

AN OVERVIEW OF THE BEST B2B LOCALISATION PRACTICES

Globalisation is playing an increasingly important role in the B2B space, with both large and small companies finding success through well-planned B2B localisation strategies. But what are the key factors for success when it comes to localising your B2B products and services for foreign markets?

In this infographic, we explore some of the key considerations and best practices for B2B localisation, from analysing target markets to creating tailored content that resonates with each region.



BEST PRACTICES FOR SUCCESSFUL B2B LOCALISATION

RESEARCH THE TARGET MARKET AND AUDIENCE



Any successful localisation programme starts with developing an understanding of the cultural nuances of your target language or region. Consider cultural norms, language preferences, and other regional differences that can help you tailor your product or service to meet customer needs.

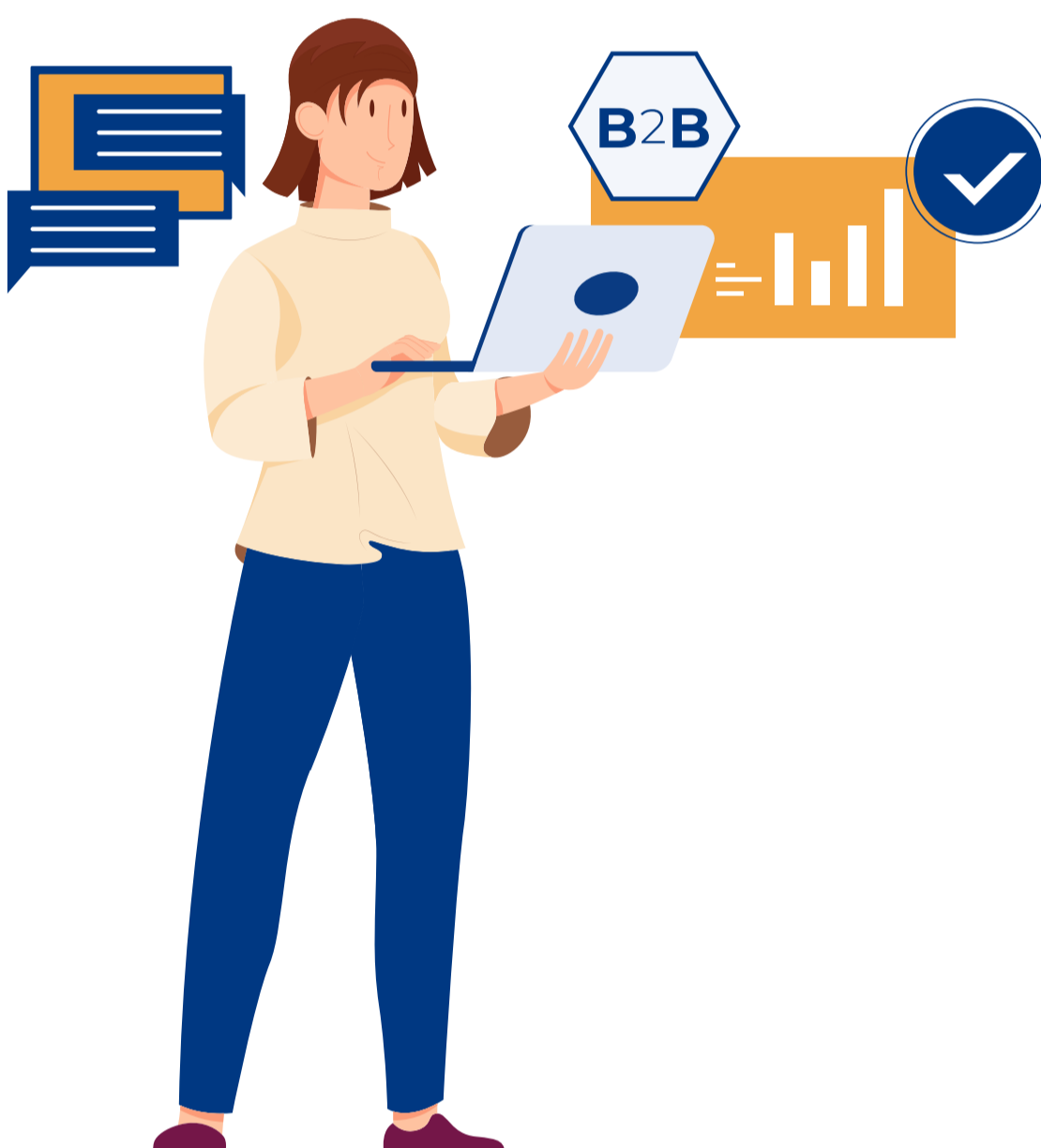
This research should also include competitor analysis so that you can better understand what sets you apart from similar products on the market. By understanding customer needs in advance, it will be easier to tailor your product or service accordingly without having to make costly changes later on down the line.

CHOOSE THE RIGHT TRANSLATION PARTNER

The quality of your localised content is only as good as the translation provider you choose to collaborate with. Look for partners who have experience working with B2B companies and are familiar with relevant terminology and industry-specific jargon. It is also important to find a provider who thoroughly understands the cultural nuances of your target markets.



PAY ATTENTION TO TRENDS AND DEMANDS



It is well worth keeping up to date with the latest trends, social causes and audience demands in your industry. The information you gather will help you decide on the direction of your localisation strategy and, by following trends, you can better anticipate any potential language needs in your target markets and ensure that you are continually adapting to customers' changing preferences.

A good example of this is the increase in demand for Ukrainian translations in recent months. Listening to feedback from beta customers can help you gain insight into potential barriers that could exist when promoting your product or service in a new market.

ENSURE ACCURATELY TRANSLATED CONTENT

Poorly translated text can harm customer experience and brand perception, so taking the time to ensure accuracy is key here. It is also important to consider how different languages convey meaning and in particular, how certain terms may differ from one culture to another.

Leveraging the expertise of native speakers can be highly beneficial as they can provide insight into nuances that may not be immediately apparent to non-native speakers.



ASSESS THE COST OF ERRORS IN ADVANCE



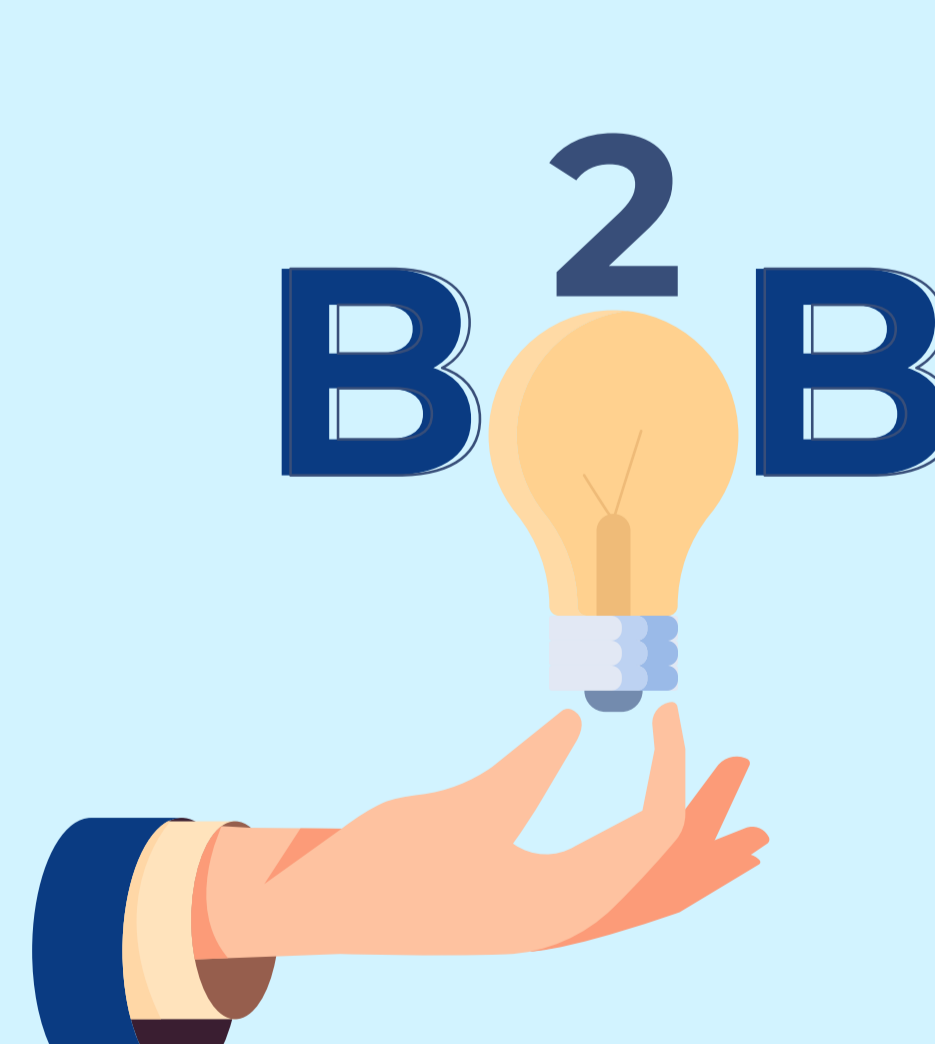
Before embarking on any localisation programme, it is also important to assess the potential cost of errors, as these can have serious implications for your business. From inaccurate translations and linguistic shifts to stilted phrasing and a lack of cultural understanding, mistakes can result in decreased customer satisfaction and even legal disputes.

To avoid potentially costly errors, you should review all content before launching it in new markets and have a plan in place for dealing with any errors that may have been missed.

THINK STRATEGICALLY ABOUT WHAT NEEDS TO BE TRANSLATED

It is important to keep in mind that you may not need to localise every element of your product or service to succeed in new markets. It will depend on the sector and target market, but many products can satisfy customer needs without being fully adapted for each region.

The same goes for your content — take some time to think about what needs to be localised and what doesn't as this can help to keep costs down.



UTILISE THE RIGHT TOOLS

When localising content, it is important to choose the right tools and strategies for your business.

There is a wide variety of software applications and services available to help businesses manage their content in different languages, such as website translation services, automated translation engines, text-to-speech services, and machine translation tools.



PERFORM THOROUGH TESTING

It is essential to test localised content before it goes live. This includes carrying out beta tests with native speakers in each of the target markets, as well as conducting usability tests to ensure that the content is optimised for each language.



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