



Your translation partner



Striking the Perfect Balance of Style and Accuracy in Translation

It can be tricky to translate marketing material that includes a lot of technical terminology. We've all read sales literature or user guides where the translations just don't read fluently or the terms used are a bit odd!

Quality translations mean better sales!

There are **2** equally important elements to get right – the written style and the technical terminology.

Here's our fail safe method to delivering the perfect translation

1. **Get the terminology right**

For technical translation projects, we always select native-speakers and linguists with specific industry knowledge and experience related to the project.

2. **Develop engaging translated copy**

Our marketing translators have an eye for style. With natural creative flair and a good understanding of the target market, they know exactly how to develop appropriate and engaging copy for overseas customers.

3. **Technical accuracy vs marketing style – our solution is TEAMWORK!**

Translating marketing materials full of technical terms can present a bit of a challenge: you don't want a technically correct manual that reads awkwardly, nor do you want creatively written copy that's completely inaccurate.

4. **To make sure we deliver perfectly translated content, we combine the two into one mighty translation team:**

- a specialist technical translator to deliver an accurate and consistent initial translation of the document(s) at hand
- a creative marketing translator to fully proofread the translation(s) and deliver copy that's accessible, fluent, effective and engaging for customers.

It's tried and tested, with excellent results

That's why major brands like Aston Martin, Jaguar Land Rover, Delphi, Olympus, TATA Steel and MIRA work with us!

Example project

At Comtec, we've got years of experience in handling these types of projects. Working with Delphi, leading global supplier of technologies for the automotive and commercial vehicle market, we provide translations for both print and digital content into **over 10 languages**.

By following the key steps overleaf, we deliver engaging and technically accurate content to promote their products and services worldwide. We provide all translations in an easily editable format to capture feedback from our clients and their target markets. We then incorporate any preferential changes post-review directly into our translation memories.

That's not all. Here are 6 more steps we follow to ensure top quality

1. Content review:

Understanding is key, so we review any existing approved translations or reference material to stick closely to our client's requirements

2. Marketing localisation brief:

We supply our client with a brief to complete, so they can note any additional requests or preferences they have

3. Glossary of key terms:

We develop translated glossaries of key technical terms. It's a sure-fire way to deliver consistent translations

4. Sample translations:

Sending a sample translation to the client right at the beginning of the project helps us to get feedback early on in the process

5. Translation memory:

We use translation memory software to store and re-use all translated content – this ensures our projects are accurate, consistent and cost-effective

6. Target market review:

We provide all translations in an easily editable format to capture feedback from our clients and their target markets. We then incorporate any preferential changes post-review directly into our translation memories.

Get in Touch!

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