



MARKETING & ADVERTISING

LEXINOVA
LANGUAGE SERVICES

TRANSLATION GUIDE

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1. INTRODUCTION

Marketing is all about connection - and language plays a central role in how brands speak to their audiences.

When expanding into new markets, it's not enough to simply translate words; your message must resonate culturally, emotionally, and contextually.

This guide outlines how to approach translation for marketing and advertising, ensuring your campaigns succeed globally while staying true to your brand identity.

WHY TRANSLATION MATTERS

2. WHY TRANSLATION MATTERS

Marketing is one of the most sensitive areas for language - because tone, emotion, humour, and style vary significantly across cultures.

A poor translation can dilute your brand, confuse your audience, or even cause offence.

Professionally translated and localised marketing content ensures your messaging lands with impact, builds brand trust, and drives conversions.

It also helps maintain consistency across global platforms while adapting naturally to local markets.

3. STEP-BY-STEP GUIDE

1. Audit Your Marketing Content

- Gather all materials: website copy, ads, social posts, email campaigns, brochures, etc.

2. Clarify Your Objectives

- Are you aiming to raise awareness, generate leads, or drive purchases? This affects tone and localisation depth.

3. Select Your Target Markets & Languages

- Prioritise regions with high ROI potential or existing demand.

4. Decide Between Translation vs. Transcreation

- Translation = accuracy. Transcreation = creative adaptation. Lexinova helps you choose what's right.

5. Provide Context to Your Translator

- Brand voice, campaign goals, tone of voice - share these details for more effective localisation.

6. Include Visual & Layout Considerations

- Some languages expand or contract text. We'll help adjust layouts if needed.

7. Review & Approve

- We recommend internal review or back-translation for key campaign pieces.

8. Local Testing

- For major campaigns, test content with native speakers or target audiences to catch anything missed.

SECTOR SPECIFICS

4. SECTOR-SPECIFIC CONSIDERATIONS

- Brand Voice Consistency: Messaging should feel coherent across all markets, even if adapted.
- Cultural Relevance: Imagery, tone, humour, idioms, and references must resonate locally.
- Legal Disclaimers: In some regions, marketing must follow strict advertising regulations.
- Platform Differences: Social media norms vary - what works in one country might flop in another.
- SEO & Keywords: Lexinova offers multilingual SEO to optimise your translated content.

CHECKLIST

5. CHECKLIST

☐ Final versions of all documents ready for translation.

☐ Clear formatting and editable file types (e.g., Word, Excel).

☐ Defined target language(s) and country.

☐ Internal glossary or terminology (if available).

☐ Clear instructions on tone or brand voice.

☐ Visual content and layout for contextual understanding.

WHY USE LEXINOVA

Lexinova specialises in Marketing & Advertising translation services.

We combine sector-specific expertise, native-language translators, and rigorous quality control to ensure translations are accurate, on-brand, and culturally relevant.

With professional indemnity insurance up to £1 million, your reputation and compliance are in safe hands.

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