

Email Campaign: Terminology Management

**Email 1**

**Make sure the world better understands your products and services.**

Dear First Name,

**If your company values its brand identity and is targeting global markets then terminology should be important to you.**

Using the right words at the right time and in the right context is vital to accurate and effective communication in most aspects of life. Commercially this is unquestionably also the case.

Your products, processes and people are described in a unique way by your company language, its corporate terminology. It is a key element in your company identity and deserves to be created, managed and delivered using professional methods and tools. Getting it right will mean that adapting your products and services to new markets and new languages will be more straightforward. And ultimately more cost-effective.

**Here at t'works we understand that the positive impact of managing terminology effectively isn't always obvious.**

It's an area of the translation environment that is widely promoted but not always well explained by language providers. That's why over at the t'works website you will find clear and informative resources relating to terminology management; how it works and how it will benefit your company.

**Why not have a read now?**

And feel free to reply to this email if you have any queries related to terminology management or any of our other services. At t'works we're always listening.

Best regards

**Email 2**

**7 benefits of terminology management**

Dear First Name,

\*We/I just wanted to tell you a little more about why terminology management should be a priority for your company.

**When you manage your terminology effectively the advantages will be obvious.**

- 1- In-house communication will be clearer and more consistent
- 2- Better interactions with customers will mean higher rates of satisfaction
- 3- Your products and services will be easier to adapt multilingually to global markets
- 4- The quality of your content will be optimized
- 5- Your brand identity will be preserved and more effectively delivered
- 6- Your SEO will be bolstered
- 7- Trademark and regulatory issues will be avoided in international markets

**For your translation projects – and as a vital component of creating and building your corporate identity – terminology management makes sense.**

Here at t'works we can advise on the most suitable approach for your company and can even offer our own in-house software solutions.

Don't hesitate to get in touch with us today to find out what terminology management could do for your company.

Contact us **here**.

Best regards

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**Email 3**

**Managing your corporate terminology should be a team effort**

Dear First Name,

Here at t'works we are expert in ensuring the consistency and technical accuracy of your corporate language and integrating it into your translation projects.

**We believe effective terminology management is one of the foundations of your company's identity and brand.**

t'works will work with you to establish which professional terminology management solution is right for your company and our team of editors, translators, terminologists, linguists and developers will be by your side all the way. We **extract, manage and maintain** multilingual terminology and glossaries that are used in translations and within your organization. Terminology databases make subsequent translations more consistent, faster and ultimately, cheaper.

t'works has 2 in-house, server-based tools at its disposal, both offering a more collaborative and faster way to extract and manage your corporate terminology. These tools mean your team and ours can easily work together and there's no more clunky emailing of Excel spreadsheets or database files.

**Don't worry, your corporate language is in safe hands with t'works.**

To learn more,

VISIT OUR WEBSITE

or contact us directly. At t'works we're always happy to hear from you.

Best regards,

**Email 4**

**The cost-effectiveness of terminology management might surprise you.**

Dear First Name,

We understand that terminology management might seem like just another expense on what is already a tight localization budget.

We'd like to reassure you, however, that professionally managing your corporate terminology should bring both reductions in spending as well as increased profitability.

**The improved consistency and technical precision of your company's corporate language brought about by terminology management should mean:**

- All company documentation is more consistent so
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- Accuracy and repeatability are improved.
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- Content clarity leads to a better customer experience
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- And a reduction in help desk queries.
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- There is more keyword consistency for SEO and
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- Better findability leads to more clicks.
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- A pre-planned multilingual database brings increased translation efficiency
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- Leading to a reduced time spent on translation research, revisions and error corrections.

The advantages are hard to ignore!

Many years of experience here at t'works have taught us that systematic terminology work ensures better quality translations and has a positive impact on company communication as a whole.

Thinking about a translation project and interested in terminology management? We'd be more than happy to provide you with a personalized quote or demonstration.

**Get in touch with us here.**

Or simply reply to this email.

Best regards