Title: What strategy is used when localizing content?

Description: What is text localization, how is it carried out, what strategy is used, and why is it needed?

How to prepare a localization strategy

Setting foot in another market comes with a challenge: localization. How do you target potential local users? Not having a clearly defined localization strategy in place can cost your business a lot in the long run.

Localization companies such as Pangea Global offer a wide range of services, including high-quality content and brand localization. Here are a few helpful tips on creating a knock-out localization strategy that will bring your brand in front of your international users.

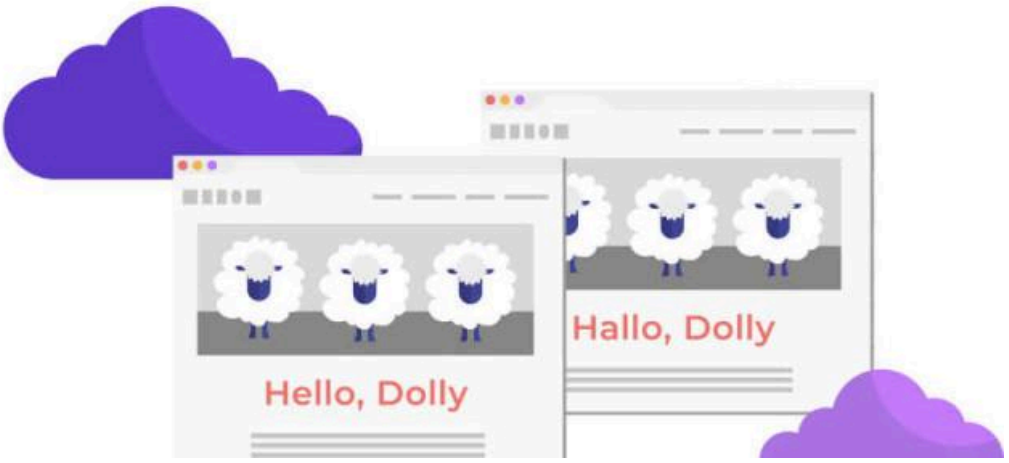
First things first: Determine the target language and region
While there may be some cost difference between translating your website from English into Spanish and translating it into German, it is less significant if you think about relevance. Certain languages may be more relevant than others, depending on the industry, type of service or product, the country/countries' demographic, etc.

For example, if you are a video game developer and want your game to stand out, it may be worth having it localized into Japanese, Simplified Chinese, Brazilian Portuguese, Spanish (EU), Polish, German, French, Russian, and Italian. Of course, we encourage you to conduct your own research.

Understand your target audience
Before you even consider setting foot in a new market, you must understand it first. Doing some competitor research, analysing user behaviour and client journey(s) is where you should start.

While this may take time and resources, localization agencies like Pangea Global offer you a lucrative solution to get market-fit in no time. Hiring over 600 linguists and localization professionals, the agency has all the resources and tools to conduct thorough linguistic research and execute your international marketing strategy from A to Z.

Localize your customer journey
To ensure you don't miss any detail, evaluate your customer journey by taking every step a regular client would take to purchase your product or service. This will help you pinpoint areas that need localizing. From the very first interaction a new user has with your website or brand, you should address them in a way that resonates with them - engage with them in their language and meet their cultural expectations. Any idiomatic expressions or jargon should be transcreated into the target language.



With over 10 years of experience in the translation and localization industry, Pangea Global ticks off all the boxes in high-quality localization and transcreation services.
Follow the link for more details.