



CATEGORY: FRENCH TRANSLATION SERVICES



LOCATION: MULTIPLE (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.

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. Internal linking of blogs to other blogs and internal website pages was also to be done apart from localising the blog.

THE OUTCOME

STRATEGIC CONTENT LOCALIZATION PARTNERSHIP



Delivered blog localization support over a two-year collaborative engagement.

INCREASED DIGITAL ENGAGEMENT



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

REGIONAL MARKET GROWTH



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

PROACTIVE & COLLABORATIVE SUPPORT



Recognized by the intermediary client for responsiveness, clear communication, and efficient handling of editorial revisions.

PROCESS OPTIMIZATION THROUGH INTERNAL LINKING



Implemented strategic internal linking during French and Turkish localization, saving 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

GEOGRAPHICAL PRESENCE

Global

EMPLOYEE COUNT

50,000-1,00,000

