



## ENGLISH SWEDISH MARKETING TRANSLATION SAMPLE - IT

### ENGLISH SOURCE TEXT

**Tell your story. Make sure people see it.**

Just as you want customers to find your website, make sure they can find your video content as well. Upload and host your videos for free on CHANNEL, and create a CHANNEL channel to showcase all your videos in one place.

Users are searching daily on CHANNEL, making it the third largest search engine on the web, after CHANNEL. Turn their searches into views with CHANNEL Promoted Videos. Select relevant keywords for your video and pay only when it's viewed.

### SWEDISH TARGET TEXT

**Dela din berättelse. Se till att folk ser den.**

Precis som du vill att kunder ska hitta din webbplats ska du se till att de också kan hitta ditt videoinnehåll. Lagg upp dina videor gratis på CHANNEL och skapa en CHANNEL-kanal för att visa alla dina videor på ett ställe.

Användare söker dagligen på CHANNEL, vilket gör den till den tredje största sökmotorn på webben, efter WeSearch. Omvandla deras sökningar till besök med CHANNELs marknadsförda videor. Välj relevanta nyckelord för din video och betala bara när någon tittar på den.

### WHAT'S IMPORTANT?

For this client it was very important that the meaning of the original sentence was correctly conveyed, without translating it word for word. It was also important to keep a friendly and web-savvy tone of voice, speaking directly to the target audience, and being aware of how these types of texts are commonly written in Swedish. The text had to be publication ready.

*Contact me for a free quote or to discuss your project:*

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