An aerial photograph of a public plaza. The ground is paved with large, irregularly shaped tiles in vibrant colors: teal, magenta, and yellow. Numerous people are seen walking across the plaza, their shadows cast long and dark. The overall scene is dynamic and colorful.

skyword[®]

Moving stories. *Forward.*

SKYWORD GLOBAL

“Our challenge at MasterCard is to connect on an emotional level with people’s passions throughout the world. The combination of native storytellers and enterprise-level technology allows us to execute our content marketing strategy efficiently.”

GUILLERMO MORRONE, VICE PRESIDENT AND HEAD OF GLOBAL CONSUMER CONTENT STRATEGY AND PRICELESS CITIES AT MASTERCARD

Deploy Content Marketing Programs Worldwide with Skyword Global

Today’s brands understand the need for original brand storytelling to connect with their audiences on a global scale. However, up until this point, the challenge for marketing leaders has been deploying a global content marketing strategy locally without compromising brand messaging or control. Several moving parts are often times overlooked in a brand’s rush to go global, and many find themselves inadvertently projecting a US centric message. Consider managing writers across multiple time zones and compensating them in their native currencies. It’s not as simple as translating one piece of content into a dozen languages – it’s about shaping individual stories for each market, paying attention to the nuances in dialect, and employing creatives who actually inhabit the spaces brands are trying to reach. Skyword Global gives companies the ability to seamlessly share their stories throughout the world.

The solution includes the internationalization of Skyword360; in-country writers, videographers, photographers and editors; and program managers with experience executing global content marketing strategies.

Product Features for Global Content Strategies

Platform Languages

Manage your global program through Skyword360. It is currently available in a wide range of languages, including Dutch, English, French, German, Italian, Japanese, Korean, Mandarin, Portuguese, Russian, Spanish, Swedish, Turkish, and UK English, with additional languages rolling out every month.

Global Guidelines and Standards

In Skyword360, create channel-specific guidelines and editorial standards for contributors and editors in different countries to ensure consistent brand voice and messaging.

Localized Keyword Search and Optimization

Optimize articles for search in local languages and select primary locales for search results to ensure that articles appear at the top of search engines no matter where or in what language people search.

Localized Spelling and Grammar Checks

Streamline your editorial process and enhance quality with spelling and grammar check in multiple languages.

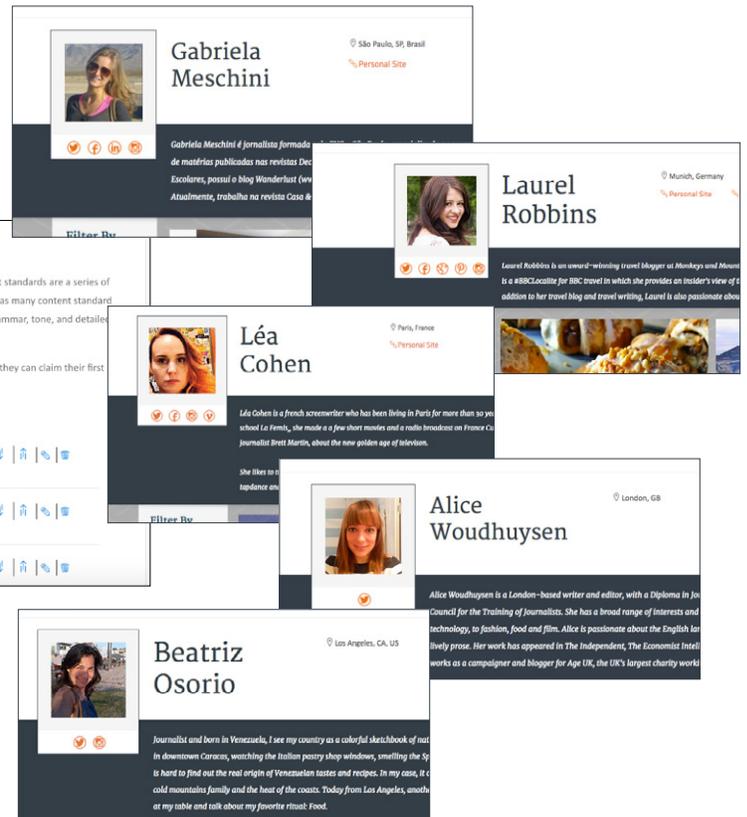
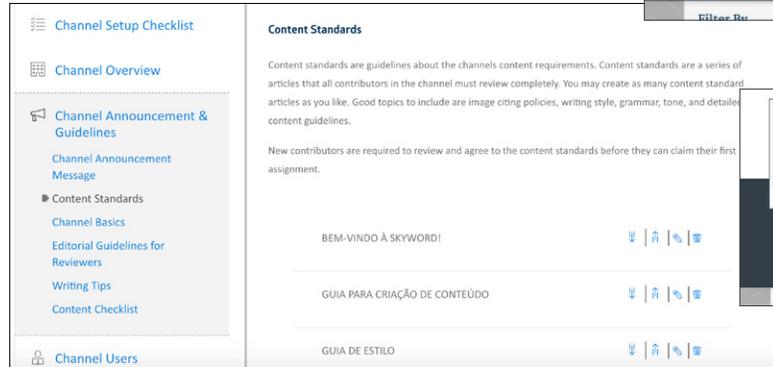
Native Currency Payments

Compensate contributors in local currencies through the platform, eliminating the need for invoicing and saving the time and resources required to manage this process manually or through siloed systems.

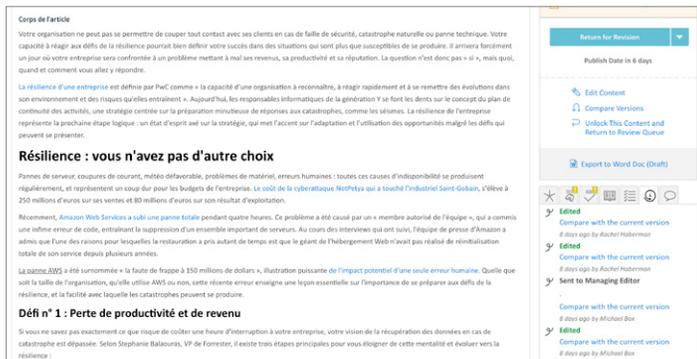
Time Zone Flexibility

Create assignments and publish content in local time zones, providing a seamless process for managing deadlines throughout the world.

Localized Content Guidelines in Portuguese



Sampling of Global Contributor Profiles



Localized Editorial Review in Chinese

To see how Skyword can revolutionize your brand storytelling, contact learnmore@skyword.com or visit www.skyword.com.

