

Sample Marketing Activities to Choose From

- ◆ **Create or update website**
- ◆ **Register or update profiles in online databases**
- ◆ **Register or update profile in association database**
- ◆ **Research potential agencies**
- ◆ **Research potential direct clients**
- ◆ **Create social media profiles**
- ◆ **Connect with potential clients through social media profiles**
- ◆ **Become member of online industry groups**
- ◆ **Go to local networking events**
- ◆ **Attend industry event in your niche**
- ◆ **Attend translation conference**
- ◆ **Get involved in local or national translation association**
- ◆ **Develop new marketing material**
- ◆ **Ask for referrals and recommendations**
- ◆ **Post articles on industry blogs**
- ◆ **Follow-up with current clients**
- ◆ **Send a valuable resource or article to current or potential client**
- ◆ **Mail or distribute brochures, postcard flier to potential clients**
- ◆ **Evaluate and purchase online advertising**
- ◆ **Evaluate and purchase advertising in print media**
- ◆ **Call warm prospects or cold clients**
- ◆ **Follow up on potential clients**