

A guide to our services

The better way to globalize

Sinapi helps brands make meaningful connections with audiences everywhere





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Connect with audiences around the world


To successfully reach global audiences today, brands must be sensitive to and respectful of different cultures and their needs. But more often than not, marketing materials like websites and other content are globalized as an afterthought—rather than as an important part of a holistic marketing strategy. Without smart localization, you risk portraying your brand in a negative light—and you could even drive customers away.

When it comes to globalizing your brand message and associated content, you need a trusted partner that understands local communities, knows the process and required tools, and will work alongside you from start to finish—all while ensuring your brand image remains intact.

72.4%

of consumers say they're more likely to buy a product that has information in their own language.*





How Sinapi can improve your reach

For more than a decade, Sinapi has been helping businesses of all sizes, around the world, make positive connections with their audiences. We built Sinapi to meet the growing need for streamlined, culturally relevant globalized marketing. And today our proven, seamless process helps brands make a great first impression—and stay top of mind.

Our team of experts knows local markets and can provide insights that help build brand recognition, establish trust, and invite interaction. We provide business, financial, and technical management to ensure a flawless execution of your globalization goals. And we will work closely with you from project kickoff to delivery and beyond—including providing technical expertise.



Our services

- Marketing automation
- Project management
- Digital marketing and DAM
- Localization
- Tech integration and support
- Globalization expertise

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Marketing automation

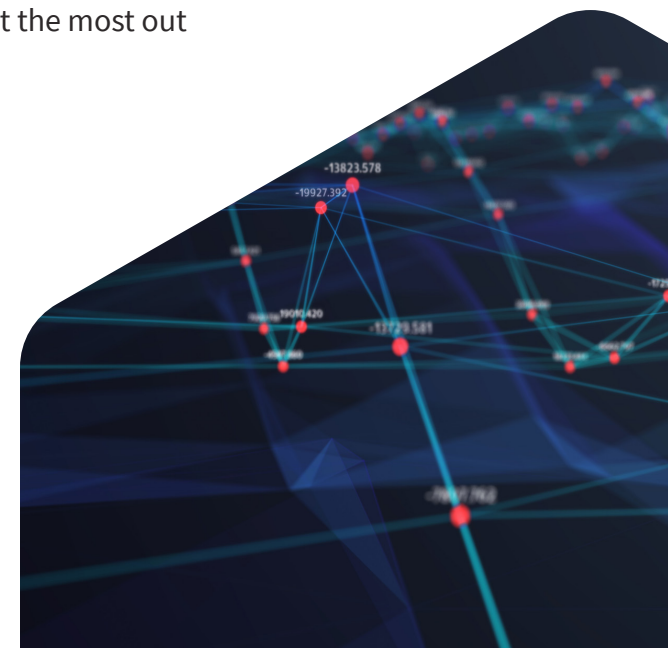
Rely on a single source for strategy, execution, and analysis

With a single tool, we can manage complex omnichannel marketing strategies—creating a holistic brand experience that puts your customers front and center.

From lead acquisition to fostering customer relationships, we'll help you get the most out of your martech investment.

Services include:

- Marketo™ (Adobe certified)
- Web templates, UI/UX design
- Email and forms (tracking, creation, distribution)
- Database segmentation
- Reporting and insights on campaigns and traffic
- Analytics on all marketing metrics
- Setup and execution of marketing campaigns





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Project management

Leave the details to our experts

Sinapi's project managers work closely with language specialists, localization engineers, terminologists, product managers and developers, internal business partners, external vendors, and more. From kickoff to final delivery, we coordinate localized marketing campaigns across all kinds of projects—such as emails, forms, videos, white papers, eBooks, web assets, social media, and field documents.

We also provide program management support around risk analysis, leadership and coaching, and scrum master and process improvement.

Services include:

- Simultaneous product launches and event promotions in multiple languages
- CRM tool knowledge, and PM software setup and workflow creation
- Proficiency in agile and scrum methodologies
- Expertise in project management tools (Jira Software, Confluence, Salesforce, Wrike, and more)
- Expertise in most TMS and CAT tools



Services include:

- 🟡 Maintenance and tracking of published web and social media content
- 🟡 Tracking of due dates for time-sensitive promotions
- 🟡 Data analysis and reporting of performance and traffic
- 🟡 BOM creating, tagging, organizing, publishing, maintenance, and archiving of assets
- 🟡 Publishing and distribution of video and other content



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Digital marketing and DAM

Deliver relevant digital experiences

Sinapi assists with regional promotions and announcements to keep your content fresh and up-to-date, all while adhering to your organization's guidelines. We also provide digital asset management, at all stages, for your growing cache of dispersed assets. Our efficient solutions help you stay ready to respond to market changes at a moment's notice.

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Localization

Localize with confidence

The Sinapi team brings decades of collective localization experience to ensure your brand message comes across clearly—no matter where your audience is. Our continuous feedback process guarantees that you get the best service every step of the way.



Services include:

- Knowledgeable on most CAT tools and TMS
- File preparation for translation and post-processing for desktop publishing (DTP)
- Translation, transcreation, subtitling, content creation, machine translation and post-editing, and testing
- Monthly and quarterly reports on quality and process improvement

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Tech integration and support

Services include:

- Customer HelpDesk for all kinds of tech issues
- App installation, configuration, and administration for globalization tools (WorldServer, SharePoint, Jira, Percolate, Contentstack, AEM, and more)
- Server administration and configuration
- Development, improvement, and automation of processes, workflows, and systems
- QA/QC and usability testing
- Customized software development and integration solutions

Get help when you need it

Our certified tech and localization engineers are here to support you throughout the globalization process. Our team is trained to help you install, integrate, and deploy a variety of software tools and systems, whenever you need us.



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Globalization expertise

Connect with more people, in smarter ways

Whether you're just beginning the globalization process, expanding into new markets, or building on your current efforts, Sinapi can improve your brand's reach. Our team of experts has more than 10 years of experience working with organizations of all sizes, all over the world. We strive to stay on top of new technologies and methodologies to make sure all of our clients are poised for success, now and in the future.

Services include:

- Help with purchasing new tools or solutions, including identifying needs, performing comparisons and testing, planning, deployment, and support
- Translation memories and terminology database management
- Machine translation deployment for all four types
- Integration of tools for a holistic, efficient solution
- Consulting services to improve, expand, or go global with your content

We're different. So your brand stands out.

The combination of globalization and digitization are making it more important than ever for content translation to be accurate and culturally appropriate. The stakes are too high—and your brand is too important to take chances with.

At Sinapi, our goal is to provide you with smart, efficient solutions that ensure people experience your brand in positive ways. We provide vital local insights to inform your wider marketing strategy, along with all the necessary management. Our top-notch customer service spans time zones, so we're here for you when you need us. And as the single partner for all your globalization needs, we make it easier for your brand to have a unified, authentic presence, anywhere in the world.

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* <https://go.forrester.com/blogs/the-content-localization-gap/>

