



CASE STUDY

CATEGORY:
SOCIAL MEDIA MARKETING
TRANSLATION SERVICES



LOCATION: INDIA (MULTIPLE STATES)

GENERAL 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

REGIONAL SOCIAL MEDIA LOCALIZATION



Translated all image and post copies for weekly social media campaigns into the required regional languages.

ACCURATE & PLATFORM-READY DELIVERY



Ensured translations were accurate, consistent, and provided in correct formats and fonts for direct publishing.

TIMELY TURNAROUND



Delivered all localized content according to the client's weekly schedule.

ENHANCED CUSTOMER ENGAGEMENT



Provided legally vetted, consistent documentation ready from day one of the product launch.

INCREASED VISIBILITY & BUSINESS GROWTH



Boosted the client's outreach, visibility, and overall business performance across target regions.

ABOUT THE CLIENT

The client is single handedly responsible for pioneering modern homeopathy in India. The firm has 230 clinics across 122 cities in India, Dubai, UK and Bangladesh.

INDUSTRY

Medical

YEARS IN BUSINESS

52

EMPLOYEE COUNT

2400

GEOGRAPHICAL PRESENCE

Global

