

Case study

Sales Force Email Engagement

Asian language emails translate into sales leads for Regus



"In the two years Permission have been working us they have continually recommended ways to streamline their internal processes to keep our costs to a minimum, and to improve the effectiveness of our email campaigns. This is no mean feat when we deal with 11 countries and 4 languages. I'm sure you too would find them very easy to work with."

Julie Jarvis, Marketing Director - Asia Pacific, The Regus Group

Background

Regus, the global market leader in providing professional workplaces on demand, has a network of 750 locations in 60 countries delivering cost-effective offices and meeting facilities.

Regus needed a way to cost effectively promote new centres to a team of property sales managers in multiple languages from a central location. Internal resources needed to be involved to translate copy and sign off layout of emails in local language.

Objective

- Generate leads using email from a variety of audience groups.
- Translate content for multiple Asian markets.
- Overcome technical difficulties associated with sending double-byte emails.

Key Insights

- Recipients in Asian language markets respond better to campaigns in local language. In particular Japan, where social convention drives a more formal style of communication.
- The target audience, real estate agents, respond well to communications that target their hip pocket. This needs to be communicated in a local currency.

Strategy

- Deliver messages customised by country, in their local language.
- Empower internal resources to translate, preview and approve messages "on the fly" through a web based translation application.
- Optimise campaign parameters (eg send frequency, subject line and creative layout) to achieve the best results.
- Manage email based lead requests in a timely manner.

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Solution

- A web based translation tool was developed, allowing messages to be previewed "on the fly", input in local language, real time translations and approve final HTML based email creative.
- The production and setup of email messages was automated, including variable content segments, through a sophisticated e-mail management system.

Results

- Costs were reduced such that messages could be deployed at around one third of the cost of the traditional translation / production approach.
- Country specific messages were delivered error-free in multi-byte Chinese and Japanese as well as to English language markets in the region.

