AHA …
SO THAT'S WHY
TRANSLATION
MAKES SUCH
GOOD SENSE

+ VALUABLE RECOMMENDATIONS & GUIDES YOU CAN USE IMMEDIATELY

THAT'S WHY YOU SHOULD CARRY ON READING

This e-book is packed with useful knowledge, facts, relevant translation guides ... and it's not in the least bit mind-numbingly boring.

On the contrary. In fact, you'll find it surprisingly entertaining.

YOU CAN LOOK FORWARD TO ALL THIS:

Fact: 10 (but basically many more) factual reasons to translate - from a corporate perspective, naturally

Knowledge about why it's not always enough "just" to have your website in English

Knowledge of the 10 languages that cover 85% of the world's internet users

Valuable guides and recommendations for good linguistic versioning

A "Test yourself" test

Insight into why language quality is a competitive advantage

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CREATE GREATER INCENTIVE TO BUY:

Imagine this scenario ...

You've just finished working on a new website, a brochure or some other kind of marketing or product presentation.

It's turned out well - even better than you could ever have imagined. Great!

Now you're looking forward to getting the message out there: Out to your customers on your many markets. Out to the whole world.

With just a few simple clicks, you send the material for translation and you can now lean back and relax in your chair with a smile.

You're very much aware of the numerous benefits of communicating in local languages. And that's what you're smiling about.

PERHAPS THEY JUST DON'T UNDERSTAND WHAT YOU'RE SAYING?

ADVANTAGES

YOU KNOW THAT ...

- you now have the opportunity to attract new customers and markets, but also create additional/cross and repeat sales in the markets where you are already present.

- you, solely by the simple fact that the material or the website has been localised, are saying that you are a well established company and are a serious force in the market.

- you get much more out of your money and the time that you've already used on creating the material.

- you signal to your customers that you are at eye level with them and also exhibit human respect.

- you provide a better customer service experience that creates greater credibility, commitment and ultimately better sales figures too.

- you ensure that your customers understand what it is you want from them - even when it comes to the more picturesque formulations in telling a story or the small details in the product description.

These are all benefits that will strengthen your company's brand, growth and internationalisation, because they're all factors that create security and greater buying incentive.

If you didn't know all these advantages (until now), it might be a very good idea to link them up to your business agenda.

BECAUSE WHO KNOWS: PERHAPS THERE ARE MILLIONS OF POTENTIAL CUSTOMERS, JUST WAITING FOR YOU TO WRITE "TO" THEM – IN THEIR OWN LANGUAGE NATURALLY. SO THEY CAN UNDERSTAND WHAT YOU'RE OFFERING THEM.

FACT:
NO, ENGLISH IS NOT GOOD ENOUGH ON ITS OWN

You might be tempted to believe that everyone can read and understand English texts.

Of course there are many who can, and especially in the Western countries, but it's not as many as you (might) think.

In fact, only 28% of people online are native English speakers.

And if you also knew (you do now) that a whole 55% of all content on the internet ONLY exists in English, it's pretty obvious that there's a large market share to be won.

… if you'd like to get your hands on the remaining 72% (or just a small portion of it).

Because the facts are quite simply that when we humans experience a greater feeling of security, it provokes a greater willingness to buy - and when we are communicated to in our own language, this happens: Our sense of security increases.

STILL NOT CONVINCED?

Numbers speak their own language: So, if you knew that over half, more specifically 56%, are more likely to buy a lesser known product that provided information in their own language than a global brand that did not....

Would that convince you?

Because it's all about creating a sense of security, and often it's the small details that make customers either buy now or wait until another day, remember you or leave altogether.

And you want them to remember you and buy from you, don't you? Not just once, but again and again.

"IF YOU TALK TO A MAN IN A LANGUAGE HE UNDERSTANDS, THAT GOES TO HIS HEAD. IF YOU TALK TO HIM IN HIS LANGUAGE, THAT GOES TO HIS HEART."

NELSON MANDELA

TAKE THE TEST: WOULD YOU BUY IT YOURSELF, IF...?

I wonder if your incentive to buy a product would be affected by the quality of the language?

SITUATION 1:
The web shop is in your mother tongue and seems to have been professionally written with an error-free text and a polished finish.

Would you feel:
- generally confident about making a purchase?
- generally confident and assured regarding any possible support or return situation?
- that the company seems serious?
- confident that you understand the product and the important information and are therefore (more) confident that the purchase is the right one?

SITUATION 2:
The web shop is in a foreign language that you have a limited understanding of.

Would you feel:
- not altogether confident about making a purchase?
- not confident about any possible support or return situation?
- not confident about the company's sincerity: "Who is behind it and where are they based?" "Can they even be trusted?"
- not confident about whether you've managed to order the correct product, size, etc. in the first place?

- -

If you've answered "yes" to more than half of the above points, you would personally be more likely to buy a product if you were being communicated to in your mother tongue instead of a foreign language.

You therefore belong to the large number of customers, where "communicating in their local language" can be a strategically successful decision.

FACT: TRANSLATIONS ATTRACT MORE CUSTOMERS AND MAKE THEM WANT TO PAY MORE

A number of international studies confirm that it makes a big difference for customers if they can read in their own language.

The analysis institute Common Sense Advisory has conducted several studies that confirm that people are more likely to buy something when the material is written in their mother tongue.

Among other things, they have proved that 67% of companies would be willing to pay more for a product if they could buy it on a website that was written in their own language and where practical information such as payment, shipping, customs duties and delivery had been adapted to local conditions. Among the Japanese, the figure was as high as 92%.

They also concluded that
- 37% of readers spent more time on websites written in their native language compared to sites where this was not the case
- a massive 19% completely boycotted English language websites
- more than half prefer to shop on websites written in their own language, and they would only buy something if the instructions were in their native language.

SO YOUR TRANSLATIONS WILL SOON PAY FOR THEMSELVES.

THE 10 LANGUAGES THAT COVER 85% OF THE WORLD'S ONLINE USERS

Did you know that you can reach as many as 85% of all internet users in the world simply by translating your website into the 10 most widely used languages?

No, right?

But you can, if you translate into English, Chinese, Spanish, Arabic, Portuguese, Japanese, Russian, German, French and Malay.

It may well be that Malaysia, for example, is not a priority market for your business, and maybe you'd rather focus on working with completely different markets. But no matter what, it goes without saying that the more languages you work with, the more customers you can attract to your business.

Language in itself can be the "land of opportunity".

DO IT WELL:
TO GIVE YOURSELF A COMPETITIVE ADVANTAGE

Many international studies show that visitors to a website spend an average of less than 15 seconds before they move on to the next one.

You've already lost them by the title or a few lines down into the text.

Therefore: Catch your readers' interest, but just as important is: **to keep it.**

Because we live in a world with a huge amount of information and tempting distractions. There are so many potential platforms, blogs and newsletters, so many websites and web shops that we read fast, on a superficial level, and often find it difficult to maintain our interest.

This shows just how important it is that we make even more effort to maintain our readers' attention.

AND HOW DO WE DO THAT?
We do this (among other things) by making it good!

When you've put a huge amount of effort into creating and packaging your story, message or product into the most beautiful bright colours

with pictures and illustrations that would even make Pablo Picasso green with envy, don't you owe it to yourself to finish it off with some decent language?

It doesn't actually require a huge effort, but most importantly is perhaps:
- the crucial factor that determines whether your reader sticks around.
- the crucial factor that determines whether the purchase is completed.
- the crucial factor that determines whether the customer returns.

Try thinking about the following: How many times have you heard your friends and colleagues complaining about or making fun of the quality of language on the various television media? There are actually websites that have been set up to publicise these "linguistic bloomers". The funniest ones end up on social media, where they are go viral, and are exposed to a wide range of potential customers. They are very damaging to the company's brand, image - and naturally affect the bottom line.

Try thinking about the huge number of newsletters many of us receive in our inbox on a daily basis: Which newsletters do you choose

to read and which do you reject? What do you think of the sender if the text is full of mistakes? Or worse still, if there's an error in the title? It is very much about creating a competitive advantage by focusing on the quality of the content you produce. And it's an advantage because it can make visitors stay longer when they visit, complete a purchase and even want to return for more.

DO YOU WANT TO GIVE YOURSELF THAT ADVANTAGE?

- So you need to go for a good linguistic quality that supports your values, brand and vision. That could be a competitive advantage in itself.
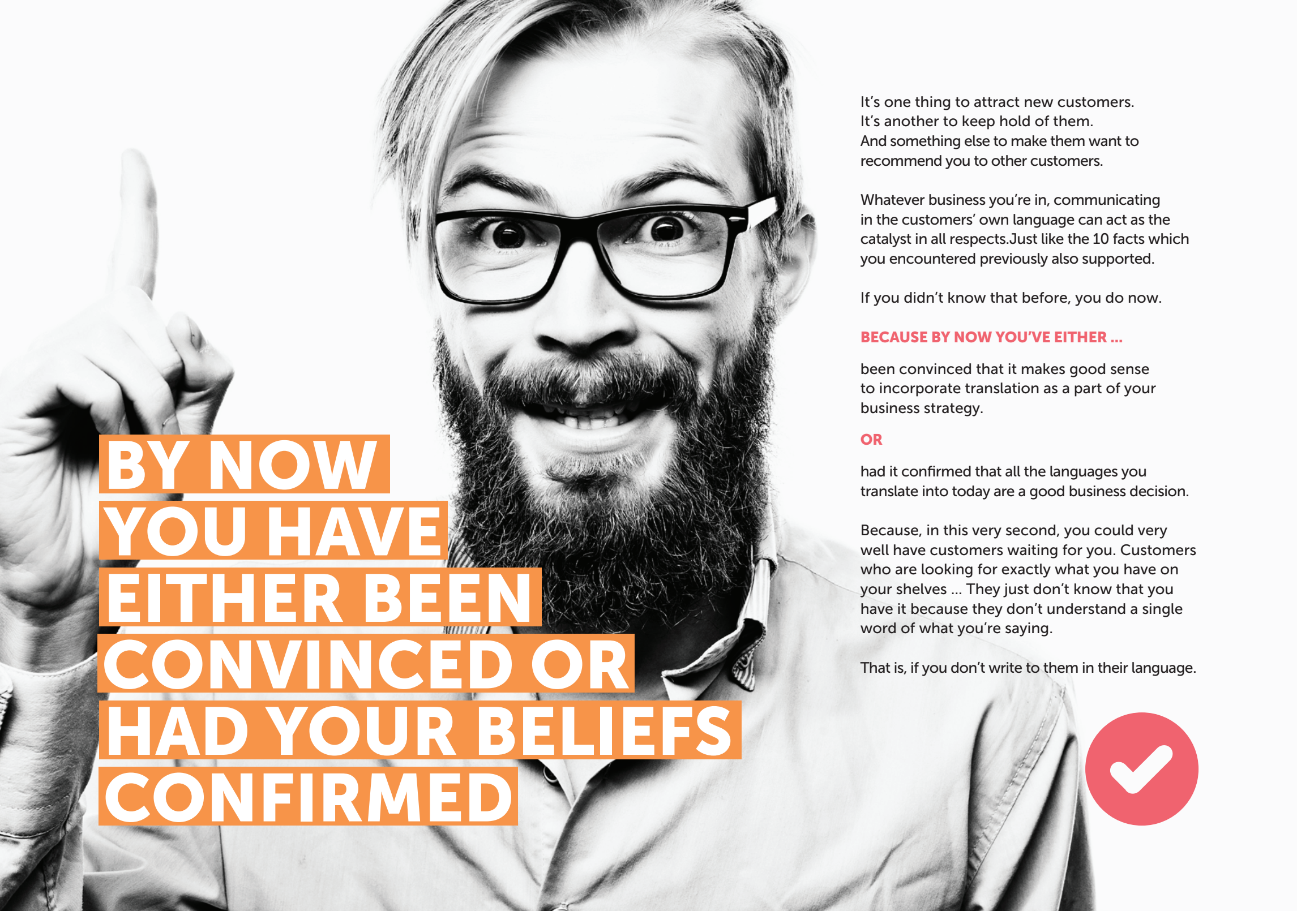
BY NOW YOU HAVE EITHER BEEN CONVINCED OR HAD YOUR BELIEFS CONFIRMED

It's one thing to attract new customers.
It's another to keep hold of them.
And something else to make them want to recommend you to other customers.

Whatever business you're in, communicating in the customers' own language can act as the catalyst in all respects.Just like the 10 facts which you encountered previously also supported.

If you didn't know that before, you do now.

BECAUSE BY NOW YOU'VE EITHER ...

been convinced that it makes good sense to incorporate translation as a part of your business strategy.

OR

had it confirmed that all the languages you translate into today are a good business decision.

Because, in this very second, you could very well have customers waiting for you. Customers who are looking for exactly what you have on your shelves ... They just don't know that you have it because they don't understand a single word of what you're saying.

That is, if you don't write to them in their language.

4 GUIDES

- YOU CAN USE RIGHT AWAY

An overview of your guides:

1. Guide: Your guide to language tools

2. Guide: The good brief

3. Guide: How do you adapt a video to another market?

4. Guide: Pros and cons of Google Translate

1. GUIDE:
– YOUR GUIDE TO LANGUAGE TOOLS

THE FAST:

Language tools that can be quickly and easily implemented and which require minimal maintenance:

Word list: A document showing the spelling preferences of the company- and industry-specific terms and expressions, product names, etc. in the company's corporate language.

Dictionary: What we call a terminology database, which contains both company- and industry-specific words and terms in multiple languages. In addition to the correct spelling and language versions, the database can also contain definitions.

> These two simple but important tools ensure consistent use of language throughout all your written communication. They help to ensure a superior quality is experienced - both internally and externally - to ultimately create a stronger brand.

THE RELATIVELY FAST:

Language tools that can be quickly and easily implemented and which require minimal maintenance:

Communication Guide: A booklet or similar containing advice and guidelines on how employees should communicate with the outside world, as well as general language advice and grammatical rules.

Quick Guide: A shortened version of the communication guide, which should not exceed more than one page. The Quick Guide contains rules on how to avoid the worst linguistic and grammatical pitfalls. Could be designed in the form of a "Top 10" or " The 10 Commandments".

THE SLIGHTLY MORE TIME CONSUMING:

Language tools that require time, management involvement and ongoing maintenance:

Language strategy: Could be included as an integral part of the communication strategy, so the language becomes a fixed part of "the system". A language strategy is a necessity in large companies with global presence that deal with many different countries, languages, cultures and nationalities. A language strategy is also a useful language tool for all other companies with the ambition of being present on or expanding into new markets.

Language policy: A document containing the most general language rules and guidelines, for example, the company's position on language, the corporate language, including the use of local languages, as well as a description of where to get help for its language assignments, find language tools etc.

You can of course also use the various language tools in multiple combinations. For example, a term list can be incorporated into an extended language guide, just as the language guide and language policy can be cleverly combined in one language tool.

2. GUIDE: – THE GOOD BRIEFING

Always use a few minutes to write a briefing - before you send your text for translation.

It's time well spent.

Because the more your project manager and your translators know about your text and its objective, the better language product will be delivered back to you.

TEXT, RECIPIENTS AND PURPOSE
- What is the text about?
- What is the purpose of the text? What do you want to achieve? Such as sell, inform or create action?
- On or in which media is the text to be used? Website, manual, brochure, press release etc.
- Who is your target group and in which markets is the communication to be used? Are you communicating to professionals? Or is it to Joe Bloggs? Etc.
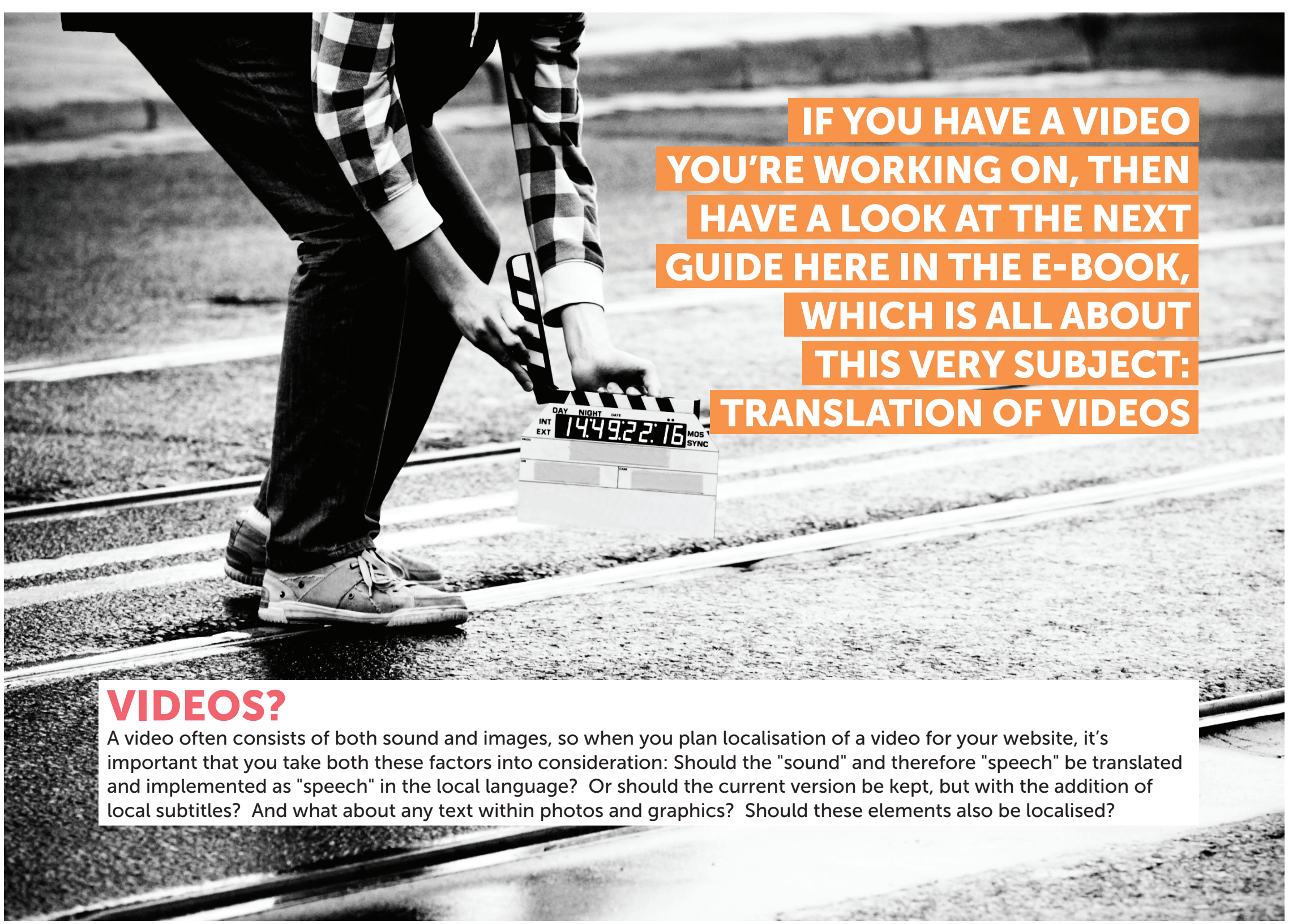
WORDS, TERMS, STYLE AND TONE
- Style and tone? Informal, conservative, easy to understand, focus on the technical, etc.?
- Industry- and company-specific words and terms? Are there any specific words and terms you'd like translated in a certain way? Or maybe not translated at all?
- How much freedom is the translator allowed in his/her translation? The translator is allowed lots of freedom in his/her new language version/ the translator must be 100% faithful to the source material/ the translator must be faithful to the source material but is allowed a certain amount of freedom to ensure the text is adapted to the language and market.
- Reference material? If you have any relevant material that can help the translator in the choice of specific words and terms as well as style and tone, it's always a good idea to send it as part of your briefing.
- Anything else?

PROCESS AND FORMAT
- What happens to the text once it's been received back from translation? You publish the text immediately / You implement the text in layout / You perform an internal proofreading / Anything else?
- Are there particular elements you need to take into consideration? This might be restrictions on the length of text, images with locked text which also need translating, etc.
- Anything else?

IF YOU HAVE A VIDEO YOU'RE WORKING ON, THEN HAVE A LOOK AT THE NEXT GUIDE HERE IN THE E-BOOK, WHICH IS ALL ABOUT THIS VERY SUBJECT: TRANSLATION OF VIDEOS

VIDEOS?

A video often consists of both sound and images, so when you plan localisation of a video for your website, it's important that you take both these factors into consideration: Should the "sound" and therefore "speech" be translated and implemented as "speech" in the local language? Or should the current version be kept, but with the addition of local subtitles? And what about any text within photos and graphics? Should these elements also be localised?

3. GUIDE:
- HOW TO ADAPT YOUR VIDEO TO ANOTHER MARKET

A video can - even without words - tell much more about a product than some long-winded text about a specific product. A product video will obviously have more impact if it has been adapted to the local language and local culture - or maybe even recorded in the local environment. Basically, not all people can laugh at the same joke!

A video often consists of both sound and images, so when you plan localisation of a video for your website, it's important that you take both these factors into consideration:

Should the "sound" and therefore "speech" be translated and implemented as "speech" in the local language? Or should the current version be kept, but with the addition of local subtitles?
And what about any text within photos and graphics? Should these elements also be localised?

THAT'S WHY YOU NEED TO CONSIDER:

Format: Which format is the video delivered in and which format does it have to be returned in? The same format or several different format types?
In this context, it's also important to think about where the video is to going to be published.

Manuscripts with time codes:
Manuscripts with time codes need to be used for both "speaking" and "subtitling" processes.
Do you already have a manuscript with time codes or is it something your translation agency needs to apply for you?

Speaker criteria: Should the sound be young, fresh and informal? Or should it be formal, serious and conservative? It's important that you know what you want. That's why you need to consider what kind of style and tone you want, and what gender you'd like your speaker to be.

4. GUIDE:
- PROS AND CONS OF GOOGLE TRANSLATE

WE'LL GUIDE YOU THROUGH WITH A BRIEF OUTLINE OF THE PROS AND CONS

Google Translate is a free translation tool, with the sole requirement being an internet connection.

It couldn't be easier!

You've probably at some time made use of the "machinery" and smiled at the funny and often rather unfortunate translation suggestions that have gone viral - or perhaps you've even experienced them yourself.

At the same time you've also more than likely experienced that Google Translate was your "friend in need", when on a busy day you needed to quickly understand a piece of text in a foreign language you didn't have a strong grasp of, or you just lacked the right word in an email you were writing in a foreign language.

PROS

- Google Translate is free and online 24/7.

- Google Translate is fast – it provides you with a translation in less than 1 second.

- Google Translate bases its logic on human translation. The logic is not rule-based and the translation is formed from already translated texts online. The machine is continuously evolving and hopefully will become bigger and better.

CONS

- Google Translate offers no confidentiality. Everything translated through Google Translate is kept by Google, meaning there's always the risk that it could end up in the wrong hands.

- Google Translate only offers a "rough" translation. In reality, it's not actually a translation at all, but just a scanning of related documents, websites etc. And based on this material, the program generates a suggested text. This explains why you can also experience incorrect content or structure in Google's suggested translation.

- Google Translate offers no form of quality control or adaptation of the text to specific jargon, layout, industry or market. Basically you can never be sure that the material the machine spits out is correct or way off mark.

WE RECOMMEND THAT YOU:

NEVER use Google Translate when quality, security and confidentiality are important elements for you

Use Google Translate if you need help with some general text comprehension

Use Google Translate if you need an extra helping hand with writing your emails etc.

WHAT'S NEXT

WELL DONE!

You have now successfully ploughed your way through all the pages with a combination of will and (hopefully) genuine interest.

So, what's next?

We'd like to offer a couple of good suggestions. ⟶

GET A FREE CONSULTANCY SESSION

YES PLEASE
Contact us to discuss your needs further

JOIN +6,000 OTHERS

Don't miss out!
Follow LanguageWire Magazine and get new facts, inspiration and nice little surprises sent directly to your inbox

YES PLEASE
I would like to receive new facts, inspiration and nice little surprises

TELL A COLLEAGUE OR FRIEND ABOUT OUR E-BOOK

COPY THIS LINK
– and send it to the perfect recipient

GO SOCIAL