



Alpha Omega Translations

*Assessing the
Return On
Investment on
Translation*



- Over 700 languages spoken in the world today.
- Only 25.3% of Internet users are actually native English speakers (19.4% are Chinese; 5.0% are all of the other major language).
- Fortune 500 companies who expanded their translation budgets were 1.5 times more likely to increase their company's revenue.

Reach Out to New Consumers

- Translate your business website first, along with similar marketing materials.
- Consumers prefer to buy products and services marketed to them in their native language.
- Properly translated and localized marketing content will break through the language barrier between your business and new potential consumers.
- By speaking directly to consumers in a way they can relate to, you will attract more business.



Preserve Your Brand/Message

Brand image and reputation count for everything in today's fast-paced, consumer-driven environment.

Retaining your brand image whilst protecting the reputation you've worked so hard to build thus far is something worth investing in.

More Than Just Marketing

Investing in translation increases customer satisfaction and loyalty.

Offering both technical and support materials in each language, as well as business-related materials for international partners, cuts the cost of the more expensive support services.

You Get Out What You Put In (and More)

Businesses become far easier for foreign partners to work with:

- Improving multilingual business relationships
- Maintaining the service quality for consumers across language markets



Best Translation Practices

Keeping costs down:

- Consider the costs of translation, not just the potential new revenue streams.
- Focus on translating just those materials that are required based on local market-specific goals and targets
- Balance your translation strategy with the needs of your business
- Relying on Machine Translation (MT) to complete complex technical manuals or marketing materials is seem ill-advised.
- Partner with a reliable translation agency:
 - They can offer advice on translation methods, on finding and managing the most highly qualified linguists for your business.
 - They offer the benefits of professional computer-assisted translation (CAT) tools, translation memories (TM) and adherence to rigorous review protocols and quality assurance standards.



Localizing Marketing Materials

Translation shouldn't be limited to marketing materials.

Multilingual eLearning programs:

- Helps your teams understand your processes and procedures
- Helps your company become successful in your global markets.

Training and eLearning materials:

- Better work force.
- develop better communication across all of your company's employees.



Interactive training

Cultural differences:

- Visuals are everything, but not all graphics or images have the same interpretations worldwide.
- Use a title bar underneath a graphic or image for the description, rather than embedding the text.
- For audio and video content, voiceover is better than subtitles.
- Your files must always be editable and in a format readable to your translators.

Avoid Miscommunication

- Languages vary across regions and the words people use to express the same message can be very different.
- The localization process includes researching how the people that speak your target language communicate.
- Convey your message in a way your team members understand and relate to.



Avoid Miscommunication

A few of the ways to avoid miscommunications in your training manuals or eLearning materials include:

- Limit use of jargons, colloquial expressions and metaphors.
- Avoid acronyms/abbreviations.
- Use brief, concise descriptions.
- Add bullets and numbers for more organized and readable content.

The importance of Digital:

- Look at social: Facebook, Twitter, Snapchat, and other emerging platforms.
- Globally, in less and least developed markets, continued boom in mobile activity and data usage.
- Mobile becomes the primary way to target consumers 35 and under. It is be the primary way they access your website.
- Tremendous growth in consumption out of China and India, Africa.
- Goldman Sachs predicts that in the next decade, Africa will have the most rapid growth of any continent.



The Future is Now

- Hyper-personalization marketing
- Micro-targeting : individual-level marketing
- Coming soon: completely adapted, completely individualized messages.
- Artificial Intelligence can help with micro-targeting.

TRANSLATION SERVICES

DEBUNKING THE MYTH



#1

TRANSLATION SERVICES ARE WAY TOO EXPENSIVE FOR YOUR BUSINESS

Translation is not an expensive proposition anymore. We offer bulk packages, use sophisticated software, and offer term contracts with clients- all in a bid to help our clients save time and cut costs.



TRANSLATION SERVICES

DEBUNKING THE MYTH



TRANSLATION IS EASY AS PIE **#2**

No, no and a hundred times. Translators are scholars. Translation is a time-intensive work that requires multiple skills including an eye for accuracy, attention to details, knack for research, flair for language, and comprehensive knowledge about a discipline area of business or an industry.

TRANSLATION SERVICES

DEBUNKING THE MYTH

#3

ALL TRANSLATION AGENCIES ARE ONE AND THE SAME

Says who? Professional translation agencies are cut above the rest. From specialized language experts to expert native translators, from multilingual web design and localization to global digital marketing solutions, top-notch translations agencies offer best-in-class services to cover all your needs.



TRANSLATION SERVICES

DEBUNKING THE MYTH

MACHINE TRANSLATION CAN DO IT

#4

You have spent time and money producing marketing materials and you are going to trust machine translation to handle your baby? Think twice. Computers are not just ready yet to translate on their own, let alone replicate or better human translation. There is a long way to go for computers to match expert translators in understanding of subtle nuances and contextual intuition. So until then, your business will be at an advantage sticking with expert human translators.



TRANSLATION SERVICES

DEBUNKING THE MYTH

#5

***MY BUSINESS IS NOT GOING GLOBAL, SO
TRANSLATION SERVICES ARE NOT GOING TO BE USEFUL:***

Maybe you're running a mom-and-pop business now and you don't require translation services. Maybe the idea of taking a business that has been very successful domestically and trying to duplicate that success internationally is daunting. Get ahead of the ball game and don't wait for your competitors to take the lead. Learn about what it takes to go global and partner with a Language Service provider to launch your business in the global market.





Questions and Answers?

Help is on the way!

- Download our free eBook: **A Guide to Website Translation and Localization**
- Look out for our next Webinar: "Making Your Website Global."





Interested to learn more about our services?

Please roam around our site: www.AlphaOmegaTranslations.com

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