

A service focussed on international marketing

Furthermore, PMs plays a pivotal role in multi-lingual projects, ensuring that the copy editors involved interact with one another, discussing and comparing ideas.

Technical translators: selected for their specific skills in a particular industrial branch, these experts are familiar with the correct sector terminology, thus ensuring the production of accurate technical translations.

Technical translators must also localise texts correctly (units of measurement, time/date formats, etc.)

Copy editors and copy writers : mother-tongue professionals selected on the basis of their experience in specific areas of communication, such as above- and below-the-line marketing, consumption, business to business, finance, industry, specific market sectors (IT, tourism, the motor trade, cosmetics, luxury goods, etc.).

Workflow

During the preliminary stages of a project, we will ask to arrange a meeting with the customer in order to acquire a general picture of the company and to obtain as much information as possible on its products and target audience, in order to obtain the background information required to launch the project. When tackling a particularly technical text, for example, a glossary must be generated and used, and this will be submitted for the customer's approval or correction. Soget can also liaise directly with the customer's distributors and foreign branches, and indeed considers this of great importance in order to check the technical terminology adopted and involve the local parties who will then have to use the document produced.

In the event of the customer not availing of the resources required to implement these checks, the technical terms will be confirmed by a specialised on-site reviewer.

The technical translator, therefore, will handle the "basic" translation and localisation, while the reviewer will subsequently handle the editorial review.

In certain cases, the project quality may further be checked by a copy writer.

In this way, we are able to produce a foreign language version of promotional documentation, aimed specifically at the reference market, from scratch.

Fields of application

Any international advertising and marketing copy writing project:

- corporate communications
- direct marketing
- brochures and catalogues
- packaging
- press releases
- websites.

Soget will be happy to set up personalised workflows.