and interpreters show up online, next to their website and LinkedIn. Many clients turn to professional associations when they need to find a professional. In fact, an individual who searches a T&I association directory is already aware of their need for a translator or interpreter. Think about it: if they didn't have that need, they wouldn't be conducting such a targeted search! And not only that, it also means they're more likely to be ready to hire. This is because their search is more specific than a general online search; they know they need a professional provider to overcome a challenge or reach a goal, and they've turned to a trusted source to find one.

DMITRY BESCHETNY
COLLEAGUE SUCCESS STORY

Location: Moscow, Russia

Language pair(s)/specialization(s): English to Russian translator and interpreter specializing in law and academic texts

Primary online marketing platforms (in order of greatest use): American Translators Association (ATA) Language Services Directory, LinkedIn

The positive effect of online marketing in his business: "I started using the ATA online directory from the day I joined. For the first little while, it was because of the prestige of the affiliation, but then I discovered there's more potential in terms of marketing to direct clients. To share a vivid example, in December 2021, my ATA profile generated leads four days in a row. I just couldn't believe that!"

How much time he spends marketing his business online: One hour a day on average

Advice for colleagues: "Fill out your profile carefully and make sure your headshot is up to date, especially if you work remotely. Clients who find you through the ATA online directory will appreciate knowing who they'll be working with. This builds trust before you ever meet them virtually."

FACEBOOK, INSTAGRAM, AND TWITTER

When it comes to social media platforms, the one I recommend every translator and interpreter have an active presence on is LinkedIn. It goes without saying that LinkedIn is the odd one out among today's social networks: most LinkedIn users are looking to do business or meet others in a professional capacity, whereas users on Facebook, Instagram, Twitter, and other platforms tend to be there for personal use and entertainment. That said, the latter platforms do have their place in business as marketing tools. Let's dive into them to get an idea of what you might do with them if you choose to create a business profile there.

Facebook and Instagram are owned by the same company and have some overlapping features. In order to know whether it makes sense to have a presence on one or both of these social networks, you need to know who your clients are and where they spend time online. Whether you use these platforms for marketing depends on your ideal client. As I mentioned in chapter 3, most of my clients are likely to use LinkedIn for work over Facebook or Instagram. They may well use the latter two apps, but they probably aren't looking for professional translators on them. On the other hand, I know several translators and interpreters who've found clients on Facebook and Instagram. These colleagues know that their prospective clients are likely to use these platforms for professional purposes, and they regularly engage with them there.

So, who might be able to find clients on Facebook and Instagram, and what features do they use to find and engage with clients? I've found that translators and interpreters who've had luck marketing on these platforms first observe their ideal clients on these platforms and then use the features they know their clients are using. For example, translators who translate vital records for individuals can easily advertise their services by engaging in Facebook Groups in their local area where speakers of their source language(s) are active. In addition, Facebook special interest groups (especially those in your local area) can serve as a place to be active and share more about your business.

When it comes to Instagram, I've talked to several colleagues who work in fields like marketing, fashion, film, and other areas of art and communications who've found the visual aspects of the app to allow