

## **PR Campaigns in Foreign Fields**

PR is seen as one of the most cost-effective marketing tools.

Used well, it means that your company's products or services are discussed widely in your target market and your customers "come to you" rather than you having to pitch to them. But it takes considerable hard work to create that all-important "word of mouth" buzz, even in your domestic market.

When trying to create news overseas, particularly in a country where you are relatively unknown, the challenge is even greater. The first hurdle is a linguistic one. What hope do you have of catching foreign journalists' attention (let alone their enthusiasm) if you don't even bother to communicate in their own tongue?

Professionally-translated press releases will be written in a format that your target audience is used to, using punchy copy written by native speakers to grab their attention. For that you need someone who has real copywriting experience, not "just" a translator.

If there's one thing that journalists in all countries have in common, it is that they are always short of time. Do your press release headlines grab their attention? Are the themes you introduce of relevance to events in their country? Are your promotions perfectly tailored for the market? Is the "call to action" strong enough?

These are all aspects which need to be tweaked or "transcreated" in your press release.

And when you do get that complimentary news article or mention, are you extracting the most juice from it? Do make sure that you get all your clippings translated the moment they appear to make the most of any ripples from that initial publicity.