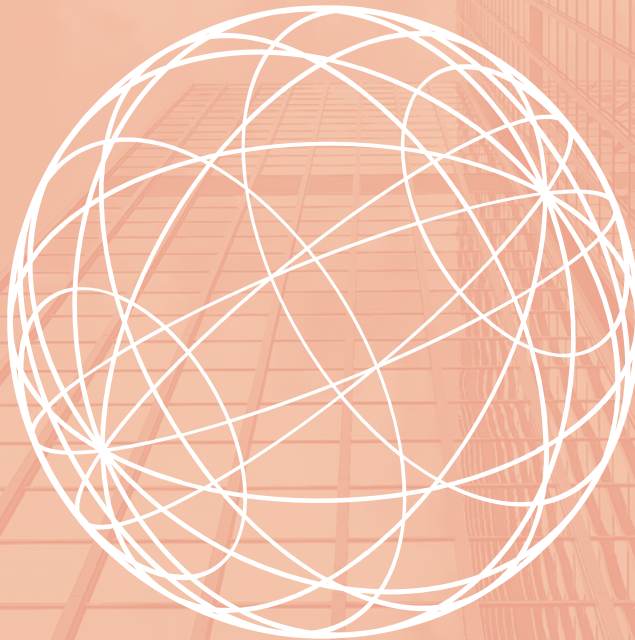


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MARKETING TRANSLATIONS: THE ULTIMATE GUIDE



PREPARED BY
GLOBAL TRANSLATIONS UK



WHAT IS TRANSLATIONS FOR ADVERTISING & MARKETING

Marketing translations refer to the process of translating marketing materials from one language to another. This can look like many things, ranging from website translations to promotional content such as social media posts, advertisements, and brochures. It can look like subtitles on YouTube content that is used as part of your marketing strategy. It can also be SEO-aware translations of blogs into different target languages, which will help you or your client expand their business globally.

Why do you need translations?

Translations can not only help you reach international success but also, help you connect with your audience. Marketing translation services increase sales, brand reputation and customer loyalty.

BRAND REPUTATION

Mistranslations are a sure way to decrease brand reputation. Any piece of content your company produces is a reflection of the brand, mistakes can be costly and damage your reputation as a business.

So is the lack of **localisation** in your marketing materials. A localisation is a form of translation, but instead of directly translating content; it takes into account the local culture and place. It is essentially mindful translation and a form of language adaption to the people.

WHAT MAKES A GOOD SERVICE PROVIDER?

There are three main points that make a good service provider. **Ethical conduct, Results and Talent.**

Let me break down each point.

An **ethical** company isn't just about sustainability, although it is a large part. A company's ethics say a lot about the way they do business.

A service provider that actively makes an effort to help their community and ecosystem shows that they are conscious, responsible and have a heart. This is a good sign that the service they provide is of high quality.

Another element is how they treat their employees is very telling of how they will treat shareholders, partners and clients.

Looking into how the service provider treats their employees, and whether they care about their wellbeing and having the vital

Boundaries and resources are in place to ensure translators and other staff's safety. This can go as far as: are the employees getting paid on time and fairly?

Results. Look for a company's case studies, reviews and even their accreditations. Research into the company, especially any similar clients to your business, and see how they handled their project.

Lastly, **talent.** I mean talent as in whom do they employ.

An important element to notice is the experience and education of their translators. Ask who the translators are and whether they have the necessary experience to handle this project.

If you follow this recipe of success, you will be sure to find a reliable partner for your translations projects.

THE GOLDEN STANDARD

ISO accreditations are one of the most important things to look for when doing business with any company. There is a range of accreditation but some of the most relevant to find a good translation service provider is **ISO 17100:2015** and **ISO 9001:2015**. These attest that a company has outstanding quality management on a business and on a translations level.

MOST POPULAR TYPES OF TRANSLATIONS

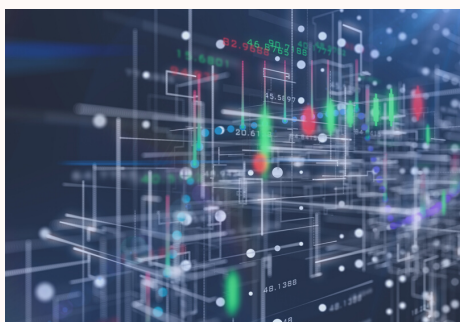
The translation industry is a vast one, offering multiple types of translations. But how do you know what service is for you?

Depending on the industry, certain types of translations are more suitable. Here are the top three translation services for the advertising and marketing industry:



Website Translations

Website translations are key when it comes to marketing. When representing a business, their online personality is the most important, especially when it is a global business or one looking to expand. Having the website available in your audience's native language will increase sales and customer experience.



Technical Translations

Technical translations is an umbrella term that includes almost any written text that requires specialised knowledge on the translator's part. This can be promotional content, brochures, adverts, and many more!



Localisation

Localisation is the act of translating content, mindful of the culture and country-specific knowledge. Instead of directly translating words, it translates the meaning into something the other culture understands wholeheartedly. This is very important when expanding a business and ensuring the business' key messages are successfully understood.

WAYS TRANSLATIONS CAN BE IN YOUR MARKETING STRATEGY



Building the right **marketing strategy** for your company can take time and effort. But one thing you should always include is marketing translations. Whether you are a global business or work on a more national level.

Using foreign languages and your target culture in your marketing strategy is a sure way to get an audience to engage with you.

Such as creating multiple YouTube or TikTok videos, and social media posts in different languages. Show your **international audience** that you understand their culture and needs as a brand. This is a sure way to get your target demographic to trust you and see you as a reliable provider.

Part of marketing strategies is to have a **strong brand identity**; you need to make sure these are properly localised and reach your audience the way you want it to.

MARKETING & SALES

Whether you are **B2C or B2B company**, one truth is universal: clients are more likely to purchase your product/services if the content is in a language they can understand.

Linguistic understanding creates a sense of familiarity and comfort, which makes customers more likely to become regulars.

How We Work



Free Instant Quote

The first step is to get your free quote using our instant calculator on our website. Get your quote in just minutes! Afterwards, a member of our team will contact you to discuss your project.



Competitive Prices

We offer competitive prices to fit most budgets—getting a high-quality service shouldn't have to break the bank.



Global Translators

Your project is then sent to one of our native-speaker translators that specialise in the two target languages.



Expert Service

Our team of translators have years worth of experience in our specialised sectors. We are ISO 17100 & ISO 9001 accredited and a 100% customer satisfaction guaranteed.



Checked by Project Managers

Once your project is translated, it is then checked by our project managers to ensure it is to the standard of Global Translations UK. If there is a mistake or the quality is not high enough; it will then be sent to another translator to correct and back to the PM.



Fast Turnaround

From our instant quote to the process of starting a project and finishing, we aim to be time-efficient. The industry never sleeps and in this fast-paced environment—we offer urgent translation services and operate 24/7.