



Efficient Global Marketing With Local Impact

High-quality marketing translations for immediate rapport
with your customers

Key benefits

- ✓ Marketing messages tailored to your target audience
- ✓ Certified translation quality in accordance with ISO 17100
- ✓ 30 years of experience in the industry
- ✓ Integrate sales and marketing platforms into your translation workflow
- ✓ Highly automated review and approval process

High-quality translations are the gateway to foreign markets, and one of the keys to success when putting together an international marketing campaign. The core objectives of your marketing – from brand awareness and user engagement to cold, hard sales figures – are inextricably linked to how well your marketing translations speak to your customers.

Milengo is one of the world's leading translation providers, with roots in global B2B and B2C marketing that stretch back over three decades. We will reliably convey the content of your marketing initiatives with a finely tuned understanding of your target audience's culture. Sometimes it's not just what you communicate – it's how you communicate it.

- ✓ Translation experts who specialize in marketing and sales
- ✓ Texts translated and adapted with precise understanding of your target market
- ✓ Extensive linguistic quality assurance program

Your core message in a nutshell – and in any language you like

Specialized, product-specific terminology and wording that matches your brand is essential to any translation. Milengo works exclusively with native-speaking translators and proofreaders located in your target countries to ensure that the marketing materials we produce reflect the local market requirements. Our dedicated teams are well-versed in the workings of your industry, and possess an outstanding feel for linguistic nuance and a deep understanding of both your source and target cultures.

- ✓ Smart integration options



Your core message in a nutshell – and in any language you like

Our aim is to provide you with bespoke processes that will make your work easier. One of the key components of this approach is our translation management portal, which allows you to seamlessly connect your content management system to our localization platform. We use translation memory technology in all our projects, so you only have to pay for new texts – not repetitions of old ones. With Milengo as your partner, you will be able to get your international marketing campaigns off the ground more quickly and keep a clear head for strategic tasks – thanks to the time saved by our highly automated translation workflows.

- ✓ Strict adherence to the requirements of regional stakeholders
- ✓ In-house tools and workflows to support collaboration with client-side experts
- ✓ Translations for review provided in simple, editable document

- ✓ Creation of client-specific style guides incl. branding, localization notes, spelling preferences, etc.
- ✓ ECQA-certified terminology experts
- ✓ Collaboration with local managers for approval of all company terms

Approval processes working in seamless symbiosis

Client review is frequently thought of as a proofreading exercise to monitor the language quality provided by an outsourced translation agency. Rather than a sanity check, Milengo sees reviews as an opportunity to incorporate regional requirements into content produced under a centralized translation workflow.

A confident style and consistent brand communication

Milengo works with key corporate and regional stakeholders at the customer's end to create detailed style guides for each target locale. The aim of these guides is to establish a clear and consistent brand identity and bring your translated marketing content in line with your regionally produced copy.

To help us reproduce your corporate language correctly at all times, Milengo's experts can extract terminology from previous translation projects, business communications and existing glossaries on request and use this to create multilingual terminology databases for your translations.

- ✓ Support for double-byte and bidirectional languages
- ✓ Collaboration with design managers to ensure adherence to corporate design guidelines
- ✓ Multimedia localization, incl. video editing, subtitle production and professional voiceover

- ✓ Free web-based tool for file transfer and project updates
- ✓ Customized access rights for the review and approval process
- ✓ SSL certificates from Gandi for a high level of data security

Make your first impression count

Modern marketing is about more than just snappy messaging. Whether you need a high-profile promotional film or a glossy brochure, Milengo is the perfect partner for web, printed or audiovisual content to excite the eyes and amaze the ears. Our team is well-versed in the use of all common multimedia toolkits, including HTML, XML, JavaScript and the entire Adobe and Articulate suite. Milengo's multilingual desktop publishing experts provide ready-to-publish documents that preserve the brand integrity of the original design while complying with the linguistic and typography standards of each language.

Project assignment – secure and online

LanguageDesk is Milengo's customer portal. It enables you to keep track of every aspect of your projects and provides an easy overview of all your translations, their statuses, the associated files, costs and communication history. Thanks to customized user access rights with roles and permissions, colleagues all over the world can work together, with regional partners and agencies incorporated into the translation workflow.



**To learn more about Milengo's
marketing translation services,
please contact sales@milengo.com**

Milengo is an ISO 17100 certified language service provider with over 30 years of industry experience. With a strong emphasis on consultation, we design tailor-made translation and localization strategies for customers in the IT, software, hardware, manufacturing, and e-learning sectors. In doing so, we focus on the central requirements of these markets: industry-specific linguistic expertise, speed and cost efficiency.