



Association of
Translation Companies
DEFINING STANDARDS OF EXCELLENCE

Social Selling

14th May 2024, Birmingham

Building Business Through Social Media and Business Networks

Key Takeaways



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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!**



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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.



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**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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ATC Member Case Studies

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.

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.



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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!](#)