

## Why language is crucial to succeeding in new markets

Publicado en: [Comunicación](#), [Marketing](#), [Publicidad](#)

Big business opportunities can be found on the other side of the border, so internationalisation is an important goal, but getting language right is key.



When it comes to internationalising your company, there are numerous factors to bear in mind such as market research, seeking out potential customers, studying the competition, and so on. In fact, you may have been so busy thinking about these elements that you have overlooked the important impact that languages and translation can have on this process.

Although it can seem involved, internationalisation opens your business up to a whole host of new

opportunities, especially when this last part is done right.

## **The important role of language in business**

Language is a vital factor to bear in mind during the process of internationalising your business, and it might seem like an obstacle at first. In fact, many entrepreneurs and SMEs are reluctant to extend their boundaries precisely because of issues relating to languages.

However, this hurdle can be swiftly and effectively overcome when you partner up with a professional translation agency. Tackling questions of language and translation head-on gives you the edge when it comes to opening up new markets and tapping in to new opportunities.

The translation process is particularly important in today's digital age. Globalisation and widely available internet access for consumers enable brands to sell their products and services in any part of the world. Ecommerce opens companies up to a much wider and more diverse audience.

The kinds of elements affected by language include product descriptions, website content, reports and documentation, so paying attention to the quality of your translations throughout the process is crucial. Quality will directly affect the impact of marketing strategies and actions, and clear and precise texts also help avoid any misunderstandings with suppliers or potential customers.

Translation will therefore play a key role in successful expansion. Or rather, good-quality translation will play a key role in successful expansion, and it will help you make the most of new ventures into different markets.

## **Assets that speak to your international clients**

The correct and effective translation of the content of your web page, the features of your products, any messages on social media, and your marketing and publicity campaigns can make a real difference to the sales index and, therefore, to the competitiveness of your company.

A task as complex and crucial as translation is thus best entrusted to professionals. As such, for many companies, small or large, the most advisable thing to do is to outsource translation services to a third party.

If you work with a translation agency, specialised translation professionals will equip your content with the necessary linguistic competencies suited to that specific market and to be understood by the target audience. When looking for the ideal partner for your translation needs, it is important to team up with a company that works exclusively with native professionals who will be able to effectively and correctly render your texts in a way that speaks to your new target market.

Never underestimate the importance of a natural and contextually appropriate text when it comes to instilling clients with confidence in your business.

***To facilitate the translation process, agencies like BigTranslation have developed automated platforms that enable immediate quotes based on a price per word and the services required. You can quickly send your material over to them and they'll take care your project, meaning you can rest assured that your translation is in the best hands.***

Fuente: <https://www.marketingweek.com>