Lingotek Inside **+** HubSpot

Finally. Networked translation inside HubSpot.

What is HubSpot?

HubSpot, a leading inbound marketing and sales software company, is a marketing platform with tools that help businesses attract and engage customers, such as social media publishing and monitoring, marketing automation, blogging, and analytics.

Hubspot Strengths

HubSpot software helps customers create inbound marketing materials and uses marketing automation and analytics to engage customers with personalized marketing and calls to action.

Use Cases

- Emails
- Blog posts
- Website pages
- Forms

What Can Our Connector Do?

Use the Lingotek Inside – HubSpot Connector to request professional translations for HubSpot marketing materials: emails, blog posts, website pages, and forms.
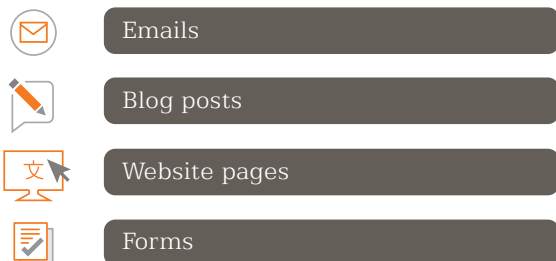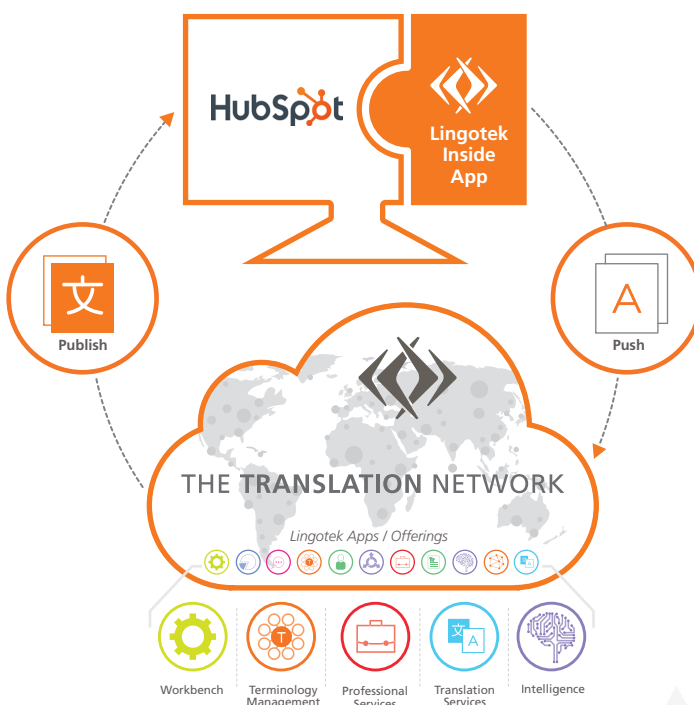
How Does It Work?

The connector **extracts text** from HubSpot, and sends it to Lingotek for translation. Once the translation is complete, the connector pushes the content back into HubSpot, **automatically rebuilding the multilingual version** of the asset. No knowledge of Hubspot or coding is required!

HubSpot · Lingotek Inside App · Publish · Push

THE **TRANSLATION** NETWORK

Lingotek Apps / Offerings

Workbench · Terminology Management · Professional Services · Translation Services · Intelligence

Key Features

- **Translate key HubSpot content, including**
    - Emails, blog posts, website pages, and forms
    - Personalization tokens
    - Custom modules
    - Rich content
- **Manage translations inside of HubSpot**
    - Access translation tools from any page!
    - Request, preview, and publish translations with a Google Chrome extension.
- **Manage translations in bulk**
    - Easily request translations for single items, individually selected items, or every item on a page.
    - Request translations for a single target language or every enabled target language.
- **Online, real-time status**
    - At a glance, gauge translation status for each item in each target language.
- **Search**
    - Quickly check status or request translations for a specific item with an intuitive search feature.

Benefits

- Save time and effort by managing translations inside of HubSpot.
    - **Less training.** Now your staff won't have to learn another system. Manage all of your translations inside HubSpot.
    - **Less back and forth.** Rather than logging into two separate applications, you can manage everything from one window and one system. Keep your train of thought, and don't worry about digging around for the content in your translation management platform.
    - **Easy previewing.** From any page, access the Lingotek translation app. Request translations, preview content, and more.

- Get full coverage of translated content
    - **Rest assured.** Don't worry about untranslated content! HubSpot pulls translations for personalization tokens into the right spot in all of your multilingual content.
- Simplify project management with at-a-glance translation status.
    - Instantly see if translations are behind.
    - Quickly gauge which targets need attention.
    - Determine if translations are out of date.
    - See which items are completed and published in a single line.
- Eliminate tedious, repetitive work with bulk actions.
    - Request translations for specific target languages, in just a few clicks.
    - Publish all completed translations in just a few clicks. No digging.
- Quickly pinpoint items with an intuitive search feature.
    - Find a specific document to request translation.
    - Search by title. Eliminate scrolling or memorizing file structures to find an item.
    - Easily check status. With a simple query, see which documents have been translated, and which need more work.
- Don't spend hours reformatting translated items.
    - You don't have to be a HubSpot expert to translate a page.
    - Headings, images, tables, stay intact.
    - We rebuild every translated item behind the scenes. All of your formatting is retained!
- Automate your processes with Lingotek workflows.
    - Set up automatic assignments, notifications, hand-offs and more with Lingotek's translation workflow.

HubSpot | **Lingotek Inside App**

Frequently Asked Questions

Which components can I translate with the Lingotek connector?

The connector allows you to translate content within HubSpot including emails, blog posts, website pages, and forms.

Do I need to purchase a CAT tool?

No. The Lingotek plugin comes with a built-in CAT tool, the Lingotek Workbench.

I use the same five translators for all of my Korean translations. Is there an easy way to automate the assignments?

Yes. You can create control default settings, like automatic assignments, by creating a Lingotek workflow. Simply apply the workflow whenever you have a Korean translation project.

Can my new or existing Language Service Providers utilize Lingotek's Translation Network?

Yes. Many of our clients elect to use our technology coupled with their preferred LSPs. We have extensive experience in implementing new and existing LSPs with our Translation Network.

Can I leverage my existing linguistic assets within Lingotek?

Yes. You can import all of your linguistic assets, including glossaries, terminologies, and translation memory. Additionally, when you create assets with Lingotek you maintain full control of those assets.

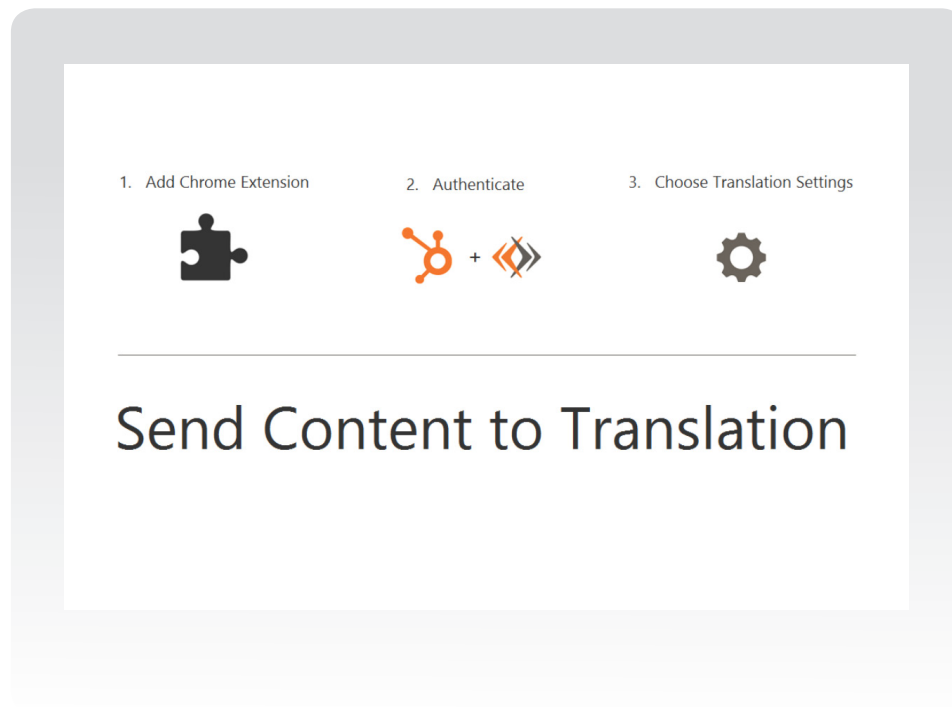**I need to translate into 34 languages. Can Lingotek handle that?**

Lingotek supports translation into as many as 250 languages. Translate into as many (or as few) languages as you like.

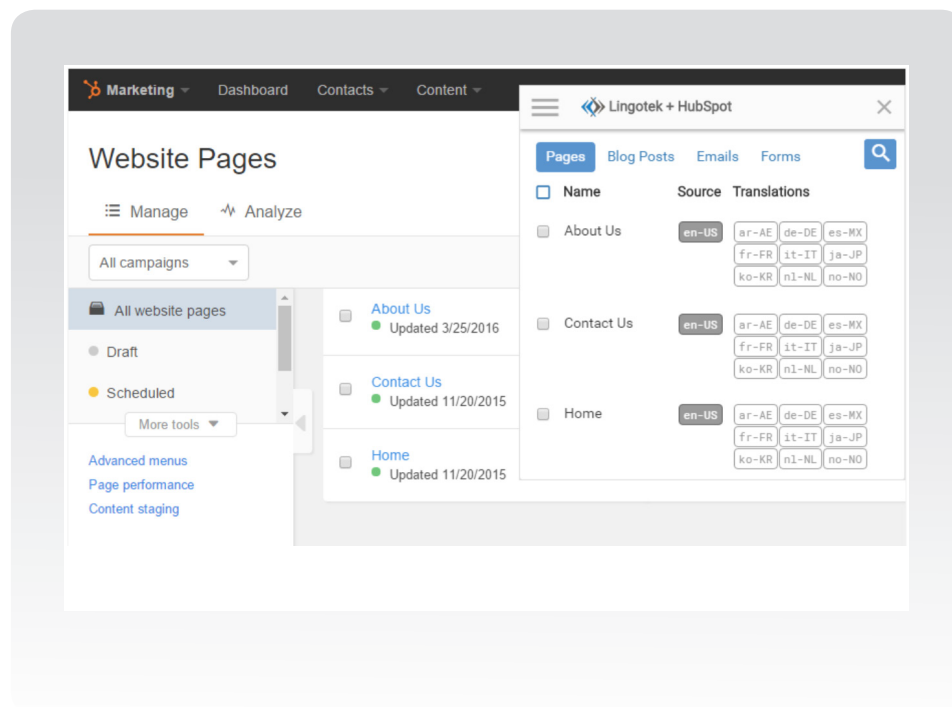**Do I need to learn a new system to manage translations?**

Lingotek integrates deeply into HubSpot, giving you a seamless and familiar experience.

Screenshots

Send Content for Translation

Choosing Content for Translation

Company

Lingotek | The Translation Network

**Finally. Networked Translation.
Connect your company to the world.**

Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications to continuously push dynamic multilingual content to all of your global markets. Finally. Networked translation.

Our clients effectively manage translation using an intuitive, cloud-based dashboard. Translators use a completely browser-based translation interface that provides access to all the tools needed to produce high quality translations, including glossaries, style guides, and translation memory. Our software tools and translation services can adapt to fit your content translation needs by matching your timeline and budget to the appropriate workflow—from machine translation post-editing to professional, and everything in between.

Clients can use translators, editors and reviewers who are paid professionals, community volunteers or internal employees. We are agnostic to your choice of translators and translation vendors—so feel free to use our translators or your own. If you need help contracting qualified translators, our translation marketplace can help you find and hire professional freelance translators.

Lingotek has deployed systems for some of the most innovative organizations world wide and has enabled the success of large Fortune 500 corporations, small professional firms, and companies of every size in between.

Lingotek was founded in 2006 and has received broad industry and analyst recognition. Lingotek is privately-held and backed by Signal Peak Ventures and In-Q-Tel.

Lingotek | THE **TRANSLATION** NETWORK | www.lingotek.com

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