: boredpanda.com



marketplace is growing by 20 percent every year

Studies show localized versions of

e-commerce websites increase

online conversions by



....

Source: business2community.com



Infographic brought to you by

