

## Is your marketing message lost in translation?

### Why Your Spanish Language Ads May Be Scaring Away Customers

Dear [firstname]:

If you'd like a bigger slice of the Hispanic market you need to read this...

#### Changing Demographics

It's no secret the Hispanic market is growing by leaps and bounds in this country. This means Hispanic consumers are a key customer sector if you are doing business in the USA. And if you understand this [firstname], ***you already have a huge advantage over your competitors.***

The 2013 census recorded 53,000,000 Hispanics *permanently* living in the USA. Another 4,000,000 Latino *tourists* visit this country every year. Spanish-speaking residents account for \$1.5 billion in sales of goods and services, and the Latino visitor buys stuff to take home.

This rapidly growing Hispanic market translates into a huge opportunity for you because your competitors are having a problem tapping into this lucrative sector of the population.

#### The Biggest Problem Marketing to Hispanics

Typically, a marketing campaign is created to target the average American customer in your market segment. Then the ads and content are translated - with little or no regard for Latino trends, habits, behavior and traditions. Campaigns are generally "*adjusted*" but *not fully adapted or localized*, and this can *dilute* your marketing message...

... rendering it ineffective.

***The biggest problem marketing to Hispanics is thinking simply translating your marketing material into Spanish will somehow automatically translate into sales.***

#### Here's the problem...

Companies usually translate their campaigns into *literally translated versions* of their English source texts. Fundamental cultural differences and nuances are either disregarded or lost in translation.

When these cultural factors are not taken into account, the message will likely miss its mark entirely!

Cultural relevance is as important as proper grammar. ***Text localization is key*** to capturing the appeal factor and acceptance by the Hispanic customer.

Advertising in a language other than your mother tongue is always a challenge. Beside the cultural and language differences, a ***psychological resistance*** to your message may develop because of failed past attempts to *effectively* speak to your Hispanic market.

## How to capture market share in the Hispanic population

[firstname], *let's step back and analyze this from a marketing prospective.* We can assume most cultural and linguistic nuances are difficult to translate with anything close to accuracy. When we attempt to conform strictly to the original text of your marketing message, we nearly always miss the opportunity of speaking directly to your Hispanic customer.

If you haven't the budget to hire a specialized Hispanic marketing firm, or set up a separate department for Hispanic marketing – we have good news!

**Bel Air Consulting and Translations** can *translate and localize* your current English marketing campaigns, and help you get the advantage over your competitors. What sets us apart from other translation firms? Our team of experts have decades of sales and marketing experience in addition to our translation capabilities.

Bel Air will ensure your marketing message gets to your Hispanic customer in a language they understand. We can even work with you to create unique campaigns targeting your Latino market, engaging Hispanics on both a personal and emotionally charged level.

We'll help you identify the right linguistic approach, context, and cultural acceptance of your marketing message. *You get a powerful and effective marketing strategy that will translate into **brand loyalty and more sales.***

Adapting your marketing message for the US Hispanic consumer is a real opportunity for you to gain market share over your competitors, and place your product squarely in the Hispanic marketplace.

Call Bel Air today for a no cost consultation and estimate, and take advantage of our March Madness 20% off your next Hispanic-focused marketing campaign! Call now (954) 589-0956.

All the best,  
Gabe

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