



communication hardly play a role in this search for information. Therefore, companies are increasingly offering this content in exact **translations into the languages of the main target markets**. Regional and country-specific adjustments become less important.

- ii) **Demand for country-specific information** is limited almost exclusively to **accurate and personalized contact data** and country-specific availability of products in case a company does not offer its whole product portfolio worldwide.  
Users want to find out as quickly as possible, by means of selection menus and redirects to websites of business groups or country subsidiaries, who the responsible contact person in sales or HR is in a particular country so that they can contact that person directly.
- iii) In **China**, the analyzed companies take typical reception and behavioral patterns into account in their online presence, as well as the country-specific legal framework. Thus, for example, it is necessary to deal with the fact that **Chinese users have no access to international search engines**. According to several interviewees, users in China expect that corporate content not only of B2C, but also of B2B companies is presented in a much more multimedia oriented way than users in other countries. B2B websites in China are often designed more colorfully and offer more videos and photos than in Europe.
- iv) **Job starters** such as school and university students and graduates are the target group **most interested in country-specific information**. In that period of their life, they are quite strongly influenced by cultural attitudes. So it is worthwhile for companies to address young applicants from Germany on a German career site differently from applicants from Spain, the USA or India.

In **social media activities**, the **trend towards global appearances** is quite similar to that on corporate websites. Again, country-specific patterns of behavior mostly play a role in recruiting and employer branding for job starters.

- i) The most relevant social media platforms such as YouTube, Facebook, Twitter and LinkedIn are global platforms. Users from around the world expect to find information about a company and its products in one global social media presence. For this purpose, it has proved as best practice to run one global YouTube channel where videos are grouped in topic-related related playlists and offered in several languages. Country-specific YouTube channels could potentially sow confusion about the YouTube presence.

- ii) The importance of **LinkedIn** in recruiting professionals is increasing. More and more internationally active companies are switching to **one global LinkedIn page** and making job searches easier by means of drop-down menus allowing searches for job offers in a specific country. LinkedIn pages of country subsidiaries are becoming less important.
- iii) As with career websites, job starters such as pupils, students and graduates can be most easily reached with country-specific offers. **Facebook career pages** are offered by many of the analyzed companies on a country level. It is crucial for the success of such pages that responses to posts come as quickly as possible from country-based employees who are familiar with country-specific patterns of behavior.
- iv) As with corporate websites, **China** is an exception also regarding social media activities. Global companies use the country's own social media platforms simply because of users' limited access to international platforms.

**Conclusion:**

Several of the analyzed company are currently strengthening their global corporate web presence and are considerably reducing regional and country-specific offers of corporate content – except for recruiting. Creating and maintaining country-specific corporate content is costly and error-prone.

Especially in highly diversified companies, single business units run regional and country-specific sites if needed. The main target group will be customers looking for contacts and products (availability).

Regarding B2B corporate content, a worldwide standard is evolving: **Corporate content is relevant on the global level and must be offered on websites and social media platforms as clearly and as user-friendly as possible.**

In case of any questions, please contact  
Mr. Konrad Stockmeier, +49 6201 9915 57,  
Konrad.Stockmeier@SchlegelundPartner.de

© Schlegel und Partner 2015