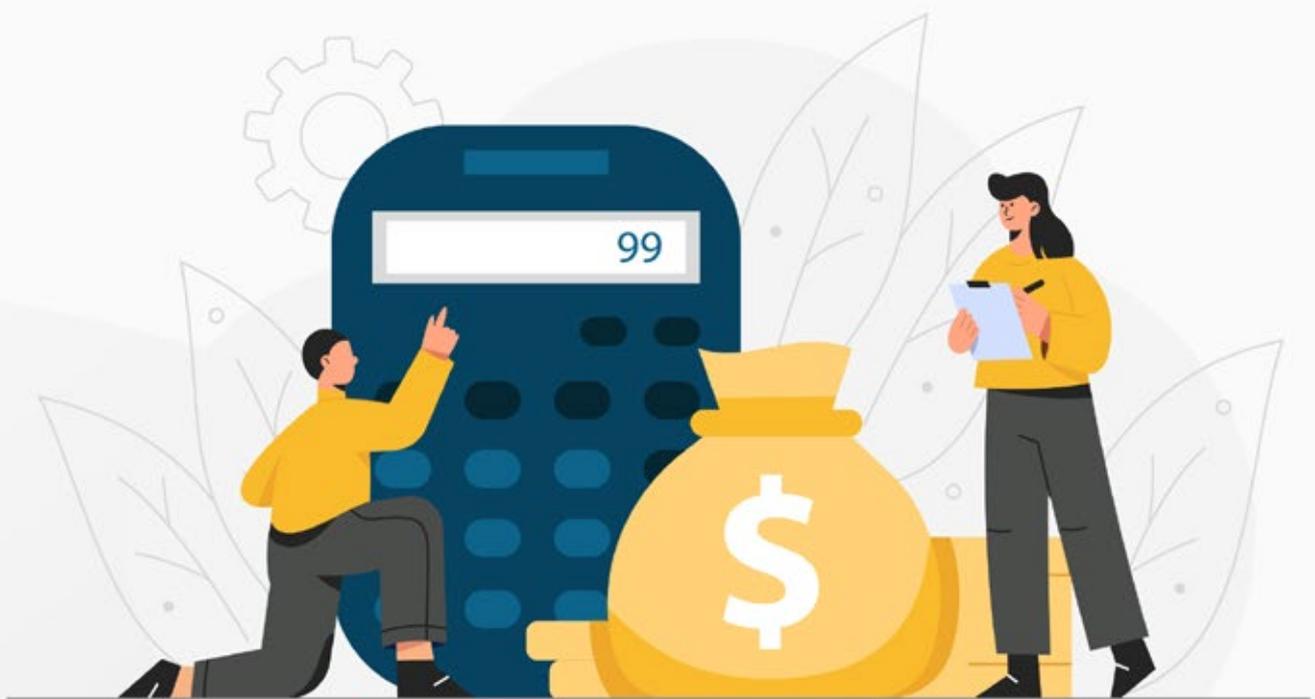# marshub

Reducing
Localization Cost
For Your Next Project

A 360° localization platform to make the
process faster, simpler, and more efficient!

YOU WILL FIND IN THIS E-BOOK

The present age of fierce competition highlights the significance of global expansion for businesses. Expanding into foreign markets takes a lot and if you aspire to grab your share from multiple lucrative global markets, localization is the key! Without providing a localized experience to your audience, you cannot stay top of their mind and that's why you need to localize your content.

Like any other business, your first question must be - "how much it will cost me". You might also be thinking "can I have localization done at a cheaper rate?"

Well, cost should NOT be ignored! Not every business can pay high. At least not at the beginning of their international exposure. So is there a way to reduce the cost of localization? And if yes what are the methods or tools to use?

This e-book will highlight factors affecting localization costs and the ways you can reduce localization for your new project.

IS IT FUSS? OR IS LOCALIZATION REALLY IMPORTANT?

Imagine if a Chinese person is trying to sell their product to you. Would you buy it? Either you will be too spooked thinking "why is a Chinese salesman trying to target you as a customer when clearly you do not understand a word he says" or something on a similar note right?

Now, if the same Chinese salesman approached you with a localized product translated in a language that you understand, has alluring packaging, and just got the right features...will you buy it?

Yes.

So, you must keep eye on three basic localization strategies that will be worth your time, i.e;

Language pair

Design and formatting

Cultural relevant messages for the target audience

Localization not only helps with sales but also improves the SEO strategies when targeting the demographics. Once the product, service, or website is localized it automatically drives traffic as per your goals.

To grow your project it is vital to stay in the competition, localization is your chance to move ahead. Therefore pay quality focus on your project localization.

HOW MUCH DOES LOCALIZATION COST?

One always considers the budget, and skillset of the translator before agreeing on mutual terms. Sometimes it is hard for companies to find solid ground.

Let's suppose, you have a growing website with a lot of traffic potential. Your content might be available only in English. Localization cost for a product, service, website, documents, etc will vary. Also, the language pair is important to consider too. Some translation companies will charge you higher, while some will charge your nominal charges.

So the best possible solution is to find a translation service provider that is affordable and has a strong portfolio.

KEY FACTORS INFLUENCING LOCALIZATION COSTS

The localization industry has a certain reputation when it comes to costs. There is no fixed charge for translation or localization. Each translation service provider will offer a competitive rate. Some may charge higher while some may offer the lowest rates that are too good to be true.

To better understand the cost of localization, you need to understand the factors that usually affect the rates. Some of them are mentioned down below.

Data Matters	Language Pairs	Type of Localization
Recruitment	Turnaround Time	Translator's Experience

Data Matters

Localization may sound like a simple process but in reality, it's technical. Translation memories are used to make the process easier and faster. However, it does require a time investment. If there are any inaccurate entries in the translation memory, then your localization will be filled with error(s).

Therefore, for a smooth localization process, price is not according to a per word basis. The use of translation tools affects the localization cost.

Recruitment

Translation agencies have a worldwide database. Still, they need to recruit the right translator for the right task. Once a translator is chosen they are evaluated on the basis of their skills and language expertise.

This process is not cost-free either as LSP (language service providers) will always charge. If a subject matter expert is hired, then the localization rate will become steep too.

Language Pairs

The type of language pair demanded also makes the localization cost vary a lot. The less common language pairs are costly because of their low demand. So finding the adequate translator for the job will take double efforts

For instance, a translation from Spanish to English or English to Chinese will cost less as compared to Dutch to Arabic.

Turnaround Time

Time is an investment of its own. Localization with a strict deadline means that a larger group of translators is required to do the job in a fast turnaround time. The agency will have to outsource even to be able to meet the deadline.

If such a condition prevails, and freelance translators are hired, the cost of localization will increase as well.

Type of Localization

The type of content also matters. If it's a product localization, then the price rates will vary. If its website localizarion its price might be economical as compared to a product localization.

The more technical content the higher the localization cost. For instance, a legal translation is more complicated. Therefore the localization process will be more time taking.
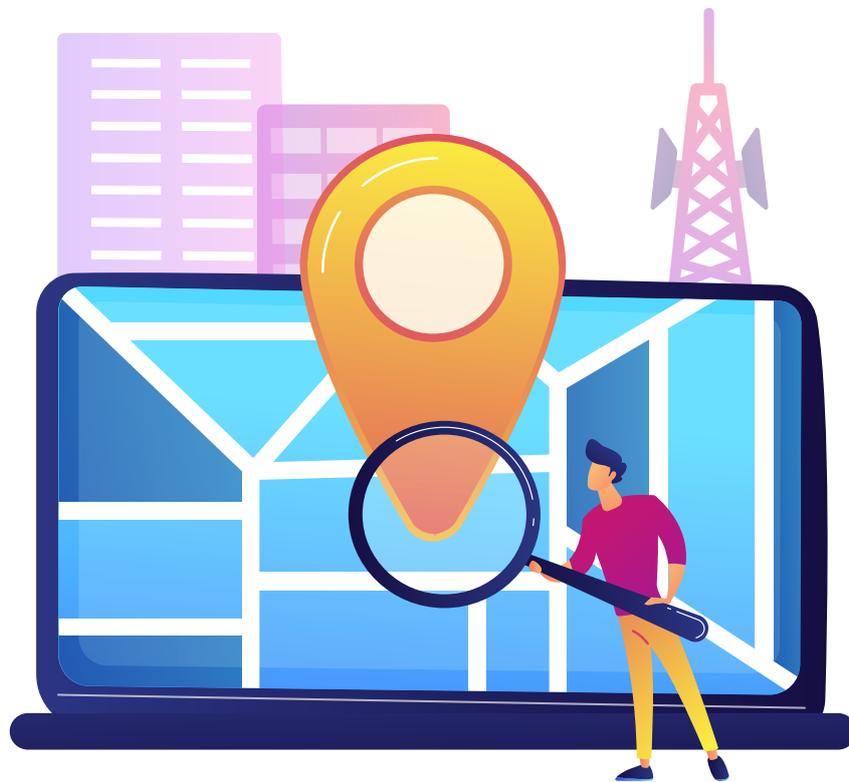
Translator's Experience

A translator hired with more level of expertise will definitely cost higher. These are not amateurs but subject matter excerpts with the right level of experience.

It is rather more expensive to work with a specialized translator but sometimes such is the demand of the localization process. If you hire an inexperienced translator the quality will be easily compromised.

TIPS AND TRICKS TO REDUCE LOCALIZATION COST

A business owner has to run a tight ship when it comes to budgeting. Sometimes they are not in a position to advocate large-scale localization.

Since localization is part of doing global business, the more you delay it, the more chances of losing the target audience, and stagnant sales lurk in the background. However, localization costs do not always have to be out of budget. Follow the tricks down below to experience a reduced cost of localization.

- Find Verbosity
- Pareto Principle
- Use a Cost-effective Localization Management Platform
- Make a Plan
- Editing, Editing, and More Editing
- CAT Tools Choice
- Textless Images
- Take Care of the Manual Process
- Coordinate and Collaborate
- The Language Pair
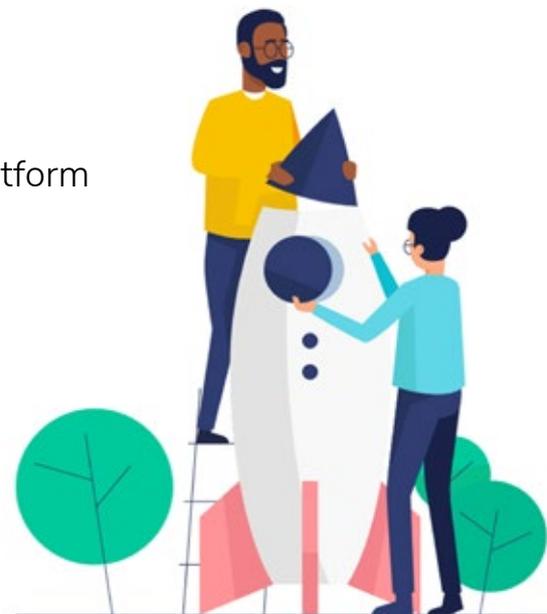
Find Verbosity

If you are new to the international business then chances are many translation agencies will try to con their way from your work. So the first thing as an entrepreneur you need to do is to learn the basics about localization.

Once you have undergone a comprehensive study about localization and related terminologies you can now identify and list down the optimizing components that will help you allocate a reasonable price. Translation takes place more than 50% in the localization process. Therefore the need to be concise will always remain the top priority.

Pareto Principle

A common translation rule is applied in the localization process ie. 80-20 Rule. Do you know how much your product is used? 80% of the time only 20% of the product is used by users. Fascinating, isn't it?

You need to identify the parts of features of your services and products that are rarely used by the customers. Minimize paying extra. A feature that generates dead sales does not require localization.

Sometimes it is best to localize only 20-30% of the product and service's description. Consider it a light version of the localization of your products.

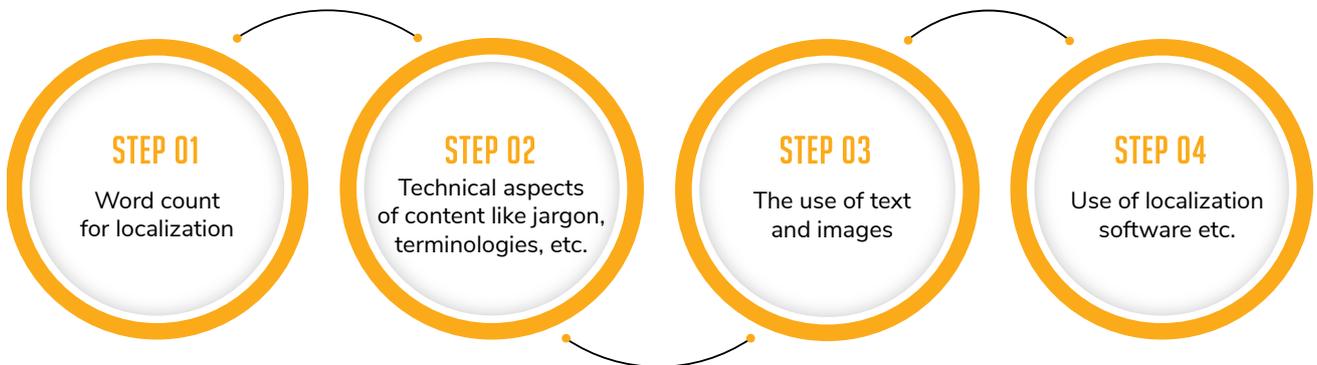# Use a cost-effective Localization Management Platform

Using cost-effective localization management is yet another factor to consider. As said earlier, if price rates are too flawless, chances are translation quality is compromised.

But there are certain localization management platforms like MarsHub that offer to translate and localize the projects at market rate. Since clients do not always have a high budget, the use of such platforms is an effective strategy to reduce localization costs.

So how can you decide which is the right choice? You can make a list of localization service providers. The professional ones offer transparency therefore you can try their free sampling too.

Make a Plan

A localization plan offers clarity to you. There are certain components to consider such as;

STEP 01
Word count for localization

STEP 02
Technical aspects of content like jargon, terminologies, etc.

STEP 03
The use of text and images

STEP 04
Use of localization software etc.

Once you have taken all the factors into account you can have the right estimate plan to reduce localization costs. Maye in one project you do not need to use CAT tools or it could be possible you can extend the deadline so that no extra translators get hired.

Making clear localization goals will help you stay on track and do not lose sight of the plan you have in mind.

Editing, Editing, and more Editing

The time spent on translation and localization is what increases the bills in the end. You can always cut the time by prepping the source text before the localization process even begins. This will help to reduce the localization cost as well.

So before the localization process begins, you can detect the;

- Wordy sentences
- Jargon
- Images that require localization etc.

If the content is inconsistent it will slow down the localization process. So, if you eliminate the inconsistent or unnecessary parts of the content it will contribute to decreasing the costs as well. It's better to eliminate any distractions that otherwise may cost you big time.

CAT Tools Choice

The manual translation is old school. So localization platforms use a hybrid approach where CAT tools are a part of the translation and localization process. Sometimes investing in CAT tools is necessary. They can be used for long-term purposes especially if you have to face localization in the future too.

You can invest in the translation memory and use it for future projects. The software can track the previously translated texts therefore the translation and localization becomes easier for translators. Hence, less time will be consumed.

Another quality benefit of investing in CAT tools is terminology management. The database is everlasting. Whatever terms are used previously are safe and secure. It will fasten the process to extract the information on time.

So if you have a long-term future project investing in CAT tools is a logical choice. Even with a limited budget, you can explore pocket-friendly options.

Textless Images

In the localization process, images are also part of the changing channel. Sometimes some images have text written on them that requires translation as well.
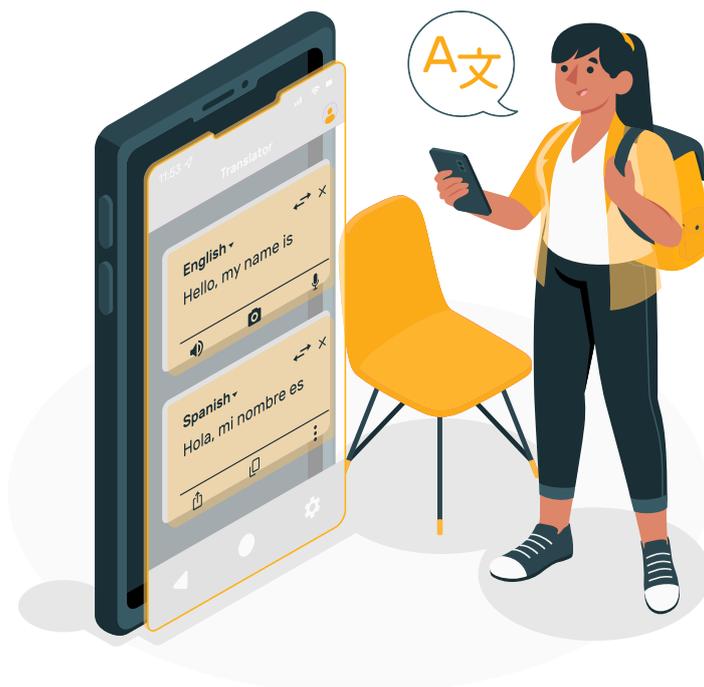
Hence, it is a time-consuming and expensive task to take care of. Images will also need to be modified according to the local culture to remove any nuisance. Localizing images will involve an expert who can localize the concept without disturbing the main context.

So instead of localizing the images, the best thing to do is to eliminate them. Only focus on the description of the caption. This strategy will work effectively especially for an e-commerce site where hundreds of product listings are available.

Take care of the Manual Process

The best investment in online tools is that it fastens the localization process but also cuts the cost of manual processing.

When you hire a localization platform if they offer integrations that will highly reduce the manual process. It will create a huge difference! It's better to eliminate the work description that will exceed your budget.

For instance;

- Developers have to export and convert the localization files in two different versions i.e. JSON into CSV.
- Designers usually have to transform the image into local design manually.

- Copywriters, and the content team struggle with the maintenance of excel sheets, etc.

The task will become hectic to complete unnecessarily. So map out the strategy that eliminates 80% of the manual process (at least).

Coordinate and Collaborate

A localization team does not only consist of translators. It's a collaboration of different roles. If you have built a team that lacks the expertise or right experience, you are in hot water.

So how can you ensure localization teams are working efficiently? To avoid multiple problems you need to come up with a collaborative localization flow. This way you can ensure that everyone is focused and working productively.

Talk with the project managers in the orientation meeting and be very specific about your goals, and deadlines. So instead of constantly keeping an eye on the localization team, valuable feedback is easy to collect. It helps reduce the cost problems in an effective manner.

The Language Pair

Some language pairs are more complex. Therefore the cost of translation increases that in result affects the localization process too.

Make an effort to ensure that the language pair does not require too many resources. It's best to target the audience where your business has an opportunity to grow. It will also maximize the ROI and you have a fighting chance against the global marketplace.

So it's important to make sure that the language you choose to target is relevant to your target audience. It emphasizes clear goals and gives more clarity to the localization team as well.

Also, make sure to maximize the use of analytics that will help you track which target language is trending in the marketplace.

Analyze the researched information before you even start the localization project. This way you can choose the language pair that will maximize your returns!
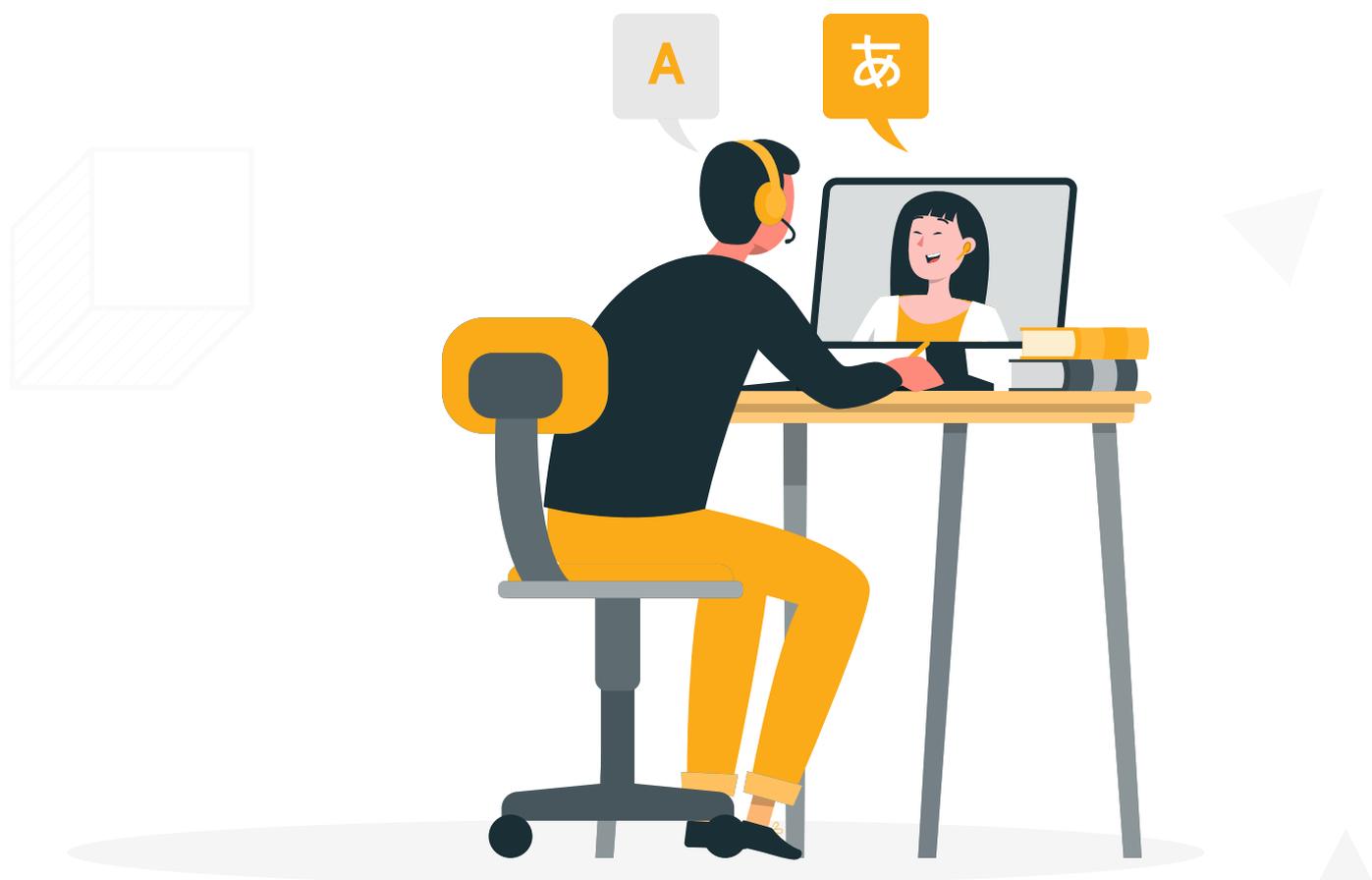
HOW MARSHUB OPTIMIZES PROJECT COST

Localization is part of doing business but most importantly reaching a wider audience and prospects to do future business with. To work smarter you need to make effective investments, localization is one of the necessary processes that every business has to invest in at least once in their lifetime. For best results, you need to use a reliable localization management platform and that's where MarsHub can be of great help!

MarsHub is a localization management platform for all businesses. Using the platform, you can manage all your localization projects effortlessly.

Powered with advanced TMS real-time communication and customization makes project management hassle-free, You can always count on our cloud-based platform to ensure error-free results in a cost-efficient manner. There are no hidden surcharges so clients do not have to worry about additional charges.

marshub

Don't hesitate to get in touch,

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