

CREATE **Advanced** 45 MIN · UPDATED 2026-09-30

Localize campaign content per audience automatically.

Build a Content Adaptation & Localization agent that optimizes campaign copy for different regions and channels.

MICROSOFT 365

Word

WORKS WITH

Copilot Studio

Business Outcome

Campaign content that actually fits each market's language and channel norms, without a manual rewrite per region.

Workflow Steps

Step 1: Define the target regions and channels

Word

Build an explicit grid — markets down one side, channels across the top — and mark exactly which combinations need their own version. The agent works from this specific target list; an open-ended "localize this for our main markets" leaves it guessing which markets actually count.

Step 2: Build the agent against your source campaign

Copilot Studio

Point the Content Adaptation & Localization agent at your master campaign copy and the region/channel list.

PROMPT

Adapt this campaign copy for the DACH, France, and Brazil markets, for both email and paid social channels. Keep the core value proposition intact but adjust tone, idioms, and channel-specific length constraints for each market.

Step 3: Local review, not just translation review

Word

A native speaker on the local marketing team should review for cultural fit, not just linguistic accuracy — tone and idiom matter as much as correct grammar.

Step 4: Track which regions need the heaviest edits

Word

If one market consistently needs major rewrites, that's a signal the source campaign itself may need adjusting for that market, not just its localized copy.

✓ Check the work

- Have a native speaker from each target market review before anything ships.
- Confirm the core value proposition survived the adaptation in every version.
- Check channel-specific constraints (character limits, formatting) were actually respected per channel.

Expected Outcome

Region-specific versions of the campaign copy, adapted for language and channel, ready for local marketing review.



Want help rolling this out across your team? **Go to Liminals.Tech** 