
Certified Professional in Game Localization

Marketing and Community Management in Game Localization

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Marketing

Marketing is the process of promoting, selling, and distributing a product or service to attract and retain customers. In the context of game localization, marketing involves adapting promotional materials and strategies to target specific international markets effectively. This includes translating advertisements, social media content, websites, and other marketing materials to resonate with the cultural nuances of the target audience.

Related Terms: Promotion, Advertising, Branding, Global Marketing

Example: A game developer may create localized versions of their trailers and advertisements in different languages to reach a wider audience and increase sales in international markets.

Community Management

Community management refers to the practice of building, engaging, and maintaining relationships with a community of users or players. In the realm of game localization, community management involves fostering a sense of belonging and loyalty among players from different cultural backgrounds. This includes moderating forums, social media channels, and in-game communications to ensure a positive and inclusive experience for all players.

Related Terms: Player Support, User Engagement, Online Community, Social Media Management

Example: A community manager may organize in-game events, contests, and tournaments to keep players engaged and connected with the game and each other.

Localization

Localization is the process of adapting a product or content to suit the linguistic, cultural, and technical requirements of a specific target market. In game localization, this involves translating game text, audio, and visuals, as well as making adjustments to gameplay, art, and design elements to appeal to players in different regions.

Related Terms: Translation, Culturalization, Internationalization, Transcreation

Example: A game developer may localize their game by changing character names, references, and jokes to resonate with players in Japan, ensuring a more immersive and enjoyable experience for the target audience.

Global Marketing

Global marketing is the practice of promoting and selling products or services on a worldwide scale. In the context of game localization, global marketing involves creating cohesive and culturally relevant marketing campaigns that resonate with players from diverse backgrounds and regions.

Related Terms: International Marketing, Cross-Cultural Marketing, Multinational Marketing

Example: A global marketing campaign for a mobile game may include localized advertisements, social media posts, and influencer partnerships tailored to appeal to players in different countries and regions.

Transcreation

Transcreation is the process of adapting marketing or advertising content from one language to another while maintaining the original intent, style, and emotional impact. In game localization, transcreation is often used to convey the same message or brand image in a way that resonates with the cultural sensibilities of the target audience.

Related Terms: Adaptation, Creative Translation, Cultural Localization, Marketing Localization

Example: A transcreation of a slogan for a game may involve changing the wording, tone, and imagery to evoke the same emotions and reactions in players from different cultural backgrounds.

Culturalization

Culturalization is the practice of integrating cultural elements, values, and references into a product or content to make it more relevant and appealing to a specific target audience. In game localization, culturalization involves adapting gameplay, storylines, characters, and visuals to reflect the cultural norms, beliefs, and preferences of players in different regions.

Related Terms: Localization, Cultural Adaptation, Contextualization, Cultural Sensitivity

Example: A game developer may culturalize their game by adding traditional music, costumes, and festivals to create a more authentic and immersive experience for players in specific countries or regions.

Player Support

Player support refers to the services and assistance provided to players to help them navigate the game, resolve issues, and enhance their overall gaming experience. In game localization, player support involves offering multilingual customer service, troubleshooting guides, and FAQ resources to assist players from different linguistic backgrounds.

Related Terms: Customer Service, Technical Support, Help Desk, Community Moderation

Example: A player support team may provide live chat, email, and social media assistance in multiple languages to address player inquiries, feedback, and complaints promptly and effectively.

User Engagement

User engagement is the measure of how actively involved and invested users are in a product or service. In the context of game localization, user engagement involves creating compelling and immersive experiences

that captivate and retain players from diverse cultural backgrounds. This includes designing engaging gameplay, storytelling, and social interactions that resonate with players worldwide.

Related Terms: Player Retention, Gamification, Interactive Design, Community Building

Example: A game developer may enhance user engagement by introducing new levels, challenges, and rewards that motivate players to continue playing and interacting with the game over time.

Online Community

An online community is a group of users or players who interact, share information, and collaborate through digital platforms such as forums, social media, and multiplayer games. In game localization, online communities play a vital role in connecting players from different countries and cultures, fostering relationships, and building a sense of community around the game.

Related Terms: Virtual Community, Social Network, Gaming Community, Community Forum

Example: An online community manager may create forums, Discord channels, and social media groups where players can discuss strategies, share experiences, and connect with other fans of the game.

Social Media Management

Social media management involves creating, curating, and sharing content on social media platforms to engage with users, build brand awareness, and drive traffic to a website or product. In game localization, social media management includes tailoring social media posts, campaigns, and interactions to appeal to players from different cultural backgrounds and regions.

Related Terms: Social Media Marketing, Content Creation, Community Engagement, Influencer Outreach

Example: A social media manager may collaborate with influencers, streamers, and content creators to promote the game to their followers and engage with the gaming community on platforms like Facebook, Twitter, and Instagram.

Translation

Translation is the process of converting written or spoken content from one language to another while preserving the original meaning, tone, and context. In game localization, translation involves translating game text, dialogues, subtitles, and interfaces into multiple languages to make the game accessible and enjoyable for players around the world.

Related Terms: Localization, Transcreation, Interpretation, Machine Translation

Example: A translator may localize a game by translating quest descriptions, item names, and dialogue lines into Spanish, French, German, and other languages to cater to a global audience of players.

Adaptation

Adaptation is the process of adjusting or modifying a product or content to suit the requirements, preferences, or constraints of a specific target audience or market. In game localization, adaptation involves making changes to gameplay mechanics, visuals, storytelling, and cultural references to ensure that the

game resonates with players in different regions.

Related Terms: Customization, Modification, Tailoring, Personalization

Example: An adaptation of a game for the Chinese market may involve redesigning characters, landscapes, and storylines to comply with local regulations, preferences, and cultural sensitivities.

Branding

Branding is the process of creating a unique and recognizable identity for a product, service, or company through distinctive logos, colors, slogans, and marketing strategies. In game localization, branding involves adapting the visual and verbal elements of a game's brand to appeal to players in different regions and reinforce the game's image and values.

Related Terms: Brand Identity, Brand Awareness, Brand Loyalty, Brand Management

Example: A game developer may create localized versions of their logo, website, and social media profiles to establish a consistent and appealing brand presence in international markets.

Promotion

Promotion is the act of raising awareness, generating interest, and driving sales of a product or service through marketing campaigns, advertising, and promotional activities. In the context of game localization, promotion involves creating targeted and culturally relevant promotions to attract players from diverse backgrounds and regions.

Related Terms: Marketing, Advertising, Sales Promotion, Publicity

Example: A promotion for a localized version of a game may include discounts, limited-time offers, and exclusive in-game items to entice players to try the game and make purchases.

Internationalization

Internationalization is the process of designing and developing a product or content in a way that allows for easy adaptation to different languages, cultures, and regions. In game localization, internationalization involves creating a framework and infrastructure that supports multilingual content, diverse cultural references, and regional preferences from the initial stages of development.

Related Terms: Globalization, Localization Engineering, Multilingual Support, Cultural Adaptation

Example: An internationalized game may include features such as dynamic text rendering, Unicode support, and language selection options to accommodate players from around the world.

Cross-Cultural Marketing

Cross-cultural marketing is the practice of creating marketing campaigns and strategies that appeal to consumers from different cultural backgrounds and regions. In game localization, cross-cultural marketing involves understanding the values, beliefs, and behaviors of players in various countries and adapting marketing materials to resonate with their cultural sensibilities and preferences.

Related Terms: Cultural Sensitivity, Diversity Marketing, Multicultural Marketing, Global Branding

Example: A cross-cultural marketing campaign for a game may feature diverse characters, settings, and storylines that reflect the cultural diversity and inclusivity of the target audience.

Multinational Marketing

Multinational marketing is the practice of tailoring marketing efforts and strategies to target consumers in multiple countries and regions. In the context of game localization, multinational marketing involves creating cohesive and culturally relevant marketing campaigns that appeal to players from different linguistic backgrounds, cultural norms, and gaming preferences.

Related Terms: Global Marketing, International Marketing, Regional Marketing, Localization Strategy

Example: A multinational marketing plan for a game may include region-specific advertisements, social media posts, and events to engage players in North America, Europe, Asia, and other key markets.

Help Desk

A help desk is a centralized support system that provides assistance, troubleshooting, and guidance to users or customers who encounter issues with a product or service. In game localization, a help desk may offer multilingual support, technical assistance, and resources to address player inquiries, feedback, and complaints.

Related Terms: Customer Support, Technical Support, Player Support, Support Ticket System

Example: A help desk for a game may include a knowledge base, FAQs, and live chat support in multiple languages to help players navigate gameplay, resolve technical issues, and enhance their gaming experience.

Gamification

Gamification is the practice of incorporating game elements, mechanics, and design principles into non-game contexts to engage users, motivate behavior, and enhance user experience. In game localization, gamification involves designing interactive and rewarding experiences that resonate with players from diverse cultural backgrounds and encourage them to participate, compete, and collaborate within the game environment.

Related Terms: Game Design, Player Engagement, Reward System, Interactive Learning

Example: A gamified loyalty program for a game may offer points, badges, and rewards for completing quests, participating in events, and referring friends, motivating players to stay engaged and invested in the game.

Interactive Design

Interactive design is the process of creating digital interfaces, products, and experiences that encourage user engagement, interaction, and feedback. In game localization, interactive design involves designing intuitive, immersive, and culturally relevant gameplay mechanics, visual elements, and user interfaces that

appeal to players from different regions and backgrounds.

Related Terms: User Experience Design, User Interface Design, Game Development, Interaction Design

Example: An interactive design for a game may include intuitive controls, clear feedback, and engaging animations to guide players through the game and enhance their overall gaming experience.

Community Building

Community building is the practice of fostering relationships, connections, and interactions among users or players to create a sense of belonging, loyalty, and engagement. In game localization, community building involves nurturing a diverse and inclusive community of players from different cultural backgrounds, languages, and regions through forums, social media channels, in-game events, and player support initiatives.

Related Terms: Social Networking, Online Community, Player Engagement, Community Management

Example: A community building strategy for a game may include organizing tournaments, contests, and meetups to bring players together, encourage collaboration, and strengthen the bonds within the gaming community.

Community Forum

A community forum is an online platform or space where users or players can interact, share information, discuss topics, and connect with each other. In game localization, community forums play a crucial role in fostering communication, collaboration, and engagement among players from different countries and cultures, providing a venue for players to ask questions, share experiences, and form friendships within the gaming community.

Related Terms: Online Community, Discussion Board, Social Network, Player Forum

Example: A community forum for a game may include subforums for different topics, languages, and regions, allowing players to engage in discussions, ask for help, and share content with like-minded individuals in a safe and supportive environment.

Content Creation

Content creation is the process of generating, curating, and publishing media, articles, videos, and other materials to inform, entertain, or engage an audience. In game localization, content creation involves producing culturally relevant and engaging content, such as blog posts, videos, social media updates, and in-game events, to attract, retain, and connect with players from diverse cultural backgrounds and regions.

Related Terms: Creative Content, Digital Marketing, Content Marketing, User-Generated Content

Example: A content creator for a game may produce gameplay videos, tutorials, and live streams in multiple languages to showcase the game's features, mechanics, and community events to a global audience of players.

Influencer Outreach

Influencer outreach is the practice of collaborating with individuals or entities with a large following or influence on social media platforms to promote a product, service, or brand. In game localization, influencer outreach involves partnering with gaming influencers, streamers, content creators, and community leaders to reach, engage, and connect with players from different regions and cultural backgrounds, leveraging their influence and credibility to endorse the game and attract new players.

Related Terms: Influencer Marketing, Brand Ambassador, Content Sponsorship, Endorsement

Example: An influencer outreach campaign for a game may involve sending review copies, hosting sponsored streams, and organizing community events with popular streamers and content creators to showcase the game to their followers and drive player engagement and retention.

Machine Translation

Machine translation is the automated process of translating text or speech from one language to another using artificial intelligence and natural language processing algorithms. In game localization, machine translation tools and services may be used to quickly generate translations of game text, dialogues, and interfaces into multiple languages, providing a cost-effective and time-efficient solution for reaching players in global markets.

Related Terms: Automated Translation, Neural Machine Translation, Translation Software, Language Processing

Example: A game developer may use machine translation to generate first drafts of game text, which can then be refined, edited, and localized by human translators to ensure accuracy, consistency, and cultural relevance in each language version.

Brand Identity

Brand identity is the visual, verbal, and emotional representation of a brand, encompassing elements such as logos, colors, slogans, and values that distinguish it from competitors and resonate with consumers. In game localization, brand identity involves adapting the visual and verbal elements of a game's brand to appeal to players in different regions, cultures, and languages, maintaining a consistent and recognizable brand image across diverse markets.

Related Terms: Branding, Brand Image, Brand Positioning, Brand Equity

Example: A brand identity for a game may include a logo, color palette, and tagline that convey the game's genre, style, and tone, creating a memorable and cohesive brand experience for players around the world.

Brand Awareness

Brand awareness is the level of recognition, familiarity, and association that consumers have with a brand, based on exposure to its name, logo, products, or marketing materials. In game localization, building brand awareness involves creating localized marketing campaigns, social media posts, and community events that introduce and promote the game to players in different countries and regions, increasing visibility, engagement, and loyalty among diverse audiences.

Related Terms: Brand Recognition, Brand Recall, Brand Exposure, Brand Visibility

Example: A brand awareness campaign for a game may include influencer collaborations, social media contests, and cross-promotional partnerships to raise awareness, generate buzz, and attract new players to the game.

Brand Loyalty

Brand loyalty is the degree of attachment, trust, and commitment that consumers have toward a brand, based on positive experiences, satisfaction, and emotional connections with the brand's products or services. In game localization, fostering brand loyalty involves delivering high-quality gameplay, engaging content, and personalized experiences that resonate with players in different cultural backgrounds and regions, building long-term relationships, and advocacy within the gaming community.

Related Terms: Customer Loyalty, Brand Engagement, Brand Trust, Repeat Purchase

Example: A game developer may reward loyal players with exclusive in-game items, discounts, and perks, creating a sense of value, appreciation, and exclusivity that encourages players to remain engaged, invested, and supportive of the game over time.

Brand Management

Brand management is the practice of overseeing, maintaining, and enhancing a brand's identity, image, and reputation to ensure consistency, relevance, and appeal to consumers. In game localization, brand management involves adapting the visual, verbal, and experiential elements of a game's brand to resonate with players from different cultural backgrounds, languages, and regions, maintaining brand integrity and loyalty across diverse markets.

Related Terms: Brand Strategy, Brand Development, Brand Positioning, Brand Communication

Example: A brand manager for a game may develop style guides, brand kits, and messaging frameworks to guide the creation and localization of marketing materials, social media posts, and community interactions that reflect and reinforce the game's brand values, personality, and positioning in the global market.

Sales Promotion

Sales promotion is the use of incentives, discounts, contests, and special offers to encourage consumers to make a purchase or take a specific action. In game localization, sales promotion involves creating targeted and culturally relevant promotions, such as discounts, bundles, in-game events, and limited-time offers, to attract and retain players from different countries and regions, driving sales, engagement, and loyalty within the gaming community.

Related Terms: Promotional Campaign, Incentive Marketing, Discount Strategy, Purchase Incentive

Example: A sales promotion for a game may include a special event with exclusive rewards, discounts on in-game currency, and limited-time offers on premium items to motivate players to spend more time and money on the game, increasing revenue and player engagement in the process.

Publicity

Publicity is the act of generating media coverage, attention, and awareness for a product, service, or brand through earned media, such as press releases, interviews, reviews, and social media mentions. In game localization, publicity involves creating newsworthy and engaging stories, events, and content that attract the interest and curiosity of players from different cultural backgrounds, languages, and regions, generating buzz, excitement, and engagement within the gaming community.

Related Terms: Public Relations, Media Coverage, Press Release, Buzz Marketing

Example: A publicity campaign for a game may include press releases, influencer reviews, and social media teasers that highlight new features, updates, and events in the game to attract attention, generate discussions, and drive player interest and participation.

Cultural Adaptation

Cultural adaptation is the process of adjusting, modifying