1. Analyze target markets

Your product may have more appeal in some countries more than others. Analyze your target market and audience carefully. Your sales team can help with an estimation and expected revenue. Your Language service provider can help you with an overview with the expected costs for localization. Text United provides a cost estimation when setting up a project, so the user has fully transparent cost overview of the localization project(s).

1. Cultural aspects

Research the local culture, advertising laws and the reception of your target based on other similar products or businesses. Certain products may not be useful in other cultures. Hire local research teams to provide useful insight into the target market.

1. Language

Choosing the language for localization is the most important step. Most businesses will choose one of the most spoken languages in the world which have a high number of native speakers. However, before choosing the languages, make sure to consider all possible target markets and variants of the language, for example French Canadians and European French people have quite the different cultures and even some minor differences in the language itself.

1. Find the right people

Finding the right people for your localization project is the main part of the localization itself. This may not only involve highly skilled and professional translators, but also a team of researches and marketing specialists.

1. Learn from your results

Once you have decided with markets to target, start with just a few of them. Release your localized content to the new markets and keep track on the results and how customers received your presence. If there are any mistakes and errors, keep track and learn from them. Use this knowledge to your advantage for your next big localization project.