



CASE STUDY

CATEGORY:  
DIGITAL MARKETING  
TRANSLATION SERVICES



LOCATION: GLOBAL (TURKEY, ALGERIA, TUNISIA, MOROCCO)

GENERAL PROJECT OVERVIEW

A globally recognized Finnish elevator manufacturing company operating in over 60 countries sought to strengthen its digital presence and industry leadership in Turkey, Algeria, Tunisia, and Morocco. To achieve this, they needed to localize their digital marketing content, particularly blogs, to engage local audiences effectively.

THE CHALLENGE

The client faced the challenge of scaling its business in these regions by enhancing its digital footprint, but its existing English content was not optimized for the target markets, limiting reach and engagement. Key obstacles included adapting technical and industry-specific content to resonate with local audiences, conducting in-depth keyword research for Turkish and French to improve search visibility, and maintaining brand consistency and technical accuracy across multiple languages.

THE OUTCOME



LONG-TERM LOCALIZATION PARTNERSHIP

Supported blogs localization over a two-year collaboration period.



ENHANCED DIGITAL ENGAGEMENT

Localized content significantly increased audience engagement, visibility, and readership in target markets.



REGIONAL MARKET EXPANSION

Strengthened the client's market presence and supported business growth in Turkey, Algeria, Tunisia, and Morocco.



PROACTIVE PROJECT MANAGEMENT

Recognized for being responsive, communicative, and supportive throughout editing and revision cycles.



VALUE-ADDED CONTENT OPTIMIZATION

Internal linking implemented during French and Turkish blog localization saved the client's team substantial time.

ABOUT THE CLIENT

The client is a global Finnish company, a leader in the elevator and escalator industry, focused on improving urban life by ensuring safe, efficient, and sustainable "people flow" in buildings worldwide, operating in over 140 countries with a strong presence in India, offering smart mobility solutions and investing heavily in technology like AI for predictive maintenance

INDUSTRY

Automation

YEARS IN BUSINESS

116

EMPLOYEE COUNT

50,000 - 1,00,000

GEOGRAPHICAL PRESENCE

Global

