

Bonus resource

Marketing to a sceptical audience



BP24 Translation Conference

Sarah Silva

www.BusinessTranslated.com

Strategies to reduce scepticism

With great power comes great responsibility - use these strategies ethically and wisely in your marketing

- **Make it easy, reduce friction**

Avoid common claims without explaining what they mean for the client. Consider how you are different, who specifically you work with, typical projects and what you help clients achieve so they know they've come to the right place.

Instead of *How can I get them to buy?*

Ask *Why are they not doing this already?*

Then: *What can I do to make it easier?*



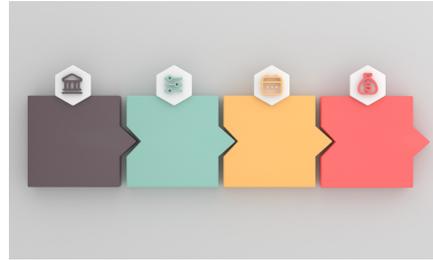
- **Demonstrate effort**

Clients will value you more if they can see the work you've invested. Potential clients want to know you will take care of all the details, that you're suitably qualified and experienced. That you've researched their company before you contact them. That you're not just going to 'run the translation through a machine' and charge premium prices but that your clients get a truly bespoke product and service.

How can you demonstrate the effort invested in your service before someone starts working with you?

Dyson: "5126 prototypes that didn't work" highlights the effort that went into product development

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- **Transparency**

People generally report greater customer satisfaction and rate a service higher if they can see the work being performed on their behalf. Even at the search stage, researchers found that a service was rated 8% higher if customers saw the results being filtered in front of their eyes.

Tell clients:

What happens behind the scenes

When they should expect to receive a quotation

What happens next when they make an enquiry or click a link so it is safe to act.

What would happen in the 1st, 2nd, 3rd step and so on, if they were to start working with you?

Displaying a product cost breakdown also increases trust and sales. One study showed 21.1% increase in sales when costs were disclosed. This effect still occurs even when customers can see profit margins are as high as 55%.

- **Credibility**

Present two-sided messages to reassure your sceptical audience that there's nothing to hide. The claim "our jacket is not light, but it is the one that will keep you the warmest in harsh weather." was perceived as honest and the company more credible than if the statement was focused solely on the benefit.

Testimonials work well this way too: "Although we were initially concerned by the cost of translation, we quickly recognised the value offered by this specialist translation service that helped us increase our website enquiries within a couple of months".

Precision and specificity shows more care and consideration than vague concepts (which activate scepticism).

Evidence-based claims help verify the credibility of your message.

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- **Evidence**

Support the claims you make about your services with evidence. Even in your about copy on LinkedIn profiles, websites, in your CV (for agencies) and portfolio (direct clients), talk more about the typical projects, client wins and put the focus on the reader.

Can you share metrics or stats about your clients?



ANH

★★★★★ She gets me

Reviewed in the United States on 29 November 2023

Verified Purchase

This book is a good motivator for freelance translators who are paralyzed and overwhelmed by the thought of marketing. She understands the common pain points and offers general but practical and immediately applicable ways to overcome the feelings and inertia. She doesn't offer specific marketing tips. Instead, the book is about getting out of your own way so that you can move forward and making marketing feel less of a slog.



- **Experience**

At this point in your marketing, the client has explored different options and wants a taster of what it's like to work with you to validate their decision.

- What can you offer as a 'try before they buy' taster service (paid or not)?
- Create content that gives them a sense of who you are and how you work
- Share a useful resource your target audience can benefit from so they come back for more.

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- **Freedom of choice**

Help clients make an informed choice by explaining what they need to know and encouraging them to take the next step. Remember that we don't like being told what to do, hate people assuming things about us, especially when they're wrong, and we want to be heard.

Can you offer more than one choice in how they work with you?

Have you provided everything your buyer needs to make an informed decision?

Are you making assumptions? If so, you could rephrase your copy e.g. "in my experience, companies like yours need xyz" and then encourage a conversation about their specific requirements.

Your sceptical buyer's journey



Discover

Need translation, discover you exist
May be frustrated with current situation



Explore

Available options, pros and cons of each,
digging into details



Evaluate

Buyers are looking to validate their hypothesis.
Taster of what it would be like to work with you.



Decide

Do they have enough information to make
an informed decision?



References

References cited in the presentation

- *The 70% majority: Enduring consumer beliefs about advertising*, John E. Calfee and Debra Jones Ringold
- *Edelman Trust Barometer Global Report (2018)*
- <https://business.yougov.com/content/46193-global-are-consumers-mistrustful-of-brands-green-claims>, 2023
- *When Banks Talk Human*, Jocelyn Brady - The Brain Lady - and team created [this video](#) as part of a training programme for a financial services client.
- *Thinking, Fast and Slow* by Daniel Kahnemann
- *Giving Firms an 'E' for Effort: Consumer responses to high-effort firms*, Andrea Morales, 2005
- *How operational transparency increases perceived value*, Buell & Norton, 2011

Further reading

- *Persuading Scientists: Marketing to the World's Most Skeptical Audience*, Hamid Ghanadan, 2019
- *Sales Pitch*, April Dunford
- *Consumer Scepticism: A Systematic Review of Literature*, Vartika Chaudhary Dinesh Sharma and Arti D Kalro, 2019
- *The Illusion of Choice*, Richard Schotton, 2023
- *Calling Bullshit: The Art of Skepticism in a Data-driven World*, Carl Bergstrom and Jevin West, 2020

About me (and you)

Thanks so much for coming to my session. I hope this summary and the presentation with Q&A have been useful and you now have a starting point to go and explore a few different strategies to win over your sceptical audience.

If you're raring for action but want a little more support, please feel free to get in touch with any questions. I also have a free weekly email with marketing tips, a book to get you in an explorer marketing mindset, and a membership group for translators, The Expedition Group. [This blog post gives you the lowdown.](#)

Here's to compelling marketing!

Sarah



Sarah Silva MA BSc (Hons) MITI
German to English Chemical Translator.
Author. Marketing Guide.
<https://ChemicalTranslator.com>
<https://BusinessTranslated.com>

