

Marketing company teams up with Intonation to add value to services



“
The result was professionally translated web pages, which has been reflected in greater market share for Vero Technologies.”

Meeting a client’s needs is at the top of the list for every business and marketing companies are no exception.

Tri-Synergy - a digital marketing company based in Hampshire - designed and built a 500-page e-commerce website for Vero Technologies, a leading UK supplier to the professional electronics market.

Vero Technologies’ clients are primarily in the UK but with Germany also proving to be a lucrative market for some of the company’s key products, Vero Technologies wanted to ensure it didn’t miss major opportunities available to them.



Creating a German language website

Natalie Kramer, Tri-Synergy's Associate Operations Director said "Vero Technologies' existing customers and those working through distributors in Germany were very accommodating using a website written in English".

"However Vero knew that if it wanted to increase both its penetration in the German market and its distribution, it would need to provide a German language version of the website," said Natalie.

"Having worked with Intonation for many years, we didn't hesitate in recommending them. We were certain that the company's experience in technical translations meant that they would be ideal for Vero Technologies. Intonation is also used to handling projects of this size," said Natalie.

Over 100 key pages on the Vero Technologies website were translated and due to the success of the initial translations and the ease of working with Intonation, Vero Technologies began to look at translating the product pages too.

"The translation process was very professional and straightforward. We provided Intonation with the text, they clarified questions over the phone or on email and then presented us with the translated information which was in a usable format. That's why we've decided to roll out the translation of the individual product pages," said Vero's Sales Manager.

Rachael Warburton, Intonation's General Manager said that joining forces with marketing companies is mutually beneficial. "We work with a number of marketing companies and it provides an opportunity to generate more work - for both parties".

"From translating websites, brochures, adverts, press releases, assistance with keyword research for SEO and PPC, videos and social media, we can help with any aspect of a marketing project.

"In turn, this can help bolster a marketing company service offering by providing their clients with the 'complete package' and add value to their services" added Rachael.

Tri-Synergy is a full service digital marketing agency in Hampshire, with expertise and experience in marketing strategy, digital, technical and content marketing.



Rachael Warburton, Intonation's General Manager, believes that when dealing with foreign markets, having a professionally translated website shouldn't be underestimated.

Your website needs to rank highly in search engines but more importantly you are wanting to give your website visitors a good user experience that encourages them to convert, come back and tell others.

Due to the technical nature of Vero Technologies' products, accurate and careful translation was essential, making Intonation's skilled translators an excellent choice for the job.

At Intonation we only use mother tongue translators which ensures all our translations are both grammatically correct and take cultural differences into consideration. The result was professionally translated web pages, which has been reflected in greater market share for Vero Technologies.