

Dear Client:

In our **Summer QuickNews**, we would like to draw your attention to how translations contribute to the success of your product or service...

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Today's Topic: Success of your Product or Service in Any Language

by Claudia Rankel, from our Marketing Department

If your company wants to expand internationally and sell products worldwide, you undoubtedly need translation services and **WordExpress** is here to help!

Before you can tap the potential of a foreign market, you must thoroughly understand it. Research prospective consumers. Analyze competitors already in the market (if any). Only with a solid knowledge of the market can your product be launched successfully. Therefore, it is absolutely crucial that you have the most relevant material in these areas translated for your marketing team.

Even though English is the international business language, it doesn't mean that your prospective customers will understand the specific terminology concerning your product. Obviously, it is more appealing to the consumer if the packaging of a product is in his or her mother tongue. People tend to buy homemade products and are more likely to choose a competitor's product on that basis alone. On the other hand, consumers are certainly likely to pass up your product if they cannot even understand what it says on the packaging! **As a rule of thumb, packaging must be translated into the language of the target market in order for that product to be a success. The same holds true for services.**

Consider that once you have made an initial inroad into a market, you want customers to keep coming back and buying more of your products. It is not only important that customers be satisfied with your product, but also that the product doesn't seem too foreign to them. For that reason, you want to have the product description printed in the language of the target market. To reduce the costs associated with translating and printing the product description in multiple languages, have the descriptions printed – as it is seen sometimes – in several languages simultaneously. As an added benefit of this marketing strategy, your customers will be aware that your product is being sold in various countries and therefore enjoys wide popularity. **The fact that your product is successfully marketed in many countries will be seen as an indication of your product's superior quality and thus encourage brand loyalty.**

Not only do you need accurate translations for purposes of marketing and sales in a target market, you need translations for your product instructions – be it for the assembling of furniture or the operating instructions for tools and machinery. This is an enormous responsibility and essential for preventing accidents through misuse of your product. In order that you not be held liable, **it is very important to have all instructions translated by someone who is a native speaker in the target language, so that the real meaning comes across.**

Most importantly in this regard, the specific precautions that need to be taken for certain products have to be translated accurately. If a good faith effort is not undertaken to make customers aware of any hazards, the manufacturer may be held liable. Hazardous materials such as chemicals MUST have precautions included, along with what actions need to be taken in case of an accident. Above all, warning labels must be clear and easily understood. For this you need a professional translator.

When launching a product, you might want to advertise it on your website. There it would also be a good idea to have the description translated into a variety of languages. In this way **you can find out how much interest there is in each language and thus whether it would be cost effective to sell in a certain country where this language is spoken**. Other ways to promote and advertise for products include press releases, print brochures, print ads, and radio and TV commercials. If a company really wants to expand internationally, having translations and interpretations done in all these formats is absolutely necessary.

To sum up, to go global it is vital nowadays to make use of translation services. **WordExpress** is a place you can trust and where you can rely on having your translations and interpretations done accurately by professionals who know your foreign markets.

Did you know? WordExpress provides a **TRIPLE GUARANTEE** on all its services. Upon request, we not only certify translations produced by WordExpress, but also those submitted by you and reviewed by us.

WordExpress is in compliance with the **stringent quality standards of ISO 9001/2000**. Our **quality control processes are unmatched in thoroughness** -- our goal is always perfection.

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