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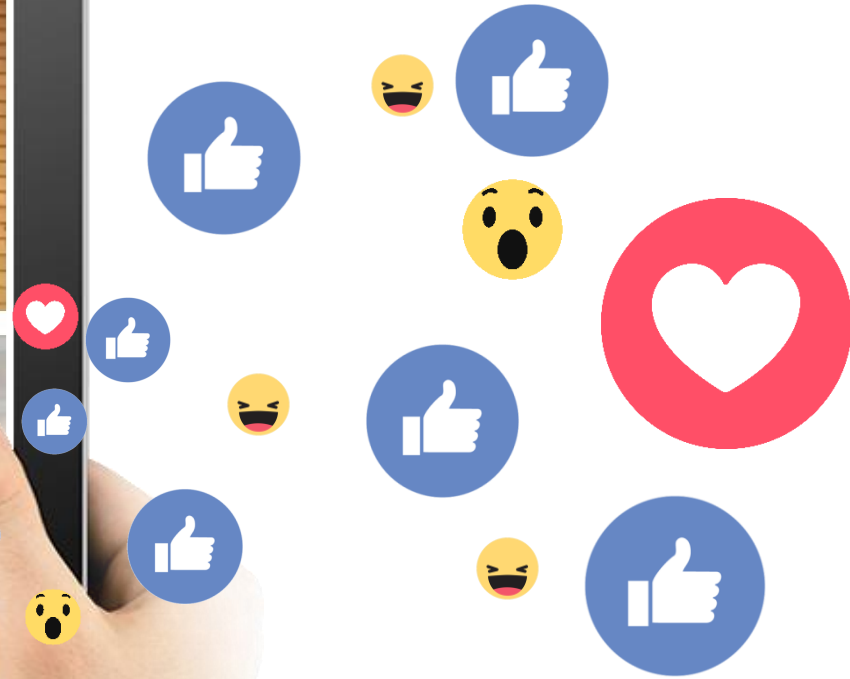


Webinars-2018

How to Prepare an Easy to Follow Marketing Plan in One Hour

Tess Whitty
May 31st 2018

Facebook Live



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This is a channel from UTIC bringing the latest trends and the best speakers of the translation industry

Ukrainian Translation Industry Conference
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ПОДПИСАТЬСЯ 1 ТЫС.

ГЛАВНАЯ ВИДЕО ПЛЕЙЛИСТЫ КАНАЛЫ ОБСУЖДЕНИЕ О КАНАЛЕ

UTICamp: Official video
1 528 просмотров • Год назад

UTIC-2016 event: UTICamp is the first international translation conference held in the open air!

Ukrainian Translation Industry Conference is where talented independent translators, successful managers, bright educators and agile software developers get together to establish valuable connections, have meaningful discussions with peers, learn

ПОДРОБНЕЕ...

FEATURED CHANNELS

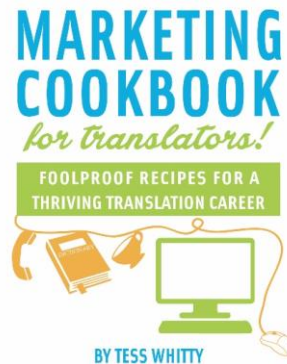
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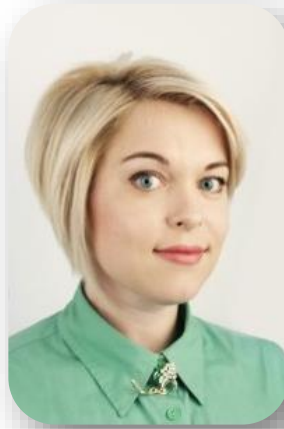
Speaker



- ❖ **Tess Whitty** is an English-Swedish freelance translator specializing in corporate communications, software and IT.
- ❖ She is the author of ***Marketing Cookbook for Translators***, which offers easy-to-follow “recipes” for marketing your translation services.
- ❖ She has also produced the award winning **podcast** *Marketing Tips for Translators* and created the ***Complete Marketing Course for Translators***.
- ❖ www.swedishtranslationservices.com
- ❖ www.marketingtipsfortranslators.com



Host

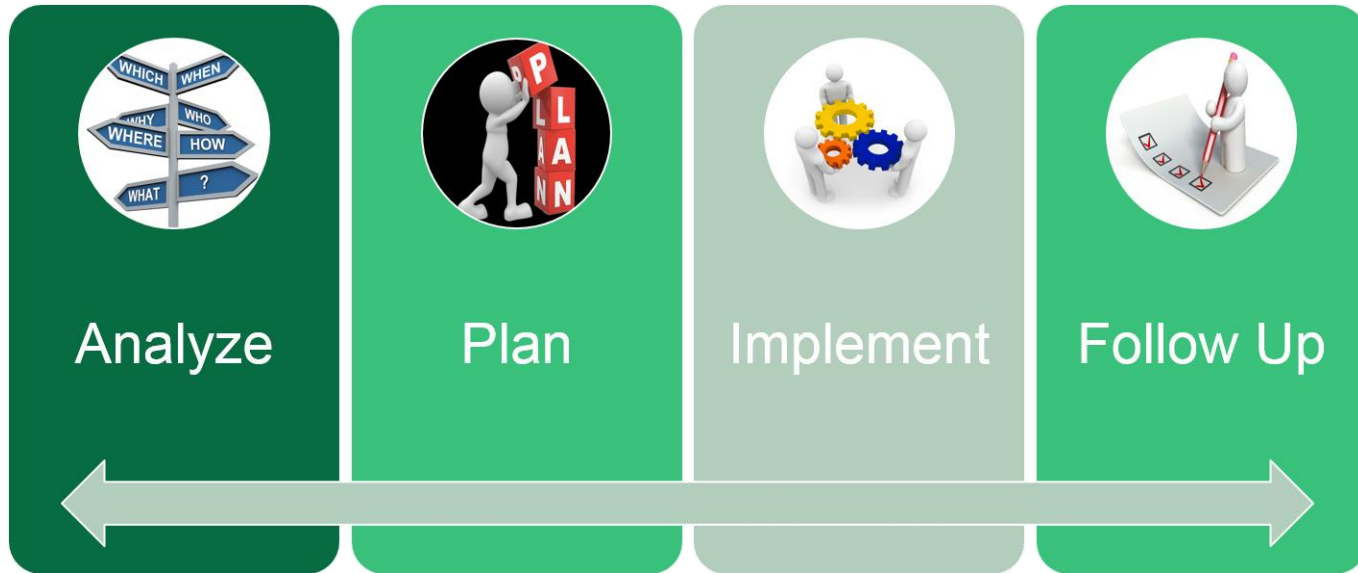


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UTIC PR Manager

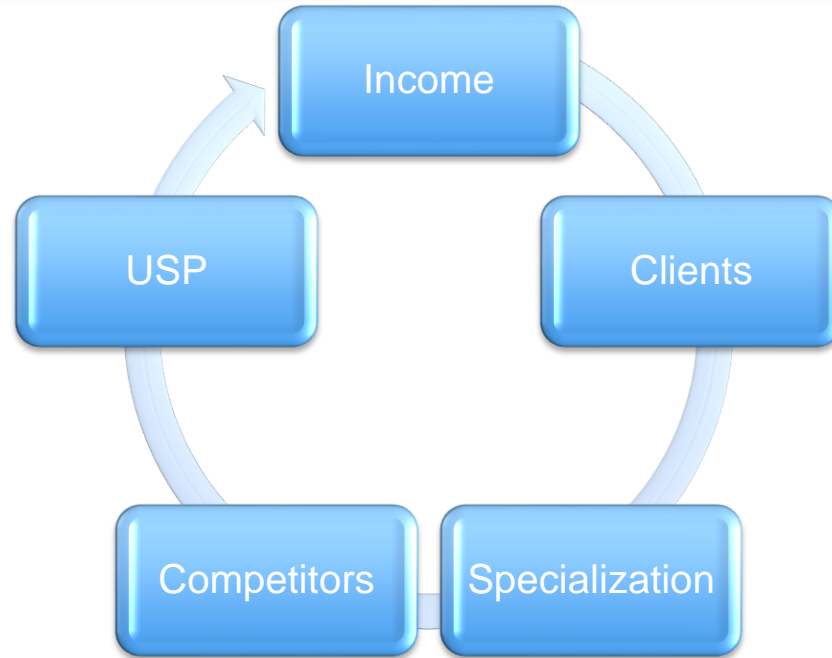
Benefits of having a marketing plan

- Prevents waste of time
- Brings focus on your target market
- Gives direction for your efforts
- Creates new leads and networking opportunities
- Produces more clients and more money
- Measures your progress

Steps to create a marketing plan



Current situation



Target market



- Industry?
- Location?
- Size?

Vision

Where do you want to be in the next 3-5 years?

A vision is about creating a short statement that will guide you over the next 3 to 5 years. It should be specific enough to say something about what you will do and equally what you will not do.



SMART Goals



Answer following questions

What worked last year and what didn't?

How will you find your clients?

What type of marketing will you do to get your name out there?

Where will you market your services?

What results are you looking for with your marketing? (Number of clients or projects per month)

How will you market and provide service to your existing clients?

What do you need to focus on?

Creating
leads

Following
up

Closing
sales

Marketing activities – new translators

Register in online translation databases

Registering in translation association databases

Creating a website

Creating a profile on LinkedIn

Asking for testimonials and recommendations

Marketing activities - agencies

Research translation agencies

Create a list of agencies to contact

Send email or register with these agencies

Follow up, using the Excel form

Repeat

Marketing activities – direct clients

Updating website and SEO

Finding and contacting clients on social media

Researching new niche and target clients

Develop marketing material (brochures, leaflets, samples, portfolio)

Contacting potential clients through warm email prospecting or phone calls

More marketing activities

Attending translation conferences

Attending industry conferences

Local networking

Becoming member in niche associations

Subscribing to industry journals

Budget



- How much money?
- Does budget fit tactics?
- Are there alternatives?
- How much time do you have?
- Annual and monthly budget?

Marketing calendar

Monthly Marketing Calendar

Insert Month and Year

<u>Event / Activity</u>	<u>Cost</u>	<u>Comments</u>	<u>Date</u>	<u>Results</u>

Template Designed and Developed by Editor of Marketing at About: Laura Lake
A Resource for All of Your Marketing Needs
<http://marketing.about.com>

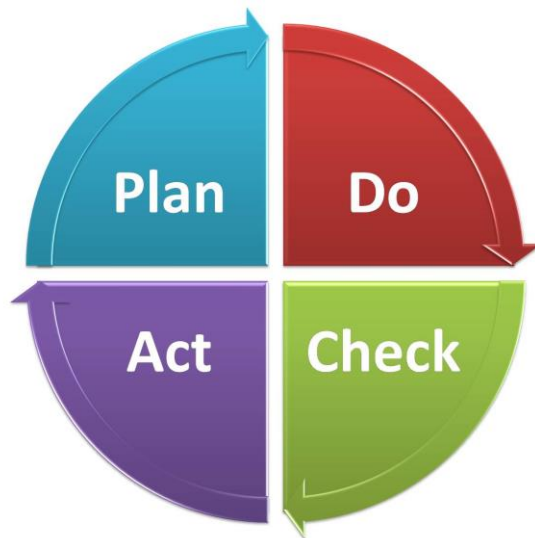
Tracking and following up



- Finances/income
- How many customers?
- Online presence
- Follow up on clients, prospects and goals
- Where did you hear about me?

Conclusion

Developing a marketing plan is nothing more than setting goals and making a to-do list to get you there. The most important thing is to follow it, to set up goals, and go back to see if the marketing is working. If the plan is not working, change it and adapt to new circumstances.





- Do you ever feel like marketing gets put on the backburner because you have so much work?
- Do you procrastinate your marketing because you are unsure who to contact or how to market?
- Do you feel like you are throwing spaghetti on a wall to see what sticks? What works?
- Do you wish someone could just tell you what to do to market your business?



IF YOU ANSWERED **YES** TO ANY OF THESE QUESTIONS,
YOU WILL BENEFIT FROM **THE COMPLETE MARKETING COURSE FOR TRANSLATORS**.

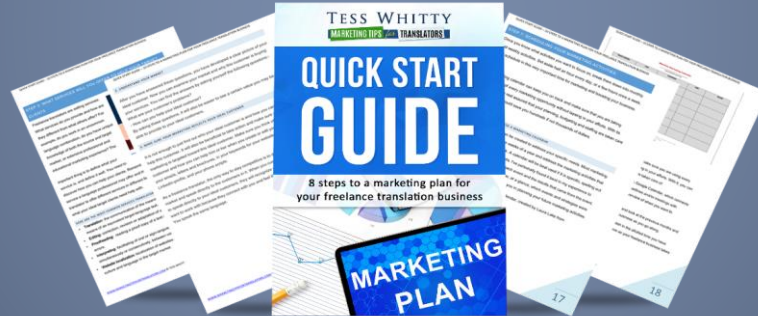
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Thank you! Questions?

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[Course: The Complete Marketing Course for Translators](#)

[Ebook: Quick Start Guide: 8 steps to a marketing plan for your freelance translation business](#)

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UTIC Webinar-2017. Grammarly Under the Hood

45 views



Ukrainian Translation Industry Conference

Published on Nov 3, 2017

Let's have a look at linguistics from a different point of view. We invite you to discover computational linguistics and take a glimpse under the hood of Grammarly. What magical spells does it use to detect all text errors and free mankind from grammar illiteracy? Who teaches it to find more and more lawbreaker mistakes?

All the secrets and magic will be revealed! We will talk about what NLP is, why and where we need it, and take a peek into the day of a Computational Linguist.

About the speaker:

After graduating from Lviv Polytechnic National University two years ago, Oksana joined Grammarly as a Computational Linguist. At Grammarly, she is working in the area of Natural Language Processing. Her current projects are focused on error correction and stylistics.

Oksana is also passionate about coding. She is one of the organizers of the DjangoGirls workshops that aim to teach women to code in Python.

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