

7 Steps to  
Getting the Most  
out of Your

# Marketing Translation



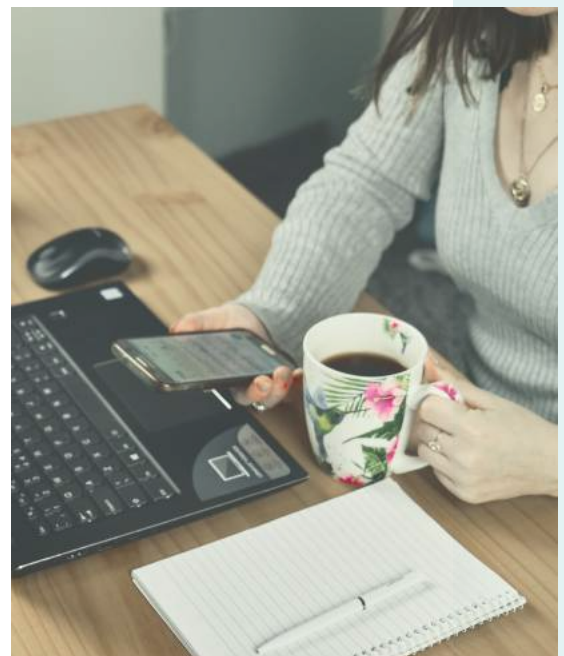
# Starting off on the right foot

Did you know that a whopping 76% of consumers are more likely to buy products presented in their own language?

To turn your dream of selling internationally into reality, marketing translation is key.

In this guide, I'll share 7 steps to make sure you get the most out of your marketing translation project.

Let's get started!



# 1. Review your original content



It may be tempting to jump right into the translation process, but before you do: please review your original content!

The last thing you want is to sign off on a big, costly translation project only to realise your original content is outdated or contains errors or unnecessary information.

So to save yourself the headache, double and triple check all materials that you want to have translated later.

## 2. Choose your language variation

Find out where your target audience is and which languages and variations make the most sense for them.

If you're opting to sell to a German-speaking audience, the obvious language choice is German.

But don't forget to also consider other language variations and their countries, particularly Austria and Switzerland. These differences may be small, but impactful.



Choose the languages that are right for your business goals first.

# 3. Prioritise your content

Prioritise your most relevant content beforehand.

Examples of web pages you could start with:

1. Your home & “About” pages
2. Landing pages for your best-selling products/services
3. High-performing blog posts



Remember:  
You don't have to do it all at once.

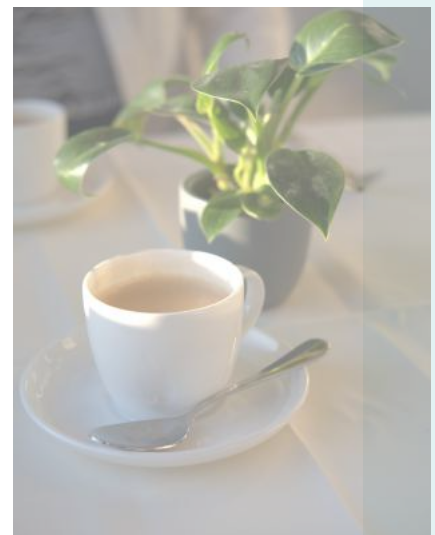
## 4. Choose your service level

1. 'Straightforward translation': covers your basics, suits tight budgets

2. 'Localisation': a translation with cultural adaptations where necessary

3. 'Transcreation': a rewrite of your original text in the other language to optimally resonate with your target audience on an emotional and cultural level

I'm happy to walk you through your options!





## 5. Consider your layout and space

When having your marketing materials translated, you need to consider things such as layout and space. One line of English copy, for instance, could take up 1.5 or more lines in German.

So make sure your web pages, product descriptions or blog posts are set up to accommodate the extra space.



## 6. Share guidelines on your brand's tone and style

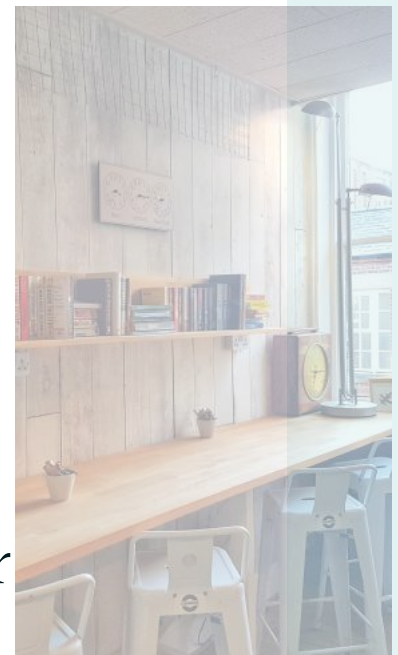
Examples of what to include in your guidelines for your translator:

1. How to address the customer (informal/formal)
2. Examples of previously effective vs poor copy
3. Off-brand words as well as brand-specific (key)words
4. Brand tone  
(e.g. direct, authoritative, progressive)
5. Instructions for numerical writing and other style preferences



# 7. Provide your translator with a brief that includes:

1. Your source (=before) and target (=after) language variation (see 2)
2. Your goals with this content piece: be specific, for example: “gain 1,000 new monthly website visitors”
3. As much information about your target audience as possible
4. Style/tone of voice guide (see 6)
5. Budget and desired deadlines
6. Quality assurance process: will you have an internal proofreader, or is your translator expected to handle this step?
7. Anything else you consider important for the success of your marketing translation



# You're off on the right foot

By reading and internalising  
this guide, you're already on  
your way to getting the most  
out of your marketing translation!

Do you have any questions?

I'm only an email away:

[belinda-grace-translating@outlook.com](mailto:belinda-grace-translating@outlook.com)

Here's to a  
successful marketing  
translation!

Auf eine erfolgreiche  
Marketing-Übersetzung!

