

## Social Media Marketing Translation Services

<b>Client:</b> Homeopathy Healthcare Firm
<b>Category:</b> Social Media Marketing Translation Services
<b>Location:</b> India (Multiple States)

### Project Overview

The client is a private sector homeopathy healthcare firm seeking to expand its reach across India. With customers spread across multiple states, the brand wanted to connect with patients in their preferred languages, especially in Tier 2, 3, and 4 cities, where regional language communication holds more trust and impact.

### The Challenge

The client was struggling to effectively engage with customers across diverse regions of India. Through social media as a key channel for outreach, they wanted to interact in Hindi, Tamil, Gujarati, Kannada, Punjabi, Bengali, and Marathi. However, ensuring timely translations in multiple languages for every campaign while maintaining accuracy and cultural relevance was proving difficult.

### The Outcome

Language Services Bureau translated all image and post copies for the client's weekly social media plans in the required regional languages, ensuring accuracy, consistency, and timely delivery. The translations were provided in the right formats and fonts, ready for direct use across platforms.

This resulted in 35% higher customer engagement and participation from smaller towns and rural areas, thereby increasing the client's visibility, outreach, and overall business growth.