

Centralized Marketing Translation Tip Sheet



Five examples of how international organizations can centralize marketing translation processes in order to increase efficiency, improve quality and reduce costs.

Many global marketing teams face challenges in unifying strategy and processes across regional and local markets. Nowhere is this more visible than in a decentralized approach to marketing translation.

When marketing processes are decentralized, there is a tendency to think of content in terms of the budget owner, whether it's business development, channel marketing, web content, regional marketing, to name a few. When this content extends across different countries, cultures, and languages, processes lose efficiency, the work of colleagues is duplicated, and your global network can quickly become unwieldy.

Here's how to get the most out of Milengo and make our workflows work for your organization – globally, regionally, and locally.

Smart centralization

Take advantage of the cost efficiencies of centralizing tasks.

- Streamline essential technical support and file preparation services
- Centralize desktop publishing centers to ensure integrity of your brand and design, no matter the target language
- Benefit from project management and customer support from a dedicated client account team and single point of contact

In-country language services

Decentralize where it counts: Language quality.

- Linguistic services carried out exclusively in-country by native-speaker translators
- Translation, copy adaptation and transcreation services performed by experts in the target market

Regional collaboration

Integrate feedback so that regional management retains control over their own market.

- We collaborate with your regional product and marketing managers to align our translations with locally produced content and linguistic preferences
- Simple online tool, LanguageDesk, to streamline the communication workflow
- Regional management retains full control and sign-off of content for their market

Central terminology management

Keep core company terminology managed and maintained in one location.

- Avoid numerous glossaries per region to keep the focus on company terminology as a key asset
- Keep company terminology and brand messaging consistent across all regions
- Minimize review efforts for your in-country teams and reduce overall translation spend

Leveraged translations

Translation tools reuse approved translations regardless of file format, so you never pay for translating the same content twice.

- Reduce the scope of translation – improve turnaround times and reduce translation costs
- Support update projects – only translate new and updated content
- Ensure consistency between various formats, such as web content and print collateral

→ To learn more about Milengo's marketing translation services, please contact sales@milengo.com

Milengo provides translation and localization services for clients in the IT, hardware, and E-Commerce domains. Our flexible, technology-independent approach to localization project management allows us to easily adapt to your needs, great or small.

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