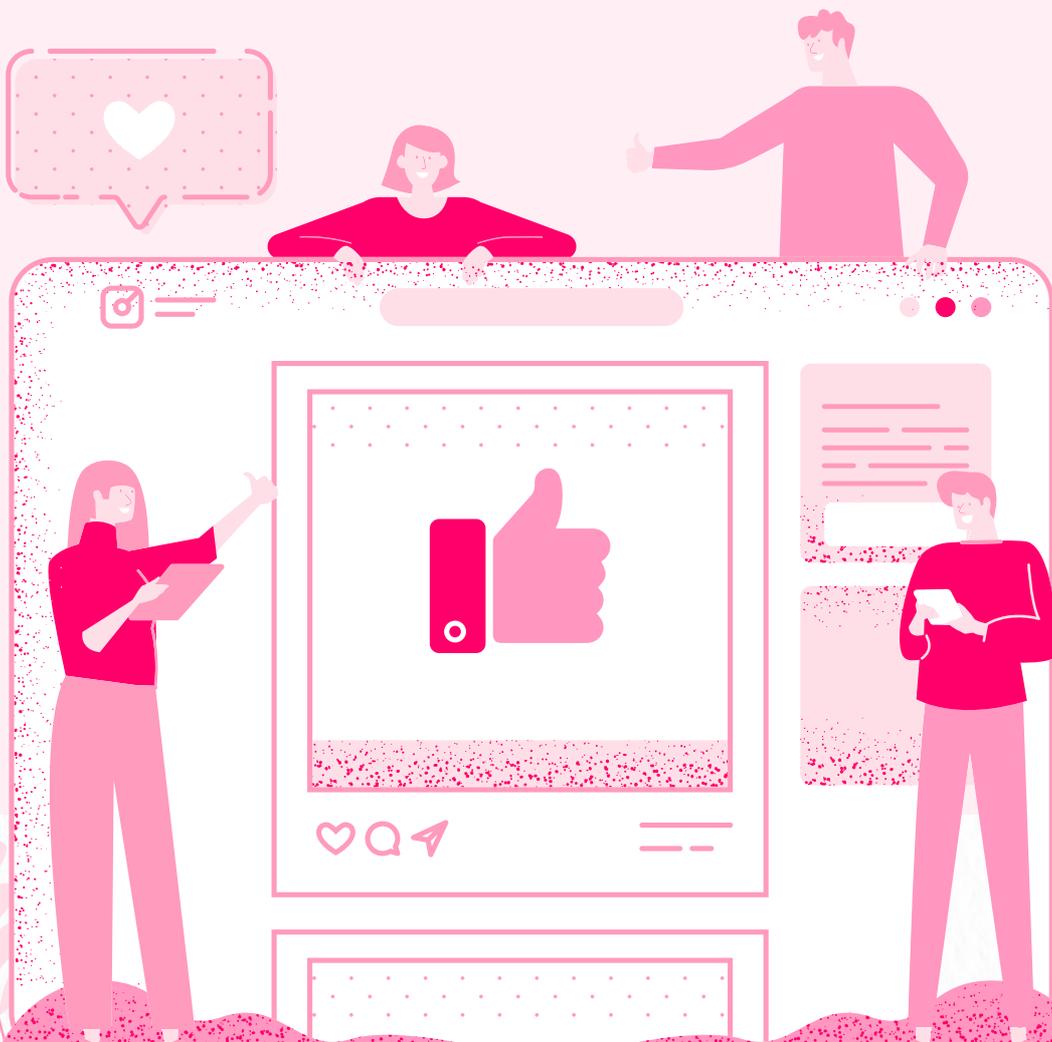




# AUSTRALIS

# 3 KEY TIPS FOR ACCURATE KEYWORD AND CONTENT MARKETING TRANSLATIONS



In digital marketing, there are many variables that define the **success of a campaign**, such as understanding the customer journey of your target audience or defining the right platform to implement your ads. However, when it comes to search engine campaigns, the most important variable is **keywords**.

Keywords are the most critical variable since they are the element that **triggers an appropriate response to a specific search**. Understanding this concept brings us closer to achieving our marketing objectives, either to sell or to make ourselves known, since it basically allows us to **create the answer to our target's question**.

Considering this, if one of your clients requests to adapt a campaign to another language, **do you know what the process is to efficiently translate a keyword?** Moreover, do you understand your target audience's language well enough so that your original message still has the same impact?

At Australis, this is a day-to-day task, and that is why we share with you 3 tips that we consider fundamental to translate keywords and marketing content accurately. **Let's get started!**

# #1. IDENTIFY WHETHER THE WORDS OR EXPRESSIONS **EXIST** IN THAT LANGUAGE

*(And if not, how to translate them)*

In marketing translations, the standard goal is to **localize a phrase without losing its meaning or impact in the process**; however, this can be complicated by the etymological differences between languages. An example of this is that in some cases there are words or even entire phrases that **do not** have an immediate equivalent in another language.

This usually occurs when translating words from **Mexican Spanish** since this language integrates in its everyday expressions some words of indigenous origin. In particular, we experience this situation most frequently in words that may have a translation **according to their functionality**. Take, for example, the kitchen utensil made of stone called a "molcajete" which can be translated as kitchen mortar because it works in the same way as a mortar, but in essence they are two totally different items.

Thus, if your objective is to position your brand with a specific keyword, perhaps the ideal would be to **find a similar one that your target audience can understand in a more intuitive way**.

## #2. ANALYZE **THE BEST WAY TO EXPRESS AN IDEA**

*(In a style that is natural and authentic to your target)*

The biggest names in marketing are clear on the fact that **consistency and clarity between content is key to a strong brand identity**. For example, the famous soda brand Coca Cola usually replicates its major campaigns in different countries and languages; proof of this can be found in its global campaign called "open happiness", where they analyzed the target languages in such a way that **they got the translations right without losing the original meaning of their slogan**.

In Spanish, this is more noticeable, because although "open" can be immediately translated as "abrir" they preferred to use the term "destapar". Why? Because "abrir" is more indicative of opening a box, a package or a door, while "destapar" (used as a **generalized daily expression**) is the act of opening a can or beverage.

Thus, "Destapa la felicidad" is not quite the same as "Abre la felicidad". In this case, Coca Cola preferred a **semantic scope rather than a literal translation**, which gives a greater linguistic naturalness to its campaign.

### #3. BE CAREFUL TO THE LAST **DETAIL**

*(And preferably proofread all your content).*

This is a matter that **we have dealt with very closely at Australis** in order to maintain a high level of quality; since the ease of making a mistake when translating can be high if you are not a grounded expert both in the language you are trying to translate and in the correct usage according to the context, it is always best to **test your content through verification by a native-speaking specialist.**

This review process is necessary for several reasons; however, one particular reason why it is very important to carry out this process is the presence of words that are spelled the same or similarly in two languages, but have **totally different definitions.** It is worth noting that this confusion is most often in the result of people trying to translate on their own or by using on-line software.

Thus, when we are running a marketing campaign or setting up search engine ads, **consistency takes on vital importance**, even more so when we are trying to promote a campaign for a specialized industry or for something that is not commonly used.

# CONCLUSIONS TO IMPROVE YOUR MARKETING TRANSLATIONS.

All of the above can be summarized in 3 words: **Understand, Localize and Verify**. If you understand the language you need to translate and its relation to your target audience's behavior, you will be able to localize any content you need, but it is always a good idea to verify your texts to avoid any mistakes.

Want to maximize your chances of success? Choose the experts in marketing translations, **choose Australis**.

See you soon (we hope)!

