

## *Localization into U.S. Markets*

Provided By: Enso Company Ltd.

Introducing a product or service to the US market is as easy as translating materials into English, right? Wrong! Planning with a professional is the first and most essential element needed for a successful launch.

Aside from the legal, patent, copyright and trademark issues that need to be addressed, a comprehensive strategy for introducing your company and your product/service to the markets in the US, it is necessary to present the right image to attract customers. An understanding of the demographics of your target market, the subtleties of local culture and how to merge your unique qualities with this information is what makes your products/services stand out in the crowd.

A localization firm comprised of the target native audience will be able to conduct effective market research, customize your message, define and prepare the right mix of materials and advertising, and narrow your target audience.

The most costly miscalculation is thinking it is simpler and cheaper to just have in-house staff look at the ads, collateral and messaging of similar companies already doing business in the US in order to come up with something similar. This slap-it-together approach is more expensive because mistakes are made squandering valuable time and resources, in addition to the potential damage to your company's reputation.

Careful collaboration with your localization firm presents your company as a polished, savvy business with whom others will want to do business and build a solid foundation out of your initial investment. Some basics to consider in your planning process are:

### Localizing Your Marketing Message:

- Identify your target market industry, audience, and geographic locations
- Partner with professional localization firm to reduce your risk
- Be attentive to the ways your marketing will support cross-cultural relationship management

### Language Considerations:

- Industry and slang terms do not always translate, a global lexicon is essential to communicating clearly across all markets
- Establish consistency and style guidelines to ensure all documents will be translated the same way every time
- Implementing appropriate technology from the start will preserve the work already done so that it can be reused again later and reduce revision costs later
- The dominant language in some geographies is not English – don't assume

### Bare Minimum Needs:

- Web site – a source of general information for potential clients
- Sales collateral – specific information about your products and/or services
- User guides / Instructions – if you sell it your clients have to be able to use it!