

DIFFERENT TRANSLATION TYPES FOR DIFFERENT NEEDS

Translating your content is the best way to connect with international customers. But there are different kinds of translation. Beyond straightforward industry-standard translation, there's:

Localization

Featuring regionally-preferred words and phrases

Transliteration

The conversion of sounds from one writing system to another

Transcreation

Translated, nuanced copywriting

What kind do you need for your customers? This chart can help.

Do you need your website to serve customers in global markets?

YES

NO

Do the needs of your global websites match any of the following?

- ✓ Drive business with global customers
- ✓ Test out new markets
- ✓ Meet legal requirements set by industry or target market

Not any time soon. There's no need.

Are you sure? Check out our blog post, *Why Localizing Your Website is Important for Global Marketing*

Visit motionpoint.com/whytranslate

YES

NO

Is your website only intended to serve a secondary market, such as Spanish for U.S. Hispanics, or French for Canadians?

NO

YES

Top 10 reasons to translate your website

These resources illustrate the business value of website localization.

Visit motionpoint.com/top10

Do you have, or plan to have, any of the following in your target markets?

- ✓ Local sales offices
- ✓ Store locations
- ✓ Support phone numbers
- ✓ Unique product or service offerings
- ✓ Region- or market-specific campaigns

YES

NO

You need **TRANSLATION**.

You need **TRANSLATION** and **LOCALIZATION**.

Are you serving customers in Arabic, Chinese, Japanese, Korean or other languages using non-Latin scripts?

YES

You need **TRANSLITERATION** in addition to translation and/or localization.

Do you need to translate nuanced, evocative marketing materials or advertisements?

YES

You need **TRANSCREATION** in addition to translation and/or localization.

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