



4 SIMPLE STEPS
TO AN EFFECTIVE

VIDEO TRANSLATION STRATEGY

Many businesses are now giving preference to digital content marketing, especially video marketing. Video marketing has shown a great uptrend these days. Almost half-a-billion users watch video content on Facebook.

Your video content can grow your revenue by up to 49 percent.

81%
- HubSpot

of businesses use video as a marketing tool.

65%
- Google

of people use YouTube to help them solve a problem.



→ Use Professional Translation Services

If you are making video marketing as a prime factor, we will suggest to hire professional translation services. You can get a freelancer for the project but if your content is likely to be leaked you can hire translation agency.



→ Tailor your Speech

A poorly-tailored speech hurts translation efforts. This is especially so in the case with fast speech and unfinished thoughts. During the translation process, the target language might use more text than the source language. So you need to be a bit slow with your speech to allow the viewers to read the transcript and match it with your voice.



→ Consider Globalization

Before starting your video project, you need to decide whether to translate it in one or more languages. This will not only help you in choosing the global topic, it will also help you in the selection of the target language. Before creating the content, you should be aware of the translated version, as you do not want to hurt anyone's emotions by some conflicting messages, since cultures and languages vary. To overcome this issue, you can get help from a company providing professional translation services.



→ Additional Screen Texts

Text on the screen matters a lot and it also helps viewers. If a text that appears on screen is very relevant for viewers to understand the information, it will generally require translation. Also consider that if you have a lot of on-screen text, you are depriving yourself from the generally more cost-efficient subtitling option.

BENEFITS OF

Video Translation

