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PHILADELPHIA DIRECT MARKETING ASSOCIATION

WINTER 2012

direct views

Making
connections
with

**Social Media
Marketing**



**3 LinkedIn® Tips that
Just Might Replace the Cold Call**

**How to Convert
Facebook® 'Likes' into Loyalists**

Why It's Smart to Prepare for Translation Now

Myriam Siftar

As a translation agency we've done a good deal of work for marketing and design firms on printed and interactive materials. Often these agencies only made contact with us when a client requested translation services. Before such a request, most of these firms would have reacted with one of the two most common responses we receive from marketing firms when we approach them about translation services:

1. We've never had a request for translation (so why worry about it?)
2. Our clients arrange for translation themselves (we don't need to be involved)

The reality is that multilingual marketing is becoming much more common than it was in the past. The demand for language services has grown tremendously during the last decade and has accelerated in the last few years. Furthermore, the demand is no longer concentrated in a few large clients—small and large businesses, state and local governments, and all kinds of other organizations have increased their use of translation, interpretation, and other language services.

Annual studies by Common Sense Advisory (www.common senseadvisory.com) show language company revenue growing at substantial rates since 2005, even during the recession of 2008. There is every sign that strong growth will continue into the foreseeable future.

Being prepared for translation requests will position your firm to take advantage of this growing demand to expand business from existing customers and attract new customers. The three examples that follow,



Even a single word can expand significantly when translated into another language.

taken from our own experience, illustrate several good reasons to prepare for translation now.

Avoid Design Problems

Designing a marketing piece, whether print or interactive, that will later be translated requires attention to a number of special issues. One of the most fundamental is text expansion. Translation from English into other languages, particularly European languages, can result in copy that is as much as thirty to forty percent longer than the English version.

This was a problem for one design firm that came to us with a website to be translated into four European languages. The design (for a medical diagnostic testing firm) was already completed when the project came to us. Unfortunately, the design, especially on the home page, included several text areas into which the English text had been carefully fit. The menu bars across the top half of the page also had little room for extra copy.

We worked directly with the HTML files in translating the site, and attempted, as we always do, to provide finished pages that were ready for publishing. Although

we worked with the translators to edit the translated copy down, it was impossible to fit the translated text into the space provided. Our client had to adjust the design for each language, necessitating much more additional work than they had expected and delaying publication of the translated sites.

Retain Existing Multilingual Business and Attract More

Another design firm came to us with a very different problem. They had been handling both the English and Spanish layout of benefit summary sheets for their client, a major health insurance provider. The client arranged for the actual translation, which was then cut and pasted into their existing English layout by the design firm. Suddenly another language company approached the client with a proposal to bundle the translation with layout at a significant saving.

At this point, the design firm contacted us to get a quote on translation in order to make a counterproposal, which had to be prepared right away. In the course of discussions we advised the firm that there were software plug-ins for the design program they were using that could automate the process of importing the translation—one of the reasons that a company offering both translation and layout can have a significant advantage.

At this point, there was no time for evaluating and testing such a tool, so the firm based their price on their existing two-step process. Not surprisingly, the language company's prices were significantly lower, and the firm lost this part of the client's work.

Had the design firm looked into bundling translation and layout earlier, before they were faced with a competing bid, they might very well have been able to make their own lower offer to the client. They would quite possibly have kept the business and looked like heroes to the client. More importantly, with this experience they could have sought more multilingual work from that client and other clients with confidence.

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LIKES INTO LOYALISTS *continued from page 6*

8 Always track and measure

Utilize a combination of Facebook insights, web-tracking tools like Google® analytics, and daily aggregations of posting, comments and fan counts to see how social media is impacting your bottom-line sales. Start to understand which influencers are the most active, and which influence the highest percentage of sales—and reward them. See which campaign worked the best to influence the influencers, as well as which campaigns did not work. And just like with other marketing campaigns, you need to monitor and look for ways to continuously find efficiency. Learn what works, what doesn't, and plan for the future in order to create lasting and effective programs.

Building an effective and scalable Facebook marketing channel is more than acquiring fans. It requires time, experimentation, and a focus on metrics to turn a new fan into an active and loyal one. Most organizations spend a lot of time and

money in getting customers to "Like" them. By implementing some of the strategies above, they will become loyalists. 📧

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Sebastian Pistrutto is the president of Loré Marketing Group, a brand engagement company aiding the success of leading lifestyle brands. Sebastian has more than 18 years of multi-channel marketing communication, business development and technical product management experience in both a vice president and a director role. Pistrutto provides thought leadership on interactive and multi-channel marketing programs. His experience includes such industries as technology, health care, retail, automotive, financial, software and consumer electronics. Reach him at spistrutto@lorel.com



TRANSLATION: *continued from page 7*

Keep Existing Clients Happy

Our final example is of a design firm that never came to us. One day an employee of a manufacturing company, for which we had done translation work in the past, made an agitated call. The company was redesigning its website, and they wanted to get it translated into Chinese and Japanese. He had just found out that the design company they were using didn't offer translation and he would have to arrange for it separately. We assured him that we could handle it, and provided an estimate.

The design firm's inability to arrange for translation was a hassle for the manufacturing client. It also meant another case in which the design was probably created without regard to translation issues, raising the possibility of unexpected problems when the job eventually comes to us.

Get Ready

Avoid problems by preparing for translation before you face a specific request. Learn about the translation process. Know what design issues can arise. MTM LinguaSoft offers a number of free white papers, downloadable from our website (www.mtmlinguasoft.com), which can give you a start. More importantly, form a relationship with a translation company now so that you have a trusted source for any language questions that arise as well as for actual translation services. You'll be on the road to expanding your business and keeping your customers happy.

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Myriam Siftar is the founder and president of MTM LinguaSoft, a company that for the past eight years has provided translation and related services for a wide range of companies that do business with international markets or in multilingual environments. MTM LinguaSoft is a member of the PDMA's preferred partner program and she can be reached at siftar@mtmlinguasoft.com.



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