

## Supercharge your translation strategy for better results

The questions in this section will spark some ideas about how you can achieve better results from your marketing campaigns.

1

### Are you already translating and localising content?

YES

Collate feedback on prior translations from your local markets. Did they achieve good sales results? Do people feel they could have been improved by a stronger or smoother translation? Once you've identified any issues with language, style or even the source content, you'll know how to improve for the future.

NO

Establish which markets you want to target and research the languages required. Don't forget to research the native languages as some countries have more than one language. A languages expert, such as Comtec, can help you do this.

2

### Have you previously used a translation service provider?

YES

Identify what worked well and where things could be improved so your next translation project delivers even better results. Consider moving providers if you received poor feedback from the target market or the company was difficult to work with.

NO

Shortlist providers which are a good fit for your business. Look for ones with relevant sector experience and expertise in marketing translations. It's best if you can work with one that has supported organisations at your stage of global growth so you can use their experience to your advantage. Don't forget they also need to be a good fit culturally as you'll want them to feel like an integral part of your team.

3

### Do you know what marketing channels you need to engage within your target overseas markets?

YES

Congratulations! Create a definitive list of all your content that needs translating. Many clients begin with a localised version of their UK website. Printed materials and product videos are popular for trade events and exhibitions. Look at the cross-over between different channels and scope the potential for re-using translated materials, e.g. using digital content in brochures or case studies. This will increase your ROI.

NO

Spending time now on market research will prevent incurring costs later. Ask your translation provider to identify the right channels to reach different customer groups. Find out what marketing materials work in your target markets and avoid those that don't.

# 4

## Do you know if other departments need content translated?

**YES**

Ensuring everyone has access to a style guide and shared glossary of terminology will help keep the brand consistent. It's best to use one translation partner to translate all your marketing materials as they can also use technology which helps your terminology remain consistent.

**NO**

It's worth finding out now what needs to be translated to support your marketing activities as you'll achieve better results if you use just one translation provider. For example, your legal, sales and customer service teams may be working on terms and conditions, contracts, sales agreements and customer support information. Make sure you also keep HR in the loop.

# 5

## Have you got a team of local market reviewers to approve and sign off your translations?

**YES**

Take it to the next level by asking one person in each market to be your 'localisation champion'. Work with them to develop glossaries of terminology and style guides. Implement review guidelines so other reviewers have a clear process to follow and apply rules consistently.

**NO**

Ask colleagues in the local market to review newly translated content. They don't have to have marketing or sales experience, but it will help. Make sure they have enough time to devote to the project, so deadlines don't get missed.

# 6

## Do you need help project managing your translations and working with local market reviewers?

**YES**

Ask your translation provider about their project management capabilities. They may be able to take the pressure off you. We liaise with local markets to reduce the stress of handling multilingual translation projects and dealing with large volumes of content.

**NO**

Keep streamlining your processes to improve your translations and achieve higher ROI. Explore ways to save both time and money by working with your translation provider to maximise translation memories.

# 7

## Have you identified any content that requires localisation?

**YES**

Make sure your source content is translation ready. Ask your local market teams to review the source content and identify any issues that might affect the effectiveness of the localised content. Invest time now optimising your source content for localisation as this will save money and make the process faster later on.

**NO**

Work with your local teams and translation provider to develop an effective content development strategy for each market. Prioritise content for translation according to business objectives and cultural preferences.

## Need further help?



Download our latest guide, [Kick-start your Global Growth](#) for more information on how to maximise your translation strategy.

We've helped companies worldwide increase the effectiveness of their marketing materials and achieve a high ROI on translation projects. Now we've distilled our experience into a new guide to help you get started.



Or why not book a discovery call with us to talk through your plans and find out more about how we can help? [Click here](#) to book a call.

We'd be delighted to talk through your global expansion plans in more detail and identify where investment in translations can improve sales performance overseas.