

## Translation agency explains why smart businesses need material in Spanish

Organizations that want to strengthen their client base in this sluggish economy could reap the benefits of developing material *en español*.

The 45.5 million Hispanics in the United States control more disposable personal income than any other U.S. minority group. They're purchasing products and services in person and online. According to Marketresearch.com, Hispanic consumers accounted for 15.6 percent of the overall increase in spending for goods and services over the last five years.

The benefits of reaching out to Hispanics are clear.

"This is a demographic group that smart organizations know they can't ignore any longer. By translating material into Spanish, businesses and non profits not only attract new clients and members but retain their current ones," says Patricia V. Rivera, owner of BilCom Group, a bilingual communications agency based in Delaware.

Spanish-language materials don't just serve recent immigrants. Various studies have also revealed that Hispanics who were born in the U.S. and speak English fluently often feel more connected to Spanish-language marketing and advertising pitches.

Rivera says organizations can ease their way into Spanish-language content with minimal effort. She suggests starting with small translation projects such as:

- **Web sites:** No need to re-create your entire Web site in Spanish. Just translate a crucial page or two and see what a difference it makes.
- **Direct marketing pieces:** Translate a sales letter or a brochure into Spanish to get your message across and have new prospects flocking to your door.
- **Consumer education articles:** Help your Spanish readers make informed, confident choices about goods and services related to your industry or business by translating your articles for print or for online use.
- **Press releases:** Raise your visibility by submitting to a Spanish-language newspaper a translated press release or column.
- **Special publications:** Display your expertise and show Spanish-language readers that you value their business with a special publication that also serves as an advertising tool.
- **Employee communications:** Don't leave non-English reading workers in the dark! Translate employee handbooks, company flyers and newsletters to keep Hispanic workers up to speed on vital workplace issues.



Rivera recommends hiring qualified professionals, people who are more than bilingual but trained in the discipline of translation.

Harvard Business Services recognized that Hispanics, with their entrepreneurial spirit, form businesses at a faster rate than other groups. The Lewes, Del. company helps businesses across the world incorporate.

Brett Melson, Director of U.S. Sales at Harvard, saw tremendous potential in the Hispanic market and began by having one brochure translated. Melson says they quickly learned there was more to it than just finding someone who speaks Spanish to do the translation.

After accepting BilCom's offer for a free assessment of the brochure, he realized the quality of the translation was not what he expected.

"We wanted every "i" dotted and all the terminology and grammar 100 percent correct," he said. He didn't want a poorly translated brochure to turn away potential clients; he wanted a professional translation.

Organizations interested in a free assessment of an existing Spanish translation of their materials or a no-obligation discussion of their translation needs can call BilCom Group at 302-539-3763, e-mail [editors@bilcomgroup.com](mailto:editors@bilcomgroup.com) or visit [www.bilcomgroup.com](http://www.bilcomgroup.com).