

Difficulties and Strategies for the E-C Translation of Marketing Texts Under Functional Equivalence Theory: A Study of *Digital Marketing* (Excerpts)

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Abstract

The world has entered the era of digital economy, driven by globalization and digitization. The emergence of digital marketing has greatly contributed to the economic development of our country, and the daily life and work of the people have been facilitated to a greater extent. The development trend of the world's digital economy is characterized by variability, which has a certain impact on the development of China's national economy. At present, digital marketing is developing in a good direction, which is of great strategic significance in the process of the development of the world economy and needs to be given great attention. This study is guided by Nida's theory of functional equivalence, and the applicability of the theory in the process of information conversion between source and target languages is verified through case studies. In order to achieve the research purpose, the author reviewed a large amount of literature and referred to relevant parallel texts, revised and organized the translations, summarized the common translation problems and proposed corresponding solutions. In the process of practice, based on the theory of functional equivalence, the author explores the difficulties encountered in translation practice from the three levels of vocabulary, syntax and text, and uses translation strategies such as literal translation, incremental translation, fractional translation and sequential translation to solve the difficulties encountered in translation practice. This study is committed to achieving functional equivalence between the source text and the target text, flexibly adopting translation methods for the difficulties in the translation process, accumulating experience for business text translation, and hoping that this study can provide reference for the translation of subsequent business texts.

Keywords: *Digital Marketing*, functional equivalence, business text

1. Introduction

At present, the world has entered the era of digital economy, driven by globalization and digitization, international marketing is changing rapidly. The increasing number of Internet users and more convenient digital access channels

make digital marketing more and more important. Digital marketing is a rapidly growing field that allows businesses to reach their target audience through a variety of online channels. These channels include websites, social media, Email and search engines.

With the development of Internet technology, digital marketing has become one of the most compelling topics of the 21st century. At the same time, marketing books are highly favoured by business people. Many works on digital marketing have emerged in Western countries, however, in China, most marketing books are translated from English. This study aims to provide researchers and practitioners in the digital marketing industry with rich textual references and translation experiences, expecting to deepen the knowledge of the digital marketing management field from a professional perspective and to promote the development of digital marketing strategies in China.

This translation practice unfolds based on the functional equivalence theory of Eugene A. Nida, a famous American translation theorist. The translated text is excerpted from chapters 15 to 20 of *Digital Marketing*, and this thesis consists of four parts. Chapter 2 is the description of the translation task, which mainly introduces the background of the selected topic and the characteristics of the text; Chapter 3 is the description of the translation process, including the practical and theoretical preparation, the theoretical selection and quality control in translation, as well as the revision and modification after the completion of the translation task; Chapter 4 is the analysis of the translation case, which takes into account the characteristics of the text, and analyses the difficulties and difficulties encountered in the process of translation in terms of vocabulary, syntax and part of speech, respectively. The fourth chapter is translation practice summary and reflection.

2. Translation Task Description

In this section, the author wants to understand the basic information of the source text, the type of text, the characteristics of the source text and other relevant information, and clarify the translation purpose and significance. This is the premise of translation practice, which is crucial for author to understand the source text and make flexible choices in the translation process. The translation background and the characteristics of the translated text are described in detail.

2.1 Translation Background

The emergence of digital marketing has greatly promoted the development of China's economy and is of strategic importance in the process of

world economic development. Digital marketing belongs to the category of business, but since there is less authoritative literature on marketing translation research, the author will conduct a literature review from the perspective of business translation. By collecting and collating relevant information, analyzing and summarizing the development status of business translation, and critically drawing on the practical achievements of other scholars, the paper will provide strong theoretical support and guidance for the writing of translation practice reports.

2.2 Features of Source Text

The text of this English-Chinese Translation Practice Report is taken from the book *Digital Marketing in 2023*, which consists of 3200 words. The book outlines how digital technologies can be used to create collaborative user experiences and aims to provide a practical guide for students and professionals. The author focuses in this section on the characteristics of translated texts.

Textual features are the soul of a translation practice report. The author classified the text into business text according to the content and writing style of the source texts. The topic of the source text is digital marketing, which falls under the category of business. Combined with the source text, the author summarizes its linguistic features in terms of words, sentences and texts.

At the lexical level, most of them involve proper nouns and marketing terms, and the wording is concise and professional. (Li, 2022) "Based on the characteristics of vocabulary, learning by comparison, focusing on its classification, thus deepening the understanding of vocabulary, thus greatly improving the efficiency of English learning." (Hu, Zheng, 2023: 105-109) For example, "social media marketing" (社交媒体营销) is a term used to refer to the marketing of social media. There are names of mobile digital platforms, apps, and systems such as Facebook, Instagram, Twitter, TikTok, LinkedIn, and so on.

At the syntactic level, the tenses are mainly in the general present tense, with a rich variety of sentence patterns and objective and rigorous expressions. In the sentences, most of them use non-predicate verbs and spiritless subjects, and the language is objective, authentic and concise, which impresses the readers and enhances the explanatory effect. At the syntactic level, the tenses are mainly in the general present tense, with a rich variety of sentence patterns and objective and rigorous expressions. In the

sentences, most of them use non-predicate verbs and spiritless subjects, and the language is objective and concise; most of them use comparative structures, which can better highlight the characteristics of the objects to be illustrated, impress the readers deeply, and enhance the illustration effect. There is more structure in the Facebook marketing guidelines section. For example, in the “Engage with your audience” section, it mentions liking and commenting on other pages and posts, and asking for feedback and reviews. Here the comparative structure is used to list different ways of interacting.

At the textual level, the logic is clear, prioritized and focused. The Instagram and Twitter marketing guides follow a similar structure and provide specific advice and practical tips to help readers develop and execute an effective social media marketing plan. Each platform’s guide includes key elements such as setting up business accounts, defining target audiences, developing a content strategy, using relevant tools and features, engaging with audiences, partners and influencers, and analyzing results, which together form a complete social media marketing strategy. The source text uses a large number of subheadings in a clear and easy to understand format. For example, set up a Facebook Business Page, define your target audience and create a content strategy, etc.

3. Translation Process Description

This chapter describes the translation process from three aspects: pre-translation stage, while-translation stage and after-translation stage. The first part of this chapter introduces the preparation before translation, including theoretical preparation and practical preparation. The second stage focuses on the translation process, with special emphasis on relevant translation problems encountered by author and corresponding translation strategies. The third part introduces the post-translation phase, especially the tasks related to self-proofreading, peer proofreading, and improvement.

3.1 Pre-Translation

Preparation before translation directly affects the efficiency and quality of translation. Collecting various materials and necessary information helps the author to familiarize with the context of the source text. This part mainly includes practical preparation and theoretical preparation.

3.1.1 Practical Preparation

This part is practical preparation, using machine translation, such as Trados, to assist translation practice. As is known to all, computer-aided translation can help author to complete reports efficiently and with high quality. The auxiliary tools used in this translation project are as follows. Firstly, text conversion tool. In order to facilitate the editing and translation of the file, it is necessary to convert the file into text. Secondly, computer Aided translation tools. The first draft of this translation was made with the help of computer aided translation software. Thirdly, dictionary tools. During the translation process, the author consulted a number of dictionaries, such as Lugusun English-Chinese Dictionary, Oxford Advanced English-Chinese Bilingual Dictionary and online dictionaries such as Oulu. At the same time, the author consulted Google to look up some formal expressions and read related translation books such as English-Chinese Translation Skills and Non-Literature. Finally, Internet tools. The author chose to consult large databases such as Bing and Google for more accurate information. All in all, these translation tools proved to be very helpful for the translation project.

3.1.2 Theoretical Preparation

The choice of translation strategy is of great guiding significance to translation practice. This report is guided by the theory of functional translation and based on the theory of text type, business textbooks belong to informative text, which conveys objective information. Therefore, the author can’t detach from the source text in the translation process, but they can’t only care about the source text, and they have to flexibly deal with the relationship between the source text and the translated text in combination with the purpose of translation.

Therefore, the author aims to complete this translation practice under the guidance of functional equivalence theory. (Eugene A. Nida, 2001) Based on translation practice, the author analyzes relevant cases from the perspectives of lexical equivalence, syntactic equivalence, and discourse equivalence, exploring the application of functional equivalence theory in translating business texts, and summarizing the corresponding translation methods.

3.2 While-Translation

The translation process consists of three stages:

The initial stage involves thorough study of the text’s content to grasp its intended message. This

includes reading comparable texts in both English and Chinese, compiling a list of specialized terms, and translating them, thereby building a solid knowledge base for the subsequent translation of the entire text.

The main task of the second stage is to take the sentence as the unit of comprehension and translation, speculate on the type of sentences in the source text, and according to the semantics, function, tense and morphology, select the sentence types with similar basic frameworks between the translated text and the source text for translation, and initially complete the sentences in the translated text.

In the third stage, the main task is to take the phrase as a unit, to make the articulation words in the long and difficult sentences other than the subject, predicate and object, and between the clauses and sub-clauses, etc. to achieve articulation and coherence at the level of the part of speech by means of the translation skills and strategies, so as to make the logical relationship more rigorous. The translation should also be modified to improve the translated sentences and make the language flow naturally. The requirement of functional equivalence is to let the readers of the translated language and the receivers of the source language maintain a certain degree of consistency in the information conveyed in the original language, so the author adjusts the translation according to the requirement of functional equivalence and the principle of translation. In the translation process of this practical project, Nida's theory guides and runs through the whole translation process. After the completion of the translation stage, under the guidance of Nida's functional equivalence theory, the author summarized and analyzed the common problems in the translation of business texts from the three levels of lexical, syntactic and discourse equivalence, and analyzed them with concrete cases.

3.3 Post-Translation

This study presents a case study based on the theory of functional equivalence. Post-translation modification is the most important part of the translation process. With the help of machine translation, the author managed to complete the first version of the Chinese-English translation. Post-translation modification involves two steps: quality assessment, self-proofreading and modification.

Quality assessment is the point at which the

author revises the translation, and specifically consists of reviewing and proofreading. As can be seen from the quality control process, self-revisers should pay particular attention to areas where there is a concentration of specialized concepts and terminology, and consult parallel texts in order to bring the translation more in line with the style of the original language.

The author marks areas that need careful consideration in the initial draft for subsequent reflection and revision. After completing the initial translation, the author first reads the entire target language text multiple times to check for appropriate expression, consistent terminology, and any omissions or mistranslations. Then, the author refines the translation based on the theory of adaptation, correcting illogical parts in the target text to align the language with the logical thinking and expression habits of the target readers. During the proofreading process, the author checks both the target text and the source text, striving to ensure consistency in content and sentence structure between Chinese and English, ensuring that the translation conveys the accuracy and objectivity of the source text to the fullest extent. Subsequently, the author conducts a comparative study of the official documents in Chinese and English versions and parallel texts, reviews the translation, and perfects or modifies the marked points that require careful consideration during the translation process. For difficulties beyond the author's capabilities, the author consults classmates and mentors. Under the guidance of the mentor, adjustments were made to the chapters of this thesis, improving the language expression of the translation. After careful proofreading, the final translation is completed.

4. A Case Study of Translation Based on Functional Equivalence Theory

This chapter mainly introduces the functional equivalence theory of Nida and it has three principles: lexical equivalence, syntactic equivalence and textual equivalence. The lexical, syntactic, and textual principles are all important components of the approach, working together to create a translation that feels natural and idiomatic in the target language while conveying the same message and impact as the original text.

4.1 Lexical Level

The principle of lexical equivalence is the core idea of Eugene A. Nida. According to this principle, establishing lexical equivalence

between the source text and the translated text should be the goal of successful translation. This requires that the terms and phrases used in the translation are semantically and culturally consistent with the original text, intending to convey the same information and meaning. Generally speaking, English meanings are more flexible, with words having a broader and more varied range of meanings, and meanings are relatively dependent on context with less independence. Chinese meanings are more precise, with a narrower and more fixed range of meanings, and less flexibility and dependence on context, with greater independence.

In the daily translation process, reciprocity at the semantic level is the most basic ability that the author should master, and business English translation is no exception. The purpose of business English translation is to convey the information of the source language correctly, so that the information between the two languages can be exchanged successfully. In this process, only when the author accurately grasps the content of the original language can the author translate the content of the original language into equivalence, which requires the author to be able to translate equivalence from the semantic level. Equivalence at the semantic level includes equivalence in terms of vocabulary, sentences and length, which involves the author's accurate and skillful grasp of many specialized vocabulary and terminology in Business English.

4.1.1 Business Terms

Business terms are often used to express certain specific functions in business transactions and explain all kinds of clauses and conditions. These words thus have certain special meaning relating to Business English besides its usual meanings.

Business terms come from plain English which expressed in very simple forms.

Ex. 4-1

ST: B2B; C2C (P19)

TT: 企业对企业; 个人对个人

Analysis: According to the lexical level analysis of the functional equivalence theory, there is a proliferation of acronyms that have been agreed upon for a long time in business, and acronyms are generally converted from technical terms, proprietary names of organizations and institutions. According to the lexical level analysis of the functional equivalence theory, it is easier to identify them by taking the first letter of

each word in the phrase and capitalizing it. This makes the translation more accurate and professional. These words are the professional terms of e-commerce, and the translation strategy of literal translation is adopted in the translation.

Ex. 4-2

ST: Twitter; Analytics; Influencer marketing; Target audience; Engagement; Branded hashtag; Paid advertising; Lead Generation Forms (P20)

TT: 推特; 分析工具; 影响者营销; 目标受众; 互动; 品牌标签; 付费广告; 潜在客户生成表格

Analysis: An analysis based on the lexical level of functional equivalence theory, business English vocabulary uses a large number of ordinary words, which have their special meanings in Business English, and only by understanding the specialized meanings of these words can we translate accurately.

Therefore, in the translation of business texts, the methods of direct translation and paraphrase can be used to translate the terminology so as to conform to the language habits of the target language.

4.1.2 Modal Verb

The use of modal verbs in business texts requires extra caution, as it involves authoritative terminology that cannot be mixed, and a little carelessness will easily lead to misunderstanding. Specific analyses are as follows:

Ex. 4-3

ST: Your social media strategy should outline your goals, target audience, and the types of content you'll be sharing. (P20)

TT: 您的社交媒体战略应概述您的目标、目标受众以及您要分享的内容类型。

Analysis: According to the theory of functional equivalence, some modal verbs in business texts are used primarily to specify the duties and obligations that a person should fulfil and to distinguish between general and mandatory requirements of duties and obligations. In different contexts and sentence structures, "should" can have different uses and meanings, such as 应当要、可以、会、将会、必须、能够、想要、愿意. In this sentence, should can be used as both a modal verb and an auxiliary verb to express a duty or obligation, and should be translated as "应该". This makes the language objective and rigorous.

Ex. 4-4

ST: You can also use social media to share behind-the-scenes glimpses of your business, customer stories, and industry news.

TT: 您还可以利用社交媒体分享业务幕后花絮、客户故事和行业新闻。

Analysis: According to the theory of functional equivalence, the word “can” can be translated into three situations, where someone has the ability or capacity to do something, someone allows or permits something to happen, or it is likely to happen or the result is presumed. In this sentence, “can” is most appropriately translated as “可以”. “Can” is used to express competence and promise, and is important for demonstrating commitment and competence in business communication. Therefore, combined with the theory of functional equivalence, this translation is more in line with the idiom of the target language.

4.2 Syntactic Level

At the syntactic level, Nida argues that the author’s goal in translation should be a grammatical structure that is equivalent to the source text, but also one that ensures grammatical accuracy and appropriateness in the target language. To do this in the future, the author must have some knowledge of grammar and structure and choose a structure in the target language which conveys the same meaning and impact. If the source text uses complex sentence structures, the author should try to maintain the same level of complexity in the translation. It is believed that only in this way can the intended reader’s response to the translated text receive the desired response similar to the original reader’s understanding of the source text.

4.2.1 Long and Difficult Sentence

Because of the rigid, precise and logic features of Business English, long sentences are used in Business English documents and contracts or agreements. Long sentences usually have complex sentence structures, in which many subordinate clauses are combined into one complex sentence. Look at the following examples:

Ex. 4-5

ST: By creating engaging content, utilizing hashtags and influencer marketing, and engaging with your followers, you can effectively market on this platform.

TT: 通过创建引人入胜的内容、利用标签和影响者营销以及与追随者互动,您可以在这个平台上进行

有效营销。

Analysis: Based on the theory of functional equivalence, at the syntactic level, the tense is based on the general present tense, with a rich variety of sentence patterns and objective and rigorous language expressions. For this sentence, the split translation method is used to translate it. This sentence contains three parallel structures, which are split into independent phrases for translation in order to conform to the Chinese expression habit. Then the whole sentence is appropriately adjusted and supplemented. At the syntactic level of the Functional Equivalence Theory, the focus is on maintaining the diversity of sentence structure or showing the logic of the discourse.

Ex. 4-6

ST: TikTok is a social media platform that has exploded in popularity over the past few years, with over 500 million active users, it’s become a hot spot for marketers looking to reach younger audiences.

TT: TikTok 是一个社交媒体平台,在过去几年里大受欢迎,活跃用户超过 5 亿,已成为营销人员寻找年轻受众的热点。

Analysis: The sequential method is used to translate this sentence because it applies to cases where the chronological and logical order of long English sentences is basically similar to the order of Chinese sentences. In this case, the translation can be done according to the original order without any obvious changes. Functional equivalence based on fidelity to the source text can thus be ensured.

4.2.2 Passive Sentence

Passive voice is used in English when: it is not necessary or not appropriate to mention the agent of the action; it is impossible to mention the agent of the action; the focus of the sentence is on the recipient of the action. A passive sentence is a grammatical structure in English used to emphasize the recipient of an action rather than the performer. In a passive sentence, the recipient of the action becomes the subject and the performer becomes the subject of the action. Passive sentences usually include the passive form of the verb (e.g. is, are, was, were, has been, have been, will be, etc.) and the recipient of the action. The use of passive sentences can highlight the recipient of the action or emphasize the action itself rather than the performer of the action. Passive sentences are often used in formal

writing and speaking in English. Passive sentences in the provided text:

Ex. 4-7

ST: Influencer marketing has become increasingly popular in recent years, as businesses recognize the power of social media influencers to reach a wider audience and drive sales.

TT: 近年来,随着企业认识到社交媒体影响者在接触更多受众和促进销售方面的力量,影响者营销变得越来越流行。

Analysis: Based on the syntactic level of functional equivalence theory, this sentence is passive, "has become" is passive voice. This sentence can be translated directly according to the original sentence pattern, translating the English passive sentence into the Chinese active sentence, which is more in line with the Chinese idiom.

Ex. 4-8

ST: LinkedIn is a professional networking platform that is used by millions of people worldwide.

TT: LinkedIn 是一个专业网络平台,全球有数百万人在使用。

Analysis: In this sentence, "is used" is a passive voice and cannot be translated as "被使用". To turn it from passive to active, into an active sentence in Chinese. That is to say, the subject predicate in the source text remains unchanged, and there is no passive sign in the translation, which is formally an active sentence expressing passive meaning. Combined with the theory of functional equivalence, this translation can show the logic of the source text.

Based on the theory of functional equivalence, the use of passive voice in a sentence is intended to emphasize, maintain the diversity of sentence structure or show the logic of the discourse, in addition to expressing objectivity. Passive voice is often used in formal or academic writing to shift the focus from the doer of the action to the action itself.

4.3 Textual Level

Textual equivalence requires the integrity and fluency of translation. That asks for coherence between sentences. Coherence in a textual level refers to an internal connection between sentences in a semantic way. To achieve textual equivalence, the author should pay attention to cohesion and conjunctions and organization of

the sentences to convey the source information coherently and integrally.

4.3.1 Cohesion

Cohesion usually refers to the surface connections of a text, such as lexical or grammatical elements, which show continuity. Cohesion is the tangible network in a discourse that is evident in the surface structure of a text. Maintaining cohesion of discourse content in translation is an important way to maintain semantic consistency and accuracy as well as to ensure logical clarity, and is a central issue in the field of discourse studies.

At the discourse level, cohesion is reflected in the various means by which logical connections and fluency between sentences are established in a text. These devices include the repetition of specific words or phrases to maintain consistency, the use of pronouns to refer to previous references, the use of connectives or transitions to guide the reader to make connections between sentences or paragraphs, and the use of parallel structures or subordinate clauses to demonstrate logical relationships between sentences. By these means, the coherence of the discourse is maintained, making it easier for the reader to understand the content and logical relationships of the text. Look at an example:

Ex. 4-9

ST: Social media marketing is the process of using social media platforms to promote a brand, product, or service. It involves creating and sharing content, as well as interacting with customers and potential customers to increase brand awareness and drive traffic and sales. With over 3.6 billion people using social media worldwide, it's an essential part of any modern marketing strategy. Here's a guide to get you started with social media marketing:

TT: 社交媒体营销是利用社交媒体平台推广品牌、产品或服务的过程。它包括创建和分享内容,以及与客户和潜在客户互动,以提高品牌知名度,促进流量和销售。全球有超过 36 亿人在使用社交媒体,因此社交媒体是任何现代营销战略的重要组成部分。以下是一份社交媒体营销入门指南:

Analysis: Based on the theory of functional equivalence, coherence between sentences can be achieved by repeating key words or phrases, such as "social media marketing" and "brand awareness", to maintain consistency and coherence of information; by using pronouns,

such as “it”, to refer to previously mentioned topics, such as “social media marketing”, to ensure articulation between sentences; by using connectives, such as “and” and “as well as”, to guide readers to make logical connections between different sentences; and by using “and” and “as well as”, to guide readers to make logical connections between different sentences; guiding the reader to establish functional equivalence between different parts of the text by listing specific steps or providing a guide, e.g., “Here’s a guide to get you started with social media marketing”, so as to Enhance overall sentence coherence.

4.3.2 Coherence

In general, coherence is the contextual representation of a discourse in a text. More specifically, it is the degree of contextual fit in the text that contributes to the understanding of meaning or information. During the translation process, the author must make contextual assumptions based on explicit cues from the author. By connecting contextual cues in the surrounding text, the goal is to find relevance in the cognitive context of the Chinese reader.

The coherence of the above is reflected in the linkages and extensions between the different paragraphs. In the previous section, the basic concepts and introductory guidelines of social media marketing were introduced, and then the guidelines for marketing on the two major social media platforms, Facebook and Instagram, were presented in detail respectively. Then, in the follow-up, marketing strategies and tips for marketing on LinkedIn and influencer marketing are continued to provide readers with a more comprehensive and in-depth knowledge of social media marketing.

Ex. 4-10

ST: “Optimize your LinkedIn profile, Join relevant groups, Share valuable content.”

TT: “优化您的 LinkedIn 个人档案，加入相关小组，分享有价值的内容。”

Analysis: Strategies such as optimizing profiles, joining relevant groups, sharing valuable content, and utilizing advertising services are mentioned in the LinkedIn marketing section, which echo the basic principles of social media marketing presented earlier, while providing readers with specific ways to promote their business on another social media platform.

As such, the entire content extends and expands

on the basic concepts and guidelines introduced in the previous section by introducing new social media platforms and marketing strategies between paragraphs, enabling readers to gain a more comprehensive and in-depth knowledge of social media marketing to better promote their business, increase brand awareness and drive sales.

5. Conclusion

This translation practice analyzes the problems encountered in the translation process and their solutions from lexical, syntactic and textual levels, and proves the important guiding role of functional equivalence theory in the English-Chinese translation of business texts. In this chapter, the author summarizes the whole translation practice report, including the main gains, limitations and future studies for further research and practice.

Through this translation practice, the author gained valuable experience. First of all, in this translation practice, the source text was analyzed in depth using the theory of functional equivalence. At the vocabulary level, the author pays great attention to the translation and treatment of proper nouns, so as to better convey the author’s communicative intention; at the syntax level, the long and difficult sentences and passive sentences in the source text are analyzed, taking into account not only the structure of individual sentences, but also the meaning of these sentences in specific contexts, so as to ensure that the translation is accurate and naturally fluent. At the discourse level, the coherence of the discourse is emphasized. The context of the source text needs to be considered throughout the translation process. Ensuring the logical clarity of sentences or paragraphs, as well as of the discourse as a whole, helps to convey the source text more effectively. In addition, through theoretical analyses and case studies, the author has gained a deeper understanding of the practical application of translation theory. The combination of theory and practice helps to improve skills and highlights the importance of theory in practical translation work. More attention is paid to the understanding of the source text and the application of translation theory. Throughout the process of translation practice, the authors not only learned how to apply translation methods, but also gained cultural knowledge and improved their ability to solve problems, analyse, synthesize and evaluate. It broadens the knowledge and provides new

perspectives for translation work.

This paper tries to provide some references for the study of translation of business-like texts, but inevitably there are still some limitations in practice. Firstly, the author's understanding of business texts is inevitably not deep enough. Even after reading some parallel texts, the accuracy of translation still needs to be improved. The accuracy of translation still needs to be improved. This is also an obstacle to producing perfect translations. In addition, translation ability also needs to be improved. In the course of practice, the logical relationship between complex sentences may not be understood thoroughly. Hidden information in the source text is sometimes overlooked. Therefore, continuous study and practice are needed to improve one's translation literacy. In addition, the understanding of theoretical knowledge needs to be improved. This practical report only discusses the guiding role of functional equivalence theory in business texts and does not cover all texts. Finally, due to various limitations, only some of the translation strategies are discussed in this report. Many other translation techniques can also be applied to this translation. Therefore, one can continue to study other suitable translation techniques to broaden the horizon.

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Appendix A. Source Texts & Translated Text

Social Media Marketing

Social media marketing is the process of using social media platforms to promote a brand, product, or service. It involves creating and sharing content, as well as interacting with customers and potential customers to increase brand awareness and drive traffic and sales. With over 3.6 billion people using social media worldwide, it’s an essential part of any modern marketing strategy. Here’s a guide to get you started with social media marketing:

社交媒体营销

社交媒体营销是利用社交媒体平台推广品牌、产品或服务的过程。它包括创建和分享内容，以及与客户和潜在客户互动，以提高品牌知名度，促进流量和销售。全球有超过 36 亿人在使用社交媒体，因此社交媒体是任何现代营销战略的重要组成部分。以下是一份社交媒体营销入门指南：

Choose the right social media platforms for your business

There are many different social media platforms out there, and it’s important to choose the ones that are most relevant to your business. For example, if you’re a B2B company, LinkedIn may be a better choice than Instagram. On the other hand, if you’re a fashion brand, Instagram may be a better fit. Consider your target audience and the type of content you’ll be sharing when deciding which platforms to use.

选择适合您业务的社交媒体平台

有许多不同的社交媒体平台，重要的是要选择与您的业务最相关的平台。例如，如果你是一家 B2B 公司，LinkedIn 可能比 Instagram 更适合你。另一方面，如果你是一个时尚品牌，Instagram 可能更适合你。在决定使用哪个平台时，请考虑您的目标受众和您要分享的内容类型。

Develop a social media strategy

Your social media strategy should outline your goals, target audience, and the types of content

you’ll be sharing. Determine your posting frequency and which channels you’ll be using to promote your content. Your strategy should align with your overall marketing goals and should be reviewed and updated regularly.

制定社交媒体战略

您的社交媒体战略应概述您的目标、目标受众和要分享的内容类型。确定发布频率以及使用哪些渠道推广内容。您的策略应与您的总体营销目标保持一致，并应定期审查和更新。

Create high-quality, engaging content

The content you share on social media should be valuable, relevant, and engaging. It should also be visually appealing, with images and videos being especially effective. When creating content, think about what your audience will find interesting and shareable. You can also use social media to share behind-the-scenes glimpses of your business, customer stories, and industry news.

创建高质量、引人入胜的内容

您在社交媒体上分享的内容应具有价值、相关性和吸引力。内容还应具有视觉吸引力，图片和视频尤其有效。在创建内容时，要考虑受众会对哪些内容感兴趣并愿意分享。您还可以利用社交媒体分享业务幕后花絮、客户故事和行业新闻。

Use hashtags

Hashtags are a great way to reach a larger audience and to join conversations about relevant topics, on platforms like Twitter, Instagram and TikTok. Choose hashtags that are relevant to your business and industry, and use them consistently across all of your social media channels. You can also create a branded hashtag for your business to encourage users to share content related to your brand.

使用标签

在 Twitter、Instagram 和 TikTok 等平台上，标签是接触更多受众并加入相关话题对话的好方法。选择与您的业务和行业相关的标签，并在您的所有社交媒体渠道中持续使用。您还可以为您的企业创建一个品牌标签，鼓励用户分享与您的品牌相关的内容。

Engage with your audience

Social media is all about interacting with your audience, so make sure you’re responding to comments and messages in a timely manner. You can also use social media to ask for feedback, run polls, and ask for user-generated content. By engaging with your audience, you can build stronger relationships and increase brand loyalty.

与受众互动

社交媒体的核心是与受众互动，因此要确保及时回复评论和信息。您还可以利用社交媒体征求反馈意见、开展民意调查，以及征集用户生成的内容。通过与受众互动，您可以建立更牢固的关系并提高品牌忠诚度。

Use social media advertising

While organic reach on social media can be limited, advertising can help you reach a larger audience. You can use social media advertising to target specific demographics and interests, and to promote specific products or events. It's beneficial to track your advertising efforts to see what's working and what's not, and to continuously optimize your campaigns.

利用社交媒体广告

虽然社交媒体的有机覆盖面可能有限，但广告可以帮助您接触到更多受众。您可以利用社交媒体广告锁定特定人群和兴趣，推广特定产品或活动。跟踪您的广告活动，了解哪些有效，哪些无效，并不断优化您的广告活动，这对您大有裨益。

Monitor and analyze your results

Track the results of your social media efforts to see what's working and what's not. You can use tools like Google Analytics and social media analytics to track your traffic and engagement. You can also use social media listening tools to see what people are saying about your brand and industry. By analyzing your results, you can continually optimize your strategy and improve your social media marketing efforts.

监控和分析结果

跟踪社交媒体的效果，了解哪些有效，哪些无效。您可以使用 Google Analytics 和社交媒体分析等工具来跟踪流量和参与度。您还可以使用社交媒体聆听工具，了解人们对您的品牌和行业的评价。通过分析结果，您可以不断优化策略，改进社交媒体营销工作。

In conclusion, social media marketing is an essential part of any modern marketing strategy. By creating high-quality, engaging content, using hashtags, engaging with your audience, and using social media advertising, you can increase brand awareness and drive traffic and sales. Develop your social media strategy, track your results, and continuously optimize your efforts to get the most out of your social media marketing efforts.

总之，社交媒体营销是任何现代营销战略的重要组成部分。通过创建高质量、引人入胜的内容，使用标签，与受众互动，以及使用社交媒体广告，您可

以提高品牌知名度，促进流量和销售。制定社交媒体战略，跟踪结果，不断优化努力，让社交媒体营销发挥最大作用。

Facebook

Facebook Marketing is a powerful tool for businesses to reach their target audience and increase brand awareness, engagement, and sales. With over 2.7 billion monthly active users, Facebook is the largest social media platform and offers a range of features and options for businesses to effectively market their products and services. Here is a comprehensive guide on how to effectively market your business on Facebook:

Facebook

Facebook 营销是企业接触目标受众、提高品牌知名度、参与度和销售额的有力工具。Facebook 每月活跃用户超过 27 亿，是最大的社交媒体平台，为企业有效营销产品和服务提供了一系列功能和选项。以下是如何在 Facebook 上有效营销企业的综合指南：

Set up a Facebook Business Page

The first step in Facebook Marketing is to set up a Facebook Business Page. This is a separate page from your personal profile and is specifically designed for businesses to connect with customers. To create a Facebook Business Page, go to facebook.com/pages/create and select the type of business you have. Fill out the necessary information and upload a profile and cover photo that represents your business.

建立 Facebook 企业页面

Facebook 营销的第一步是建立 Facebook 企业页面。这是一个独立于个人档案的页面，专为企业与客户联系而设计。要创建 Facebook 企业页面，请访问 facebook.com/pages/create，选择您的企业类型。填写必要信息，上传能代表企业的个人资料和封面照片。

Define your target audience

Before you start posting on your Facebook Business Page, be sure to define your target audience. This will help you create content that is relevant and resonates with your target audience. To do this, consider the following: Age, gender, and location of your target audience; Interests and hobbies of your target audience; Challenges and pain points of your target audience; Buying habits and preferences of your target audience.

确定目标受众

在开始在 Facebook 企业页面上发布信息之前，请务必确定您的目标受众。这将有助于您创建与目

标受众相关并能产生共鸣的内容。为此，请考虑以下几点：

目标受众的年龄、性别和所在地；目标受众的兴趣和爱好；目标受众的挑战和痛点；目标受众的购买习惯和偏好。

Create a content strategy

Once you have defined your target audience, it's time to create a content strategy. This will help you plan and schedule your posts and ensure that your content is consistent and aligns with your business goals. To create a content strategy, consider the following: The type of content you will post (e.g. blog posts, photos, videos, etc.); The frequency of your posts (e.g. daily, weekly, monthly); The tone and style of your content (e.g. casual, formal, informative, entertaining); The purpose of your content (e.g. to educate, to entertain, to sell).

制定内容策略

确定目标受众后，就该制定内容策略了。这将有助于您计划和安排发布内容，确保内容的一致性与您的业务目标保持一致。要制定内容策略，请考虑以下几点：您要发布的内容类型（如博文、照片、视频等）；发布内容的频率（如每天、每周、每月）；内容的语气和风格（如随意、正式、信息性、娱乐性等）；内容的目的（如教育、娱乐、销售等）。

Use Facebook Insights to track your performance

Facebook Insights is a free tool that allows you to track the performance of your Facebook Business Page. It provides insights on the reach and engagement of your posts, the demographics of your audience, and the actions taken on your page. By using Facebook Insights, you can see what content is resonating with your audience and make adjustments to your content strategy accordingly.

使用 Facebook Insights 跟踪您的表现

Facebook Insights 是一款免费工具，可让您跟踪 Facebook 企业页面的表现。它可提供有关帖子的到达率和参与度、受众人口统计以及在页面上采取的行动的洞察。通过使用 Facebook Insights，您可以了解哪些内容能引起受众的共鸣，并据此调整内容策略。

Utilize Facebook Ads

Facebook Ads is a paid service that allows you to target specific audiences with ads for your business. You can choose the demographics, interests, and locations of your target audience, as well as the budget and duration of your ad campaign. Facebook Ads also provides analytics to track the performance of your ads and see how

well they are reaching your target audience.

利用 Facebook 广告

Facebook 广告是一项付费服务，允许您针对特定受众投放企业广告。您可以选择目标受众的人口统计、兴趣和地点，以及广告活动的预算和持续时间。Facebook Ads 还提供分析功能，可跟踪广告效果，了解广告对目标受众的覆盖程度。

Engage with your audience

One of the key aspects of Facebook Marketing is engaging with your audience. This means responding to comments and messages, liking and commenting on other pages and posts, and asking for feedback and reviews. By engaging with your audience, you can build relationships and trust, as well as gather valuable insights and ideas for your business.

与受众互动

Facebook 营销的关键之一是与受众互动。这意味着回复评论和消息，喜欢和评论其他页面和帖子，以及征求反馈和评论。通过与受众互动，您可以建立关系和信任，并为您的业务收集有价值的见解和想法。

Collaborate with influencers and partners

Collaborating with influencers and partners can help you reach a wider audience and increase the credibility and authority of your business. You can collaborate by featuring influencers in your content, hosting giveaways or contests, and partnering with other businesses to offer joint products or services.

与有影响力的人和合作伙伴合作

与有影响力的人和合作伙伴合作可以帮助你接触到更广泛的受众，提高企业的可信度和权威性。您可以通过在内容中介绍有影响力的人，举办赠品或竞赛，以及与其他企业合作提供联合产品或服务等方式进行合作。

Use Facebook Live and Instagram Stories

Facebook Live and Instagram Stories are popular features that allow you to stream live video or post short-lived videos and photos. These can be used to showcase your products or services, behind-the-scenes content.

使用 Facebook Live 和 Instagram Stories

Facebook Live 和 Instagram Stories 都是很受欢迎的功能，可让您进行视频直播或发布短时视频和照片。这些功能可用于展示您的产品或服务以及幕后内容。

Instagram

Instagram is a visual social media platform that has exploded in popularity over the past few

years. With over 1 billion monthly active users, it's an essential platform for businesses to leverage in order to reach their target audience and drive sales. With so many businesses using Instagram, it's important to have a solid marketing strategy in order to stand out from the competition. Here's a guide to help you get started with Instagram marketing.

Instagram

Instagram 是一个视觉社交媒体平台，在过去几年里大受欢迎。Instagram 每月活跃用户超过 10 亿，是企业接触目标受众和促进销售的重要平台。使用 Instagram 的企业如此之多，要想在竞争中脱颖而出，制定稳健的营销策略非常重要。以下是一份帮助你开始 Instagram 营销的指南。

Set up a business account

First things first, you'll want to set up a business account on Instagram. This will give you access to analytics, the ability to run ads, and the option to add a contact button on your profile. To do this, you'll need to have a Facebook Page connected to your Instagram account.

建立企业账户

首先，你要在 Instagram 上建立一个企业账户。这将使你能够访问分析结果，运行广告，并在个人主页上添加联系按钮。为此，你需要将 Facebook 页面连接到 Instagram 账户。

Create a content calendar

To be successful on Instagram, you'll need to have a consistent posting schedule. Create a content calendar that outlines the types of posts you'll be sharing (e.g. product shots, behind-the-scenes, user-generated content) and the frequency at which you'll be posting. This will help you stay organized and ensure that you're consistently providing value to your followers.

创建内容日历

要想在 Instagram 上取得成功，你需要有一个连贯的发布时间表。创建一个内容日历，列出你要分享的帖子类型（如产品图片、幕后花絮、用户生成的内容）和发布频率。这将帮助你保持有条不紊，确保持续为粉丝提供价值。

Use relevant hashtags

Hashtags are a great way to reach a wider audience and get discovered by new users. Use relevant hashtags that align with your brand and the content you're sharing. You can use tools like Hashtagify to find popular hashtags in your industry.

使用相关标签

标签是接触更多受众并被新用户发现的好方法。使用与你的品牌和分享内容相符的相关标签。你可以使用 Hashtagify 等工具查找你所在行业的热门标签。

Utilize Instagram Stories

Instagram Stories are a great way to connect with your audience on a more personal level. You can use them to share behind-the-scenes content, promote new products, or run polls and surveys to get feedback from your followers. You can also use the swipe up feature to drive traffic to your website or a specific product page.

利用 Instagram Stories

Instagram Stories 是与受众建立更个性化联系的好方法。你可以用它们来分享幕后花絮、推广新产品，或开展投票和调查以获得粉丝的反馈。您还可以使用向上滑动功能将流量引向您的网站或特定产品页面。

Collaborate with influencers

Influencer marketing can be a powerful tool for growing your Instagram following. Partner with influencers in your industry who have a large and engaged following. You can offer them free product in exchange for a review or post about your brand. Just make sure to choose influencers whose values and style align with your brand. We have more on influencer marketing later.

与有影响力的人合作

影响者营销是增加 Instagram 粉丝的有力工具。与你所在行业中拥有大量参与粉丝的影响者合作。你可以为他们提供免费产品，以换取他们对你品牌的评论或发帖。确保选择价值观和风格与你的品牌一致的影响者。稍后我们将介绍更多关于影响者营销的内容。

Run paid ads

Instagram allows you to run paid ads through the Facebook Ads platform. This can be a great way to reach a targeted audience and drive sales. You can choose to run a variety of ad formats, including photo ads, video ads, and carousel ads.

投放付费广告

Instagram 允许你通过 Facebook Ads 平台投放付费广告。这是接触目标受众和促进销售的好方法。你可以选择多种广告形式，包括图片广告、视频广告和旋转木马广告。

Engage with your audience

Instagram is a social platform, so don't forget to engage with your followers. The more you engage, the more likely you are to gain more followers and drive more sales.

与受众互动

Instagram 是一个社交平台,因此不要忘记与你的粉丝互动。你参与得越多,你就越有可能获得更多的关注者,推动更多的销售。

Analyze your results

To see if your Instagram marketing efforts are paying off, you'll want to track your results. Use Instagram's built-in analytics to see how your posts are performing and track your engagement rate. You can also use tools like Google Analytics to see how much traffic you're driving to your website from Instagram.

分析结果

要想知道你在 Instagram 上的营销努力是否得到了回报,你需要跟踪你的结果。使用 Instagram 的内置分析功能查看你的帖子表现如何,并跟踪你的参与率。您还可以使用 Google Analytics 等工具来查看 Instagram 为您的网站带来了多少流量。

In summary, Instagram marketing is a powerful way to reach your target audience and drive sales. By setting up a business account, creating a content calendar, using relevant hashtags, utilizing Instagram Stories, collaborating with influencers, running paid ads, and engaging with your audience, you can grow your Instagram following and increase your sales. Just remember to track your results and make any necessary adjustments to your strategy.

总之,Instagram 营销是接触目标受众和促进销售的有效途径。通过建立企业账户、创建内容日历、使用相关标签、利用 Instagram Stories、与有影响力的人合作、投放付费广告以及与受众互动,你可以增加 Instagram 的粉丝数量并提高销售额。只要记住跟踪结果并对策略进行必要的调整即可。

Twitter

Twitter is a social media platform that allows users to send short messages, known as tweets, of up to 280 characters. It has become a popular platform for businesses to engage with their customers and promote their products or services. Here is a guide on how to effectively use Twitter for marketing purposes.

推特

Twitter 是一个社交媒体平台,允许用户发送最多 280 个字符的短信息,即所谓的 tweets。它已成为企业与客户互动、推广产品或服务的热门平台。以下是如何有效利用 Twitter 进行营销的指南。

Create a business account

Create a separate account for your business as it allows you to tailor your content specifically for

your audience and track the performance of your tweets.

创建企业账户

为你的企业创建一个独立的账户,这样你就可以专门为受众定制内容,并跟踪你的推文的表现。

Define your target audience

Before you start tweeting, it is essential to know who your target audience is. This will help you tailor your content and hashtags to reach the right people. You can use Twitter's advanced search function to find users who match your target audience demographics and interests.

确定目标受众

在开始发推之前,了解谁是您的目标受众至关重要。这将有助于你调整内容和标签,以达到正确的受众。您可以使用 Twitter 的高级搜索功能,找到符合目标受众人口统计和兴趣的用户。

Create a content strategy

Have a plan in place for the type of content you want to tweet. This can include promotional tweets, informative content, industry news, and engaging content such as polls or quizzes. Consistently posting valuable content will help you build a strong following and increase engagement.

制定内容策略

针对您想推送的内容类型制定一个计划。这可以包括促销推文、信息内容、行业新闻以及投票或问答等吸引人的内容。持续发布有价值的内容将帮助你建立强大的粉丝团并提高参与度。

Use hashtags

Hashtags are a way to categorize and make your tweets more discoverable. When you use relevant hashtags, your tweets will show up in searches for those hashtags and reach a wider audience. You can also create your own branded hashtags to encourage users to tweet about your business.

使用标签

标签是一种对推文进行分类并使其更容易被发现的方法。当您使用相关的标签时,您的推文就会出现在对这些标签的搜索中,并接触到更广泛的受众。您还可以创建自己的品牌标签,鼓励用户在推特上讨论您的业务。

Engage with your followers

Twitter is all about conversation and engagement. Respond to comments and messages, retweet and like other users' tweets, and participate in relevant Twitter chats. This helps to build a relationship with your followers and create a sense of community.

与关注者互动

Twitter 最重要的是对话和参与。回复评论和消息，转发和点赞其他用户的推文，并参与相关的 Twitter 聊天。这有助于与你的追随者建立关系，营造社区感。

Promote your Twitter account

Make sure to include links to your Twitter account on your website, email signature, and other social media accounts. You can also promote your account through paid advertising on Twitter, but you may not see the same results as you would from Facebook or Instagram advertising.

推广你的 Twitter 账户

确保在你的网站、电子邮件签名和其他社交媒体账户中包含你的 Twitter 账户链接。您也可以通过 Twitter 上的付费广告来推广您的账户，但效果可能不如 Facebook 或 Instagram 上的广告。

Analyze your performance

Use Twitter's analytics tool to track the performance of your tweets and understand what is working and what isn't. This will help you adjust your strategy and improve your results.

分析你的表现

使用 Twitter 的分析工具跟踪推文的表现，了解哪些有效，哪些无效。这将帮助你调整策略，提高效果。

Use Twitter tools

There are a variety of tools available that can help you manage your Twitter account more efficiently. These include scheduling tools like Tweetdeck, Twitter analytics, and social media management platforms like Hootsuite which we will be covering later.

使用 Twitter 工具

有多种工具可以帮助您更有效地管理 Twitter 账户。这些工具包括 Tweetdeck 等日程安排工具、Twitter 分析工具和 Hootsuite 等社交媒体管理平台，我们稍后会介绍这些工具。

Collaborate with influencers

Partnering with influencers can help you reach a larger audience and build credibility for your business. Consider reaching out to influencers in your industry to see if they are interested in collaborating on a tweet or promoting your product.

与有影响力的人合作

与有影响力的人合作可以帮助你接触到更多的受

众，并为你的企业建立信誉。考虑联系你所在行业的有影响力人士，看看他们是否有兴趣合作发布一条推文或推广你的产品。

By following these tips, you can effectively use Twitter to promote your business and engage with your customers. Remember to consistently post valuable content, engage with your followers, and track your performance to see what works best for your business.

遵循这些技巧，您就能有效地利用 Twitter 推广业务并与客户互动。记住，要持续发布有价值的内容，与你的追随者互动，并跟踪你的表现，看看什么最适合你的业务。

Twitter can be a powerful marketing tool when used effectively, so make sure to take advantage of all that it has to offer.

如果使用得当，Twitter 将成为一个强大的营销工具，因此请务必充分利用它所提供的一切。

TikTok

TikTok is a social media platform that has exploded in popularity over the past few years. With over 500 million active users, it's become a hot spot for marketers looking to reach younger audiences. But how can you effectively market on TikTok and make the most of this platform?

TikTok

TikTok 是一个社交媒体平台，在过去几年里大受欢迎。凭借超过 5 亿的活跃用户，它已成为营销人员希望接触年轻受众的热点。但是，如何才能能在 TikTok 上进行有效营销并充分利用这一平台呢？

Identify your target audience

TikTok is primarily used by Gen Z, so if you're targeting younger audiences, this platform is a great place to start. It's important to identify who specifically you're trying to reach and what type of content will appeal to them. If you publish content that your audience does not engage with TikTok may reduce the exposure it gives your account.

确定目标受众

TikTok 主要由 Z 世代使用，因此如果您的目标受众是年轻人，那么这个平台是一个很好的起点。重要的是要明确你要接触的具体是哪些人，什么样的内容会吸引他们。如果您发布的内容无法吸引受众，TikTok 可能会降低您账户的曝光率。

Create a strategy

Develop a clear plan for your TikTok marketing efforts. What type of content do you want to create? How often will you post? Who will be

responsible for creating and managing your TikTok account? Answering these questions will help you create a cohesive strategy.

制定策略

为您的 TikTok 营销工作制定明确的计划。您想创建什么类型的内容？多久发布一次？谁将负责创建和管理您的 TikTok 帐户？回答这些问题将帮助您制定一个有凝聚力的战略。

Create engaging content

TikTok is all about short, catchy videos that capture attention. To create successful content, focus on creating something entertaining or informative that will appeal to your target audience. Consider using music, memes, or popular trends in your videos to make them more engaging.

创建吸引人的内容

TikTok 主打吸引眼球的短视频。要创建成功的内容，重点是创建能吸引目标受众的娱乐性或信息性内容。考虑在视频中使用音乐、备忘录或流行趋势，使它们更吸引人。

Use hashtags

Hashtags are a crucial part of TikTok marketing. They allow users to discover your content and help you reach a larger audience. Use relevant hashtags that relate to your content and consider creating your own branded hashtag to encourage user-generated content.

使用标签

标签是 TikTok 营销的重要组成部分。它们能让用户发现您的内容，帮助您接触到更多受众。使用与内容相关的标签，并考虑创建自己的品牌标签，以鼓励用户生成内容。

Utilize influencer marketing

Influencer marketing can be a powerful tool on TikTok. Identify influencers who align with your brand and have a large following in your target audience. Collaborating with influencers can help you reach a larger audience and increase brand awareness.

利用影响者营销

影响者营销是 TikTok 上的一个强大工具。找出与您的品牌一致并在目标受众中拥有大量粉丝的影响者。与影响者合作可以帮助您接触到更多受众，提高品牌知名度。

Utilize paid advertising

While organic reach on TikTok can be difficult to come by, paid advertising is an option for reaching a larger audience. You can use TikTok's ad platform to target specific demographics and

track your ad performance.

利用付费广告

虽然在 TikTok 上很难实现有机覆盖，但付费广告也是覆盖更多受众的一种选择。您可以使用 TikTok 的广告平台锁定特定人群并跟踪广告效果。

Analyze your results

To determine the effectiveness of your TikTok marketing efforts you can use the app to track and analyze your results. Use TikTok's analytics to see how your content is performing and make adjustments as needed.

分析结果

为了确定 TikTok 营销工作的效果，您可以使用该应用程序跟踪和分析结果。使用 TikTok 的分析功能查看您的内容表现如何，并根据需要做出调整。

TikTok marketing can be a powerful tool for reaching younger audiences and increasing brand awareness. By creating engaging content, utilizing hashtags and influencer marketing, and engaging with your followers, you can effectively market on this platform. Don't forget to track and analyze your results to continually optimize your TikTok marketing strategy.

TikTok 营销是接触年轻受众和提高品牌知名度的有力工具。通过创建引人入胜的内容、利用标签和影响者营销以及与粉丝互动，您可以在这个平台上进行有效营销。不要忘记跟踪和分析结果，以不断优化您的 TikTok 营销策略。

LinkedIn

LinkedIn is a professional networking platform that is used by millions of people worldwide. It is a great place to connect with other professionals, build relationships, and find new business opportunities. With over 740 million users, LinkedIn has become a powerful tool for marketing and reaching a targeted audience.

Here are some tips for using LinkedIn to market your business:

LinkedIn

LinkedIn 是一个专业网络平台，全球有数百万人在使用。这是一个与其他专业人士建立联系、建立关系和寻找新商机的好地方。LinkedIn 拥有超过 7.4 亿用户，已成为营销和接触目标受众的强大工具。

以下是使用 LinkedIn 营销的一些技巧：

Optimize your LinkedIn profile

Your LinkedIn profile is like your online resume and serves as your personal brand. Make sure

your profile is up-to-date, includes a professional headshot, and showcases your skills and experience. Include keywords in your profile that reflect your expertise and industry to increase the chances of being found in search results.

优化您的 LinkedIn 个人档案

您的 LinkedIn 简介就像您的在线简历,是您的个人品牌。确保你的个人资料是最新的,包括一张专业的大头照,并展示你的技能和经验。在个人简介中加入能反映你的专业知识和行业的关键词,以增加在搜索结果中被找到的机会。

Join relevant groups

Joining LinkedIn groups related to your industry or interests allows you to connect with like-minded professionals and participate in discussions. This can help increase your visibility and establish yourself as an industry expert.

加入相关小组

加入与您的行业或兴趣相关的 LinkedIn 小组,可以让您与志同道合的专业人士建立联系并参与讨论。这有助于提高你的知名度,并将自己打造成行业专家。

Share valuable content

Sharing valuable content on LinkedIn helps to position you as an industry thought leader and can attract new followers. This can include blog posts, articles, infographics, or other types of content that provide value to your audience.

分享有价值的内容

在 LinkedIn 上分享有价值的内容有助于将自己定位为行业思想领袖,并能吸引新的追随者。这可以包括博文、文章、信息图表或其他类型的内容,为你的受众提供价值。

Utilize LinkedIn Ads

LinkedIn Ads allows you to target specific demographics, job titles, and industries with your ads. This can be a powerful way to reach a targeted audience and drive traffic to your website or landing page. LinkedIn Ads can be quite expensive though, so be careful not to overspend.

利用 LinkedIn 广告

LinkedIn 广告允许您针对特定人群、职位和行业投放广告。这可以成为接触目标受众、为你的网站或登陆页面带来流量的有力方式。不过,LinkedIn 广告可能相当昂贵,因此要注意不要超支。

Use LinkedIn Sponsored Content

Sponsored content allows you to promote your content to a larger audience by placing it in front of users who may not normally see it. This can be

a great way to increase the reach of your content and drive traffic to your website or landing page.

使用 LinkedIn 赞助内容

赞助内容可以将你的内容推送给更多的受众,让他们看到你的内容,而这些用户通常可能不会看到你的内容。这是扩大内容覆盖面、为网站或登陆页面带来流量的好方法。

Participate in LinkedIn conversations

Engaging with other professionals on LinkedIn can help to establish relationships and build your network. This can include commenting on posts, responding to comments on your own posts, or starting your own discussions.

参与 LinkedIn 对话

与 LinkedIn 上的其他专业人士互动有助于建立关系和构建人际网络。这可以包括评论帖子、回复对自己帖子的评论或发起自己的讨论。

Utilize LinkedIn Company Pages

LinkedIn Company Pages allow you to showcase your business and its products or services to a larger audience. This can include posting updates about your company, sharing content, and engaging with followers.

利用 LinkedIn 公司页面

LinkedIn 公司页面允许您向更多受众展示您的企业及其产品或服务。这包括发布有关公司的最新信息、分享内容以及与关注者互动。

Utilize LinkedIn Lead Generation Forms

LinkedIn Lead Generation Forms allow you to collect leads directly from LinkedIn users by offering a form that they can fill out to learn more about your business. This can be a great way to capture leads and nurture them through the sales funnel.

利用 LinkedIn 潜在客户生成表单

通过 LinkedIn 潜在客户生成表单,您可以直接从 LinkedIn 用户那里收集潜在客户,让他们填写表格,了解更多有关您企业的信息。这是捕捉潜在客户并通过销售漏斗培育他们的好方法。

Leverage LinkedIn Events

LinkedIn Events allows you to create and promote events to your network, including webinars, workshops, and conferences. This can be a great way to engage with your audience and drive traffic to your website or landing page.

利用 LinkedIn 活动

LinkedIn 活动允许您创建并向您的网络推广活动,包括网络研讨会、讲习班和会议。这是与受众互动并为网站或登陆页面带来流量的好方法。

Measure your success

It is important to track your LinkedIn marketing efforts to see what is working and what is not. Utilize LinkedIn Analytics to track metrics such as engagement, website traffic, and lead generation.

衡量你的成功

跟踪你在 LinkedIn 上所做的营销努力,看看哪些有效,哪些无效,这一点非常重要。利用 LinkedIn Analytics 跟踪参与度、网站流量和潜在客户生成等指标。

By following these tips, you can effectively market your business on LinkedIn and connect with a targeted audience of professionals. Ensure that you are consistent and engage with your audience to build relationships and drive business growth.

遵循这些技巧,你就能在 LinkedIn 上有效地营销你的业务,并与目标专业受众建立联系。确保始终如一地与受众互动,以建立关系并推动业务增长。

Influencer Marketing

Influencer marketing is a form of digital marketing that involves the promotion of products or services through the use of social media influencers. Influencers are individuals who have a large following on social media platforms such as Instagram, TikTok, and YouTube, and who are seen as thought leaders or experts in their field.

影响者营销

影响者营销是数字营销的一种形式,涉及通过使用社交媒体影响者来推广产品或服务。影响者是指在 Instagram、TikTok 和 YouTube 等社交媒体平台上拥有大量粉丝的个人,他们被视为思想领袖或所在领域的专家。

Influencer marketing has become increasingly popular in recent years, as businesses recognize the power of social media influencers to reach a wider audience and drive sales. According to a survey conducted by Influencer Marketing Hub, approximately 60% of businesses planned to increase their influencer marketing budgets.

近年来,随着企业认识到社交媒体“影响者”在接触更多受众和促进销售方面的力量,“影响者”营销变得越来越流行。根据 Influencer Marketing Hub 开展的一项调查,约 60% 的企业计划增加其影响力营销预算。

Identify your target audience

The first step in any marketing campaign is to identify your target audience. Consider the

demographics, interests, and values of your ideal customer and look for influencers who align with these traits. This will help ensure that your campaign is relevant and resonates with your target audience.

确定目标受众

任何营销活动的的第一步都是确定目标受众。考虑理想客户的人口统计、兴趣和价值观,并寻找符合这些特征的影响者。这将有助于确保您的营销活动与目标受众相关并产生共鸣。

Research potential influencers

Once you have identified your target audience, it's time to start researching potential influencers to partner with. Look for influencers who have a large and engaged following, as well as those who have a good track record of promoting similar products or services. Consider using social media analytics tools or influencer marketing platforms to help you find influencers who are a good fit for your campaign.

研究潜在的影响者

确定目标受众后,您就可以开始研究潜在的影响者。寻找那些拥有大量参与粉丝的影响者,以及那些在推广类似产品或服务方面拥有良好记录的影响者。考虑使用社交媒体分析工具或影响者营销平台来帮助您找到适合您的营销活动的营销者。

Establish a budget

Influencer marketing can be expensive, as influencers often charge a fee for promoting products or services. It's important to establish a budget for your campaign and to be realistic about what you can afford. Consider the size of your audience, the reach of the influencer, and the type of content they will create as factors in determining your budget.

制定预算

影响者营销的成本可能很高,因为影响者通常会为推广产品或服务收取费用。重要的是为您的营销活动制定预算,并切合实际地考虑您的经济承受能力。在确定预算时,应考虑受众的规模、影响者的影响力以及他们将创建的内容类型。

Negotiate terms and conditions

Once you have identified potential influencers and established a budget, it's time to negotiate terms and conditions. Be clear about what you expect from the influencer in terms of content, frequency of posts, and any other requirements. It's also critical to establish a timeline for the campaign and to agree on any reporting or measurement metrics.

协商条款和条件

一旦您确定了潜在的影响者并制定了预算，就该就条款和条件进行谈判了。明确您期望影响者提供的内容、发布频率以及其他要求。同样重要的是制定活动时间表，并就任何报告或衡量标准达成一致。

Create a content calendar

A content calendar is a schedule of content that outlines when and where influencer content will be published. This will help ensure that the campaign runs smoothly and that you have a clear understanding of what content will be produced. Consider the platform(s) the influencer will be using, the tone and style of the content, and any specific themes or hashtags that will be used.

创建内容日历

内容日历是一份内容日程表，概述了影响者内容发布的时间和地点。这将有助于确保活动顺利进行，并让您清楚了解将制作哪些内容。考虑影响者将使用的平台、内容的基调和风格，以及将使用的任何特定主题或标签。

Monitor and evaluate the campaign

Regularly monitor and evaluate the performance of your influencer marketing campaign. Use analytics tools to track the reach and engagement of the influencer's content, as well as any resulting sales or conversions. This will help you understand the effectiveness of the campaign and identify any areas for improvement.

监测和评估活动

定期监测和评估影响者营销活动的效果。使用分析工具跟踪影响者内容的覆盖面和参与度，以及由此产生的销售额或转化率。这将有助于您了解营销活动的效果，并找出需要改进的地方。

Tips for successful influencer marketing:

Choose the right influencer: The success of your influencer marketing campaign depends largely on the influencer you choose. Look for influencers who are a good fit for your brand and who have a genuine interest in your products or services.

成功影响者营销的技巧：

选择正确的影响者：影响者营销活动的成功在很大程度上取决于您选择的影响者。寻找适合您的品牌、对您的产品或服务真正感兴趣的影响者。

Be authentic: Influencers have built their following by being authentic and genuine, so it's important that your campaign aligns with their brand and values. Avoid overly promotional or sales content and focus on creating meaningful,

valuable content for their followers.

要真实：影响者通过真实和真诚的方式建立了自己的粉丝群，因此您的营销活动必须与他们的品牌和价值观保持一致。避免过度宣传或销售内容，专注于为他们的追随者创造有意义、有价值的内容。

Foster a genuine relationship: Influencer marketing is about building relationships and trust. Take the time to get to know your influencer and foster a genuine connection. This will help create a more authentic and effective campaign.

建立真诚的关系：影响者营销就是要建立关系和信任。花时间去了解你的影响者，建立真诚的联系。这将有助于创建更真实、更有效的营销活动。