

Design notes: I would keep the design minimal. Each email should feel more like something a friend would send than a company.

Copy notes: I didn't include the email number in the subject line or body for two reasons: (1) the emails can stand alone and don't need to be read in order; (2) if someone downloads the ebook from video landing page, they won't be confused when they get the third email next.

Email #1

Subject Line: The 3-Minute Video Guide to HR Translation

(Create a banner with the title of the email series. It can be something simple like: Venga Global's Guide to Ethics & Compliance Translation. This will tie the emails together and set them apart from other emails someone receives from Venga.)

Tagline: Ethics Translates

Hi {Name},

Welcome to our HR Ethics & Compliance Translation series!

Ethics and compliance translations pose unique challenges. HR terminology is not only difficult to translate, but even a minor error can have serious legal consequences. Fortunately, with the right plan and the right language service partner, you'll ensure that your translation project is a success.

In this 3-minute video, we cover:

- How to create a translation plan
- 4 questions to ask a potential translation partner
- 4 tips for working with a translation partner

[TELL ME MORE](#)

Cheers!

Sender name & title

(Add a Venga Global contact information footer. I would keep this simple and leave off the "We translate for" footer with the logos until you send the final email. That way the emails will feel more informational and less promotional.)

Email #2

Subject Line: The Ultimate HR Translation Plan eBook

(Series Banner)

Ethics Translates

Hi {Name},

You already know that planning is an essential part of ensuring your organization meets key ethics and compliance requirements. Well, the same is true for HR translation projects. By creating a project scope document as part of that plan, you'll avoid common translation pitfalls and errors.

In this free ebook, we cover:

- Benefits of creating a project scope document
- 10 key considerations to include
- 15 tips to get the most out of it

[TELL ME MORE](#)

Cheers!

Sender name & title

(Venga Global Contact Information footer)

Email #3

Subject Line: Why You Need an HR Translation Specialist

(Series Banner)

Ethics Translates

Hi {Name},

Choosing the right translation partner is key for any translation project. However, it's especially important for projects that involve ethics and compliance documentation and training. Global differences in employment law mean that you need linguists with expertise in legal terminology *and* the cultural knowledge to get the context right.

In this article, we delve further into three reasons why you should always work with subject matter experts to translate your HR-related content.

[TELL ME MORE](#)

Cheers!
Sender name & title

(Venga Global contact information footer.)

Email #4

Subject Line: How to Tackle Inclusion in HR Translation

(Series Banner)

Ethics Translates

Hi {Name},

Employment policies that promote diversity, equity, and inclusion have become an essential part of just about any organization. Yet translating that inclusive language for a global workforce poses a major challenge. Why? Because 55% of the world's most commonly spoken languages are gendered and the other 45% may still adopt a masculine default.

In this article, we explore the ways in which linguists can adapt multilingual content to ensure that it's more inclusive.

[TELL ME MORE](#)

Cheers!
Sender name & title

(Venga Global contact information footer.)

Email #5

Subject Line: Venga Global: Your Partner in HR Translation

(Series Banner)

Ethics Translates

Hi {Name},

Congratulations! You've completed our email series on HR ethics and compliance translation. Now that you know a little more about how this all works, it's time to choose a translation partner.

At Venga Global, our carefully selected HR translators have the legal and cultural expertise you need to adapt:

- Legal & HR policies
- Contracts
- Corporate Communications
- And more

With our integrated translation, localization, and creative services, we can help you transform your HR documentation and communications for a global workforce.

Ready to discuss your project?

[GET IN TOUCH](#)

Cheers!

Sender name & title

(Include the We Translate for banner with the company logos at the end of the email, and add a Venga Global contact information footer at the bottom.)