

# Social Selling 14th May 2024, Birmingham

Building Business Through Social Media and Business Networks

Key Takeaways



#### 2024 UK Language Services Pricing Trends Report

- The ATC 2024 UK Language Service Pricing Trends Report looked at the wider landscape of the language service industry.
- It aims to shine a light on smaller companies that are sometimes overlooked in larger studies.
- Although we expected a tough economic landscape, the report found that respondents are able to weather challenges they may be facing.
- LSPs are continuing to diversify their services, but 96% still offer translation services.

The Pricing Trends Report will be published next week as a members—only resource!

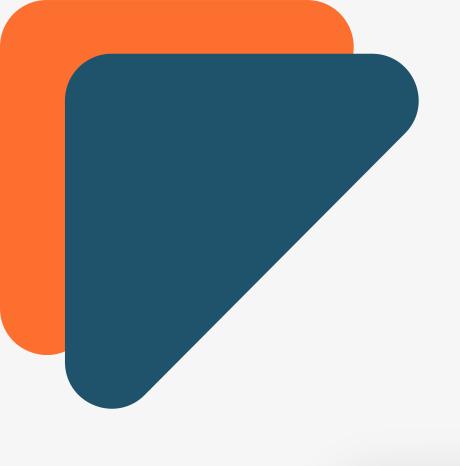


# Social Selling on Social Media Speaker: Rian Bailey-Weir

• Emotion is key in your marketing; make this a focus within your marketing activity.

#### Sad, Mad, Glad, Scared.

- A focus on just vanity metrics won't directly get you the goals that you're aiming for.
- Retargeting is vital to your marketing strategy; remind your audience to engage with you.
- Metrics to track: Impressions, Reach, Clicks, Engagement, Followers, Likes, Engagement Rate, Cost Per Millie (CPM), Cost Per Click (CPC.)
- Branding is a feeling; it's more than just how your brand looks on the outside.





#### Building relationships through business networks Moderator: Sarah Bawa Mason

- Within this session, we heard from 3 of our ATC members about their experiences building relationships through business networks.
- Robert Martin, Magic Beans Agency –
   Identifying the ecosystem of your niche.
- Cathy Branson, Dialogue Business networking with client—side trade associations.
- Helen Provart, Peak Translations Building relationships through networking with business organisations.



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#### Robert Martin, Magic Beans Agency

- There is a difficulty differentiating between small and large LSPs.
- An educational push is needed from LSPs to educate clients on the work of small LSPs.
- Every niche/ industry has an ecosystem it's important to know yours.

# ATC Member Member Case Studies

#### Cathy Branson, Dialogue

#### Tips for working with trade associations:

- Do your research.
- Sell yourself.
- Be strategic.
- Plan resources.

#### Helen Provart, Peak Translations

### Tips for networking with business organisations:

- Choose your network carefully.
- Go to events prepared.
- On the day, remember business cards, build relationships rather than just selling.
- Follow up.



## Photos from the day



















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# THRIVE 2024: ATC Unconference

26th-27th September 2024, Birmingham

At THRIVE 2024, we're going to help your company not just to survive but to thrive.

It's about managing a business underpinned by solid financial, technological and commercial foundations - so you're ready for whatever comes next.

We're also bringing back our Language Industry Awards, and nominations are open!

Secure your space now!