

Step-by-Step Guide for Placing Translation Orders with LanguageWire

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Email and Landing Page Translations

The following steps below commence once the copy and design of the assets have been approved.

1. **The Campaign Manager or Campaign Executive (CM/ME)** instructs the **Designer** via the **Translation Task chat board** (not the campaign or activity chat board) and provides them with the following information:

The language and countries (locales) required for the asset translation.
Please cut and paste the relevant county codes:

cs-CZ, da-DK, nl-NL, fr-FR, fr-CH, de-DE, it-IT, it-CH, no-NO, pl-PL, pt-PT, es-ES, sv-SE, fi-FI, de-AT, de-CH, hu-HU, ro-RO, tr-TR

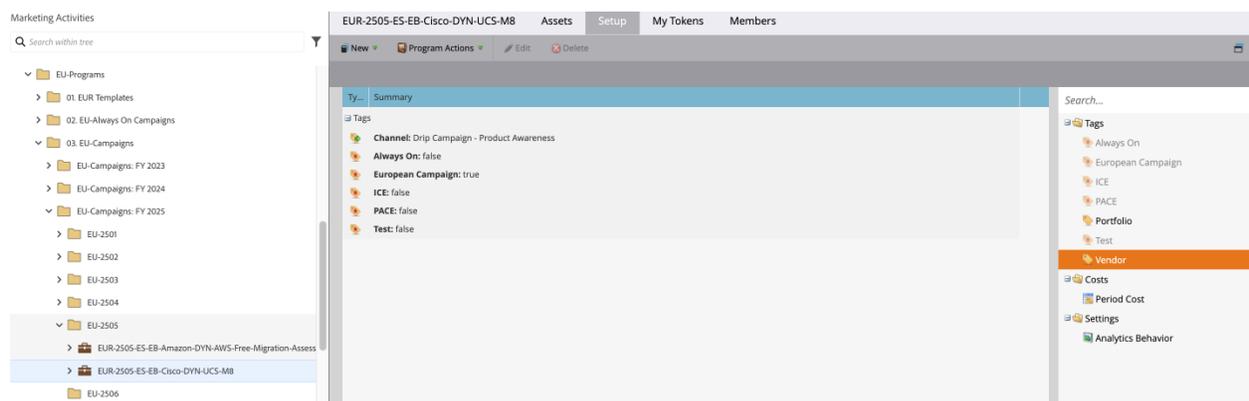
And provide the Vendor name that the campaign is for (eg HP).

IMPORTANT: DO NOT Close the ‘Translation task’ in Aprimo until you have received the translations back from LanguageWire.

2. **Designer** checks that vendor tag is present. This should have been done at the point of programme set up by **Automation**. If this has not been done then you can do this yourself, but please notify the Automation specialist that you have done this.

To add vendor tag

- Drag and drop the Vendor label to the left
- From drop down select the vendor name



3. **Designer** segments / makes the assets (emails and landing pages) dynamic ready for translation. This entails using Marketo's "Make Dynamic" option for all modules with the email assets that require translation. The segmentation selected at this stage is named "Partition - Language".
4. **Designer** to ensure the following (note different requirements for emails vs. landing pages):
 - **Email assets** should be **approved without drafts**.
 - **Landing pages** should be **unapproved**.
 - Any unused emails or landing pages should be contained within an archive folder. Failing to do this will result in these assets being translated (and charges incurred).
 - **If a landing page contains elements that includes external content eg a carousel you need to provide a word document with the content, and this should be provided as part of the other asset folder.**
5. **The Designer** then prepares the Marketo campaign by:
 - Updating the Marketo token "L10N-Languages" at the program level, with the required languages that have been provided by the **CM / ME** ([see language/country codes](#))
 - Selecting the required vendor tag in the program Setup tab.

IMPORTANT

Any assets within the program that do not require translation (e.g. test assets) must be placed within an archive folder before the translation process is initiated.

Otherwise these assets will be submitted as part of the job which could incur additional unnecessary charges. Any assets within an archive folder will be ignored. This functionality can also be used to temporarily restrict the assets that are sent for translation (for instance if not all assets for the program are ready yet or if some assets have already gone through the process).

6. **The Designer** moves the program to the “**Ready-for-Translation**” folder in Marketo.

Move Default Program

Move: EUR-2505-ES-EB-Cisco-DYN-UCS-M8

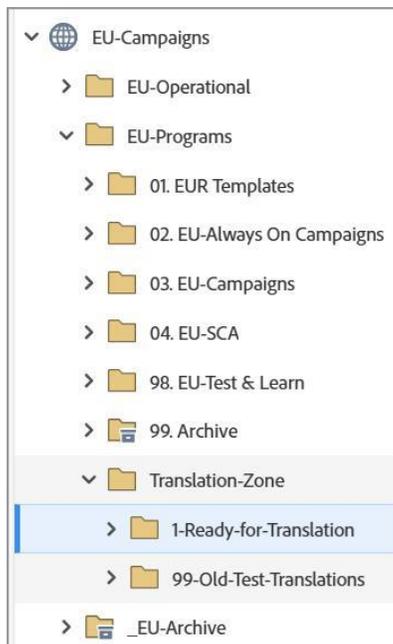
From: EU-2505

Campaign Folder

1-ready-foi

1-Ready-for-Translation
... Activities > EU-Campaigns > EU-Programs > Translation-Zone

Cancel Move



A project is created in the LW platform.

IMPORTANT:

Please do not move campaigns into the 'Ready to translate' folder until you are ready for translation. The IO MUST be raised. Once a campaign has been moved into this folder, LW receives a Quote request and will cross check the Marketo Link in the platform so that a quote can be provided to the correct job.

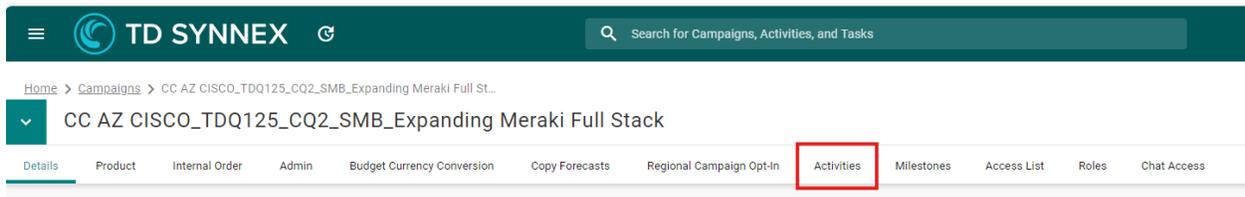
If a campaign is changed at the last minute after being loaded into the 'Ready to Translate' folder, the designer must notify the CM/ME that they have replaced the folder. The CM / ME

should then inform LW to review the new file. Failure to do so will result in the wrong campaign being translated, leading to additional costs for translating the revised version.

Please ensure this process is followed to avoid unnecessary expenses.

7. The **CM/ME** can retrieve the Marketo URL (e.g., <https://engage-lon.marketo.com/?munchkinId=691-SMD-711#/classic/PG74436A1>) from the **Activity Workflow Attributes in Aprimo**. Please refer to the screenshots below for guidance on locating this information in Aprimo.

Step 1



Step 2

The screenshot shows the Aprimo interface for the same campaign. A table of activities is displayed with columns for Outlook, ID, Title, and Type. The "5x Email Updates" row is highlighted with a red box.

	Outlook	ID	Title	Type
<input type="radio"/>	✓	463019	Project Management	Finance
<input type="radio"/>	!	462823	NFR License LP Update	Website
<input type="radio"/>	!	462721	eBook Update	Digital Media
<input type="radio"/>	!	462822	eBook LP Update	Website
<input type="radio"/>	✓	451105	Convert Draft to Pre-sales	Campaign Maintenance
<input type="radio"/>	!	462821	5x Email Updates	Email

Step 3

Search for Campaigns, Activities, and Tasks

Home > Campaigns > CC AZ CISCO_TDO12... > Activities > 5x Email Updates

5x Email Updates

Details Workflow Attributes Commitment Details (Cost Commitment Approval flow only) Country Attributes Admin Roles Chat Access

Details

ID: 462821

Title: 5x Email Updates

Description:

Status: In Process

Outlook: (13/12/2024)

Begin Date: 18/11/2024 13:35

Step 4

Search for Campaigns, Activities, and Tasks

Home > Campaigns > CC AZ CISCO_TDO12... > Activities > 5x Email Updates

5x Email Updates

Details Workflow Attributes Commitment Details (Cost Commitment Approval flow only) Country Attributes Admin Roles

Email

of slots / Banners:

Name of email / url: <https://engage-lon.marketo.com/?munchkinId=691-SMD-711#/classic/PG74436A1>

Actual Execution Date - 2: 13/12/2024

Does this email use Marketo automation?: Yes

8. As soon as the designer has placed the files in the 'Ready to translate' folder, the **CM/ME** creates a project on the LW platform using the customized **Project Templates** to provide relevant project information and any **Other assets** (e.g. Brochures, Social Ads, etc) in need of translation. The project should contain the following details:

- **Required target languages – You can use the L10 codes below**

cs-CZ, da-DK, nl-NL, fr-FR, fr-CH, de-DE, it-IT, it-CH, no-NO, pl-PL, pt-PT, es-ES, sv-SE, fi-FI, de-AT, de-CH, hu-HU, ro-RO, tr-TR

- **Project deadline**

- **Project Name:** Follow this naming convention: **Vendor name_** (e.g., Cisco) **Type_** (e.g., Print) **Aprimo name** (e.g., CC AZ CISCO_TDQ125_CQ2_SMB_Expanding Meraki Full Stack). The first two elements are required for LW to gather enough information about the content type to know which validator to involve.

Examples:

- Cisco_Meraki_CC AZ CISCO_TDQ125_CQ2_SMB_Expanding Meraki Full Stack
- HP_Print_CC HQ HPPoly_TDFY25_SV_Q1 (Nov-Jan) Digital Awareness Journey

If a vendor does not have different reviewers for the product categories, then you don't need to put the 'type' in there.

- **TM/TB:** If you selected the "Other vendors" project template, you need to select the vendor specific TM and TB from the 'Termbase' and "TM configuration" drop-down menus. For the vendor unique project templates this action is not necessary as it's already defined by the template settings.
- An update in the '*Message to LanguageWire*' section **including the Marketo URL**, ownership details (e.g., "go to XX person for questions" or "send a copy of the quote to YY" if the project requester is not the same as the project owner) and other relevant project information.

NB! Notify LanguageWire in *Message to LanguageWire* if you need country specific language variants (e.g. Swiss German for Switzerland and Austrian German for Austria, in addition to the German-for-Germany translation) as that requires another Translation Memory and translator. If not told otherwise, LanguageWire will assume that you only need one translation variant to be used for all countries in need of that language and will copy-paste the German for Germany translation into the Austrian and Swiss folder.

- **Other assets** to be translated (e.g. Brochures, Social Ads, etc) related to the same campaign, uploaded under the 'Source files' section in the LW platform project.

NB! If a landing page contains elements that includes external content eg a carousel you need to ensure that the designer has provided a word document with the content, and this should be provided as part of the other asset folder.

9. The **CM/ME** selects "Get Quote" on the LW platform

10. LW localises the Marketo project by searching for the URL and updates the name of the Marketo project to match the name from the manually created platform project.
11. LW sends a quote to the **CM/ME** who created the project on the platform
12. The **CM/ME** approves the quote, provides a PO number, and the project kicks off.
13. Once translations are completed, the **CM/ME** uploads a blank document to the Aprimo Translation task stating, "Translations provided by LW in Marketo, please check layout and links are all working correctly." For Other assets outside of Marketo, download the files from the LW platform and upload the documents to the Translation task.

You can then close the 'Translation task' once you have provided the assets to the designer.

Other Asset Translations (not related to a Marketo campaign)

1. The **CM/ME** creates a project on the LW platform using the customized **Project Templates** with the following details:
 - **Required target languages**
 - **Project deadline**
 - **Project Name:** Follow this naming convention: Vendor name (e.g., Cisco)_Type (e.g., Print)_Aprimo name (e.g., CC AZ CISCO_TDQ125_CQ2_SMB_Expanding Meraki Full Stack). The first two elements are required for LW to gather enough information about the content type to know which validator to involve.
 - Examples:
 - Cisco_Meraki_CC AZ CISCO_TDQ125_CQ2_SMB_Expanding Meraki Full Stack
 - HP_Print_CC HQ HPPoly_TDFY25_SV_Q1 (Nov-Jan) Digital Awareness Journey
 - **TM/TB:** If you selected the "Other vendors" project template, you need to select the vendor specific TM and TB from the 'Termbase' and "TM configuration' drop-down menus. For the vendor unique project templates this action is not necessary as it's already defined by the template settings.
 - **Source files:** Upload the assets to the platform.

NB! If a landing page contains elements that includes external content eg a carousel you need to ensure that the designer has provided a word document with the content, and this should be provided as part of the other asset folder.
2. Select the required languages.

3. Request a quote.
4. LW sends the quote.
5. The project owner approves the quote, provides a PO number, and the project kicks off.
6. Once translations are completed, download the files from the LW platform and upload the documents to the Translation task.

You can then close the 'Translation task' once you have provided the assets to the designer.

Post Translation Process

Once the translation process is completed in the LanguageWire platform the translated content will be pushed in the dynamic content elements. Once this has occurred the below needs to happen:

1. An **Automation Specialist** and/or **Technical Designer** should:
 - Relocate the Marketo program to its final/correct/original location.
2. **Designer** to review all assets that are appended with “_Translated” in Marketo and perform any necessary re-artworking and checking/inserting of local links, etc.

Note: It is important to note any issues encountered at this stage so that these can be fed back into the process for potential future refinements.

3. An **Automation Specialist** and/or **Technical Designer** should:
 - Rename all assets so that they are no longer appended with “_Translated”.

Perform standard automation launch tasks, QA, etc. As per existing processes

Language/Country tokens:

Czech	cs-CZ
Danish	da-DK
Dutch	nl-NL
English UK	en-GB
Finnish	fi-FI
French	fr-FR
French (Swiss)	fr-CH
German	de-DE
German (Austrian)	de-AT
German (Swiss)	de-CH
Hungarian	hu-HU
Italian	it-IT
Italian (Swiss)	it-CH
Norwegian	no-NO
Polish	pl-PL
Portuguese (Euro)	pt-PT
Romanian	ro-RO
Spanish	es-ES
Swedish	sv-SE
Turkish	tr-TR

Note: In the Marketo “L10N-Languages” token it is probably easiest to take this full string and remove the languages/locales where translations are not required:

cs-CZ, da-DK, nl-NL, fr-FR, fr-CH, de-DE, it-IT, it-CH, no-NO, pl-PL, pt-PT, es-ES, sv-SE, fi-FI, de-AT, de-CH, hu-HU, ro-RO, tr-TR