Who Is Your Customer?
How To Market To Them?
And What You Can Offer:
Who Is Your Customer?
(who can use what you do?)

Every scenario where Interpretation and Social Distancing is required.

RSI can be help, and be applied to, both Consecutive & Simultaneous Interpretation.

Right now, “Everybody” is using some form of Distance/Remote communication.

Conferences ~ Courts ~ Medical Centers ~ Business ~ Language Agencies ~ Schools Platform Providers ~ Local Governments ~ Police/Fire Departments ~ All Your Past Clients.
Who Is Your Customer?

**Traditional Customers:** Agencies, Courts, Conferences.

**New/First-Time Customers:** Due COVID-19.

**They’re everywhere:** You just need to find them (and GOOGLE can help).

How Do You Find Them?

**Passive Approach:** Put yourself out there and Let Them Find You.

**Active Approach:** Generate a list of Prospects, then You Actively Market To Them.
How To Market? Use Content!

**Passive Approach:** Put yourself all over the internet – for your prospects to trip over!

- **Your Personal Website** (best way to “Stand Out” & highlight your value).
- Profiles on Social Media (LinkedIn, Facebook, etc.).
- Listings on Translators & Interpreters Websites (AAIT).
- Start a Blog (helps people find you by accident).
- Put ALL your Content (Stuff) Everywhere!

https://MyGreatWebsite.com
How To Market? Use Content!

Because when you and a prospect finally connect, they need to be convinced that:

You’re Real ~ You’re Good ~ And You Know How To Help Them In The Middle Of A Pandemic!

- Photos/Videos of you working.
- Focus now on RSI work:
  - Training taken.
  - Photos/Videos using the Platforms.
  - Photos of your home studio.
  - Equipment you have that supports RSI.
  - Names of the Platforms you’ve worked.
- List The Proof/Synopsys of all your Credentials.
- Certificates of training, Awards, etc.
Email Marketing Campaign

Active Approach: Put yourself “Smack Dab In Front” of the nose of your ideal prospects!

1) Google all the “Keywords” you can think of
   (Ex: Cobb county government interpretation / Spanish / interpreter service / admin staff)

2) You Can Prospect “Nationwide” because NOW you have RSI!

3) Search For Leads in all the websites that pop up (names/email addresses)

4) Send Individual Emails with compelling Subject Line and Body.
   “COVID Safe” Spanish Interpretation – Here’s the Processes & Technology you’ve been looking for!

5) Provide A Link To YOUR Website in the body of the email.

6) Personalize The Email Body by using their name and, maybe, company.

7) Create a “Drip” campaign – meaning a sequence of different, meaningful emails.

(Massive Marketing Course Coming – Contact Giovanna)
A Technical or RSI solution can be crafted for nearly any scenario – if we know:

- Consecutive or Simultaneous?
- One-Way or Two-Way communication?
- One Foreign Language or several?
- All in same room/location, some remote?
- **Your Job Is To Find Out What They Need!**

Use a “Questionnaire” approach to define the scenario.

There are too many variables to list a finite number of solutions.

**What You Can Offer**

*(in partnership with your preferred Tech Provider)*

We can do just about ANYTHING!

NOT explain the technology!
You can’t expect to conduct business like you did before.

Everything’s Different Now: Technology, Work Methods, Pricing, Global Competition.

You MUST accept the “New Normal” and adapt to it!

Giovanna Did! Carlos Did! Kevin Did! And your competition IS – AS WE SPEAK!

Accept the reality ~ Embrace it ~ Adapt to it ~ And PROSPER!

In Every Adversity Is The Seed Of An Equal Or Greater Opportunity!
Thank You!

Kevin Enos
Universe Language Solutions
kenos@universelanguage.com
https://RSlinterpreting.com/interpreter-support