



MARKETING TRANSLATIONS



www.i-t-local.com

About our company

Experienced: *itlocal* is an ISO-Certified translation agency with global offices in California and Romania, that has served the translation needs of large companies worldwide. It has developed teams of project managers, translators, editors, quality assurance experts, and production specialists who are experts in the use of translation tools.

Specialized: *itlocal* delivers multilingual solutions to the marketing sector. Our database of marketing and advertising terminology is continuously improved and updated. Our experienced staff is ready to help clients save time and money in the creation of country-specific localization-ready content.

Client-Oriented: *itlocal* designed a specific Quality Assurance Process employing superior processes to ensure correctness, appropriate style and consistency. Our Clients receive a customized product including specific glossaries, Language Conventions and Work Instructions.

itlocal can make all the difference when dealing with marketing materials. Our localization and transcreation services will enable you to speak your client's language in an authentic manner, while our quality procedures will ensure that your materials are immaculate and ready to be used for marketing communication purposes.

In a constantly changing environment, absolute attention to detail and maximum quality are genuine needs rather than commodities. Additionally, the creative spirit must always prevail and engage the consumers in an efficient manner.

Focus on Marketing Translations

In the field of marketing and advertising, there is a great need of improvisation or creativity, as these materials and documents are supposed to convey a message and to persuade the reader.

Evidently, these projects are particularly challenging because they need a higher level of creativity compared to other types of translation, while keeping in mind local language norms and requirements. Cultural differences must be considered and for this reason we only work with native experts.

We have a vast experience in translating marketing materials simultaneously into multiple languages. This allows us to successfully meet the demands of our clients, whether they are leading institutions, multinationals or companies in the advertising, PR and marketing sectors.

In our translation process, we use instruments like glossaries and translation memories, keeping in mind the tight deadlines, legal constraints and technological requirements, ensuring your content is culturally sensitive and linguistically faithful.

We are dedicated to providing exemplary service, which is why we adhere to strict security processes, which will keep your documents safe and confidential. You can, therefore, have peace of mind knowing that your marketing translation needs are being catered for by experienced professionals with a solid reputation.

Types of projects

- Brochures
- Newsletters
- Marketing plans
- Market researches
- Websites
- Packaging
- Public Relations documents
- Business cards
- Sponsorship agreements
- Advertising Software
- Fliers
- Slogans
- Sales presentations
- Sales proposals
- Catalogs
- Campaigns
- E-learning programs
- Company videos (subtitling)
- Interviews
- Conference programs
- Press kits
- Press releases
- Internal documents
- Pamphlets
- Recommendations
- Promotional products
- Sales pitches
- Online ads
- Web applications and services
- Point of sale displays
- Recommendations
- Promotional products
- Sales pitches
- Online ads
- Web applications and services

Our Services

Translation & Localization: We have adopted a 3-step process of Translation, Editing and Proofreading (TEP) so that each project is viewed by three different sets of eyes, to ensure consistent quality on each and every project.

Desktop Publishing & Graphics: Our graphic designers take care of all the formatting to ensure that the layout of your translated document stays true to the source format. Our DTP teams can handle a large number of publishing formats (FrameMaker, PageMaker, InDesign, Adobe Photoshop and more) and platforms (PC and Mac). They are experts in the generation of final copy or camera-ready deliverables.

Quality Assurance & Evaluation: This is the final step in the translation or localization process, to ensure the quality of the content of your document. We use only native speakers of the target language for each individual project.

Content Writing & SEO Localization: We always have in mind marketing strategies, which allows us to innovate and offer quality content for each and every one of our clients. Every client wants every project done well, every time, and that is what we offer. Having an adequate content strategy is the key to standing out in any competitive market.

Virtual Staffing & Outsourcing: When we talk about tailoring an international strategy to your needs, we mean it. Sometimes that calls for independent contractors and in-house staff to support your short and long term campaign goals. Beyond, itlocal is your resource for recruiting Translators, Project managers, QA Experts, Linguistic Testers and more.

Main languages WE TRANSLATE

Albanian
Arabic
Armenian
Bulgarian
Croatian
Czech
Danish
Dutch (Belgium, Netherlands)
English (Australia, Canada, Ireland, UK, USA)
Estonian
Finnish
French (Belgium, Canada, France, Switzerland)
German (Austria, Belgium, Germany, Switzerland)
Greek
Hebrew
Hindi
Hungarian
Icelandic
Italian (Italy, Switzerland)
Japanese
Korean
Latvian
Lithuanian
Norwegian
Polish
Portuguese (Brazil, Portugal)
Romanian
Russian
Serbian (Cyrillic, Latin)
Simplified Chinese (China, Malaysia, Singapore)
Slovak
Slovenian
Spanish (Latin America, Spain, USA)
Swedish
Thai
Traditional Chinese (China, Hong Kong)
Turkish
Ukrainian
Vietnamese

Why choose us

- We use only language experts with degrees in marketing, advertising, business administration and/or careers in a corporate environment
- Editing and reviews done only by specialist proofreaders
- We are well-accustomed to tight deadlines but we never compromise on quality. We make sure our linguists have enough time to express their thoughts and make use of their creative thinking. To preserve the integrity of the message, we encourage our linguists to transcreate when necessary.
- Use of country-specific jargon and expressions which are suitable for the target market.
- Use of client-specific terminology databases and standardized language
- Professional translation ethics
- Precision and attention to detail
- Dedicated project managers
- Maximum data security through dedicated tools
- Strict Quality Assurance process we abide by
- We build solid relationships with our clients and offer them the highest quality services
- Our clients' needs and objectives are at the core of our philosophy. Always
- Translation aiding tools such as Trados and other CAT Tools, sector specific glossaries, terminology databases etc.
- Increased efficiency and quality
- Centralization of your financial terminology
- Glossary terms maintenance
- Easy access 24/7

Quality Assurance and Information Security

- Continuously improving our documented procedures defining the manner of preparation, translation, production, uploading and servicing, where the absence of such procedures could adversely affect quality
- Use of suitable production, uploading, and servicing equipment, and a suitable working environment
- Monitoring and control of suitable process parameters and product characteristics
- Ensuring information confidentiality, integrity and availability entrusted by the interested parties for client utilization
- Recognizing the importance of ensuring compliance with applicable regulations when providing services to our clients

General Data Protection Regulation

We fully recognize the crucial importance of confidentiality and safety of your materials. Strict procedures and guidelines are followed in order to safeguard your documentation throughout the entire process of translation, verification and delivery.

itlocal processes the personal information you provide for the purpose of delivering translation and localization services and for fulfilling orders and invoicing services. The data provided will be stored whilst the commercial relationship lasts, or for the duration needed to comply with legal obligations in force. The data are only ceded to the necessary consultants for fiscal matters and will not be passed on to other third parties unless there is a legal obligation to do so, or you have explicitly agreed so.

You are entitled to obtain confirmation on whether we are processing your personal data, which data we are processing, and therefore you have the right to update or rectify inexact data, as well as have the data erased when they are no longer necessary.

All the experts that collaborate with **itlocal** are also compliant with the GDPR. We (and our subcontractors) are not using free machine translation engines to process your information. We've always taken the safety of data very seriously, and our clients, employees and suppliers know that we are 100% discrete.



United States

8950 W Olympic Blvd,
CA 90211
+1.213.908.1401

Romania

63 Unirii Boulevard
F4 Building
Bucharest
030834
+40.748.267.037

