

Marketing Strategies for Legal Translators and Interpreters

Hello ATA LawD Members! Today's networking event aims to improve your marketing strategies to gain new clients. Whether you're a beginner or an experienced professional, please participate. Your ideas and experiences matter to us and other members. So, prepare to share, learn, and grow in this event. Let's work together and lift our marketing strategies to a new level!

What is “Marketing”

Every legal translator and interpreter is more than just a law and language expert — they are also a **business owner**. This means they need to **take care of all aspects of their business**. To keep track of everything, many business owners create a business plan. This is a helpful guide that outlines the steps needed to reach their business goals, manage resources, establish a brand, handle finances, and **develop a marketing strategy**. *But what exactly is marketing?*

Definitions

- **Investopedia**
Marketing refers to the activities a company undertakes to promote the buying or selling of its products or services. Marketing includes advertising and allows businesses to sell products and services to consumers, other businesses, and organizations.
- **American Marketing Association**
Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- **Forbes**
Marketing encompasses every part of a plan to turn a prospective consumer into a happy and satisfied customer. It includes everything from market research to advertising. The goal of marketing is to convince a person that your product is worth investing in, establish brand loyalty, and increase overall sales.

- **Corporate Finance Institute**

Marketing refers to business activities associated with communicating, advertising, delivering, or selling products or services to customers. A company undertakes the activities to promote the sale of a product or service to the target audience.

Key Concepts

- **Marketing**

- Activities
- A business does
- To promote and sell their services
- To their target audience

- **For legal translators and interpreters**

- Activities
- you do as a business
- to promote and sell legal translation / interpretation services
- to your target audience

Marketing Plan

A Marketing Plan is a document outlining the **strategies** your business will use to **reach your target audience** — [Investopedia](https://www.investopedia.com/terms/m/marketing-plan.asp).

Set a Clear Goal

- Setting a marketing goal involves clearly defining what you want to achieve, such as **gaining new clients**, introducing a new service, or expanding to a new location.

Be Realistic

- Be realistic when setting marketing goals.
- Avoid setting goals like reaching a specific number of clients.
- Instead, **focus on your marketing strategy efforts**. For example: *"I will send X amounts of emails to potential clients," "I will attend X networking events where I can meet my potential client."*

Be Consistent not Motivated

- Motivation is temporary and consistency brings results. Avoid depending on sudden energy bursts for your marketing tasks. Instead, **follow a regular timetable, regardless of your motivation** level.

Implementation Plan

- Develop a **structured timeline for executing marketing tasks** to achieve your marketing goal.

Important!

- To effectively set marketing tasks, you first need to understand who your client is.
- Who are your services targeted to?
- This understanding significantly impacts the effectiveness of your marketing efforts.

Identify your Ideal Client

*“An ideal client is **someone you enjoy working with and who enjoys working with you**. It’s a two-way street of respect, trust, and reliability.*

- *Pay the rates you ask to be paid on time and without question*
- *Communicate their needs well.*
- *Offer you interesting work.*
- *Respect boundaries.*
- *Treat you as the professional you are.*
- *Trust you to be their partner” — Madalena Sánchez Zampaulo “The Online Presence Roadmap: A Practical Guide to Confident Online Marketing for Translators and Interpreters”*

Why is it important?

- Before implementing marketing strategies for your legal translation and interpretation services, it's crucial to first identify who your ideal client is.
- By knowing who your ideal client is, you can **set clear, achievable, and effective marketing tasks** toward **successfully reaching your marketing goal**.
- It allows you to tailor your messaging, service development, and delivery to meet the specific needs, desires, and pain points of these clients.

Narrow your ideal client to a person

- **Direct Client**
 - Law Firm
 - Lawyer
 - Legal Assistant
 - Paralegal
 - Court
 - Administrative Office Director
 - Administrative Office Assistant
 - Company
 - Business Owner
 - Member of the Legal Department
 - HR Manager
- **Agency**
 - Project Manager of Legal Projects

What it means to understand my Ideal Client

To truly understand your ideal client, you need to ask the right questions. The answers to these questions will help you **identify where to find them and set the most effective tasks to approach them.**

- Who is my client?
- What services do they offer?
- What are their "*pain points*" in delivering these services?
- Why do they require my services?
- Where do they network?
- Where do they get continuing education?
- Are they part of a professional association?
- What value do they see in legal translation/interpretation services?
- Why should they choose me over my competitors?

Marketing Strategies to Get New Clients

Be proactive in reaching new clients. Don't wait for people to come to you. Instead, take the "first step." The "worst" outcome is not getting a response. If you do get a response or make an in-person connection, always follow up.

Attend Continuing Legal Education Events (CLE)

- State and Local Bar Associations
- Law Schools

Joining Professional Associations

- State and Local Bar Association
- Business Association
- International Bar Association
- State and Local Chamber of Commerce

Attend Networking Events

- Participate in networking events attended by your clients
- Many Continuing Legal Education (CLE) events have a networking session afterward
- After the event, reach out to potential clients you met

Building an Online Presence

- Website
- LinkedIn
- ATA Directory

Email Marketing (Phone calls)

- Go to the websites of your ideal client or association your ideal client is part of, and write them an email.
- Draft from Corinne McKay:
 - *“Hello Melissa, I hope you’re doing well. I recently came across your website while researching immigration law firms in New York. I’m a Spanish to English Translator specializing in legal translations. Would you be the correct person to speak with about offering my services?”*

Submit Your Resumé

- If your ideal client is an agency, draft a resumé and submit it to them.
- Customize your resumé to highlight skills and experiences relevant to the agency.
- Follow up with the agency after submitting your resumé to show your interest.

Referral Program

- Encourage satisfied clients to refer your services to others in their network.
- Ask them for specific names of people in their network whom you can contact.

Testimonials

- Encourage content clients to provide testimonials.
- Request their permission to use their feedback as a testimonial on your website and LinkedIn.

Let's Share in Groups

Groups

- Legal Translators Marketing to Direct Clients
- Legal Interpreters Marketing to Direct Clients
- Legal Translators Marketing to Agencies
- Legal Interpreters Marketing to Agencies

Questions

1. What have been your **most effective marketing strategies** when looking for *agency clients*?
2. What have been your **most effective marketing strategies** when looking for *direct clients*?
3. If you have been using **AI for marketing**, can you share what tools you use and what your experience has been?
4. What is a specific **challenge you've been facing in terms of marketing** yourself that you'd like to ask for advice on?

Resources

- [March Marketing Madness By Corinne McKay](#)
Spanish Edition by "[Academia de los Grandes Traductores](#)"
- [The Online Presence Roadmap: A Practical Guide to Confident Online Marketing for Translators and Interpreters - Madalena Zampaulo](#)
- [Messenger Marketing for Freelance Translators: How to Leverage it Effectively - Dmitry Beschety](#)

- [Episode 46: Smart Habits for Finding the Right Clients for You - Smart Habits for Translators by Madalena Sanchez Zampaulo and Veronika Demichelis](#)
- [How to Find More Direct Clients: Thrive as a Premium Freelance Translator in Your Niche and Futureproof Your Career - Jason Willis-Lee](#)
- [Marketing Tips for Translators: The Ultimate Collection of Business Tips from the Podcast by Tess Whitty](#)
- [ATA Resources](#)