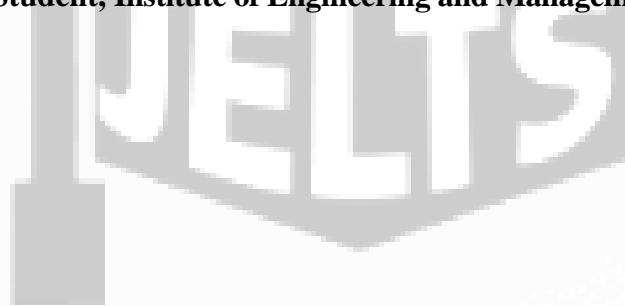


Language in Marketing and Management

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Abstract

Marketing is immensely important for any business association. Even though a business has the ability to produce high-quality goods and services, no one will ever purchase them if it is not able to convey the message effectively. Marketing communication also brings customers in the door and keeps them coming back for more.

There is a variety of components that marketers look forward to. Language is one of them. It is of paramount importance in order to effectively convey what the business is trying to deliver. Language is essentially the medium through which people communicate. Marketing is all about effective communication. Even though most of the components of marketing work in conjunction with each other, it is important to address the aspect of language separately for effective and efficient communication with the customers.

A specific target market consists of different cultural groups with multiple ethnicities residing within it. Most businesses aim for spreading their operations globally. There are thousands of languages all over the world, and it has become difficult to manage the content. Each country has its own culture and different marketing concepts apply in a different manner. It is important for businesses to educate themselves accordingly. A variety of language speakers must be targeted to gain exposure in different fields. Translation allows more receptiveness, enabling the potential buyers to see that a specific business is ready to go beyond their limits and cater to the needs of consumers.

Furthermore, the language used in marketing campaigns matters a lot. It can either make or break a business. Marketing mediums are ways of expressing what the business has to deliver. Expressions must be made by language that suit the objective of the entire market campaign.

Keywords: Diaspora, Transnationalism, Multiculturalism, Middle Class

Introduction

Languages – English, Spanish, German, French and any other languages

Language for Marketing Strategy - Language has the power to convince consumers and drive sales

Language in Management- consists of satisfying the needs of people who speak multiple different languages

Marketing Campaign- Marketing campaigns with multiple language targeting

Global Market & Social Interaction- Tapping global market by language localization

Language-

As the face of international business changes, so do the languages used to communicate. From professional networking and academic collaboration to transport and traveling, the business world requires business owners to use different languages in order to scale up their companies. Even if you're a small company and aspiring to sell your services and products to different linguistic backgrounds and cultures, you need to take its content to the next multilingual level.

There are more than 6,000 languages worldwide, and it seems difficult to pick the most critical languages in order to impact your overall earnings. When you think about the languages you would like to learn for your business, your first assessment should be looking at your macro level business goals, core target audiences and think about how you see yourself in the coming years.

Your approach also needs to consider global connectivity and how you manage your global content as you devise a globalization strategy. As a matter of fact, languages such as Russian, French, English, Mandarin, and German have dominated the global landscape for doing business.

But these might not be the only important languages in the future. It is imperative to understand which languages are the most important and useful, which will open pathways for securing the most significant return on investments, and which ones will lead the way in the next 50 years.

If you need help deciding the most important languages for your business, we've compiled a handy list of the top 10 languages that will help you in initiating global growth for business and marketing content translation.

1 English- The Language of Globalization

2 Mandarin- The Language that's Dying to Spend its Money

3 Spanish- The Language of the Fastest Growing American Market Segment

4 German- The Language of European Industrial Strength

5 Portuguese- A Continent of Opportunity**6 Arabic- The Web's Fastest-Growing Language****7 French- The Former English****8 Japanese****9 Russian- The Language of Trade and Diplomacy****10 Hindi****Language for Marketing Strategy**

Language is a powerful weapon, especially in the marketing industry. It has the power to convince consumers and drive sales or it can upset and turn away your customers.

In the field of marketing, language isn't just a means of communication – it's also one of our first chances to leave a lasting impression on those around us. Subconsciously, we recognize the important role language plays every time we write a dynamic call to action, or when we choose to break grammar rules to help us better get our point across.

It's language that uses words and phrases in such a way to elicit emotions in the reader and encourage a desired reaction. Marketing and advertising rely heavily on human psychology and decision-making processes. ... This will help you to choose what emotional triggers will work best to influence them. One way to catch your consumer's attention is with language- emotive language in particular. What exactly is emotive language, you ask? It's language that uses words and phrases in such a way to elicit emotions in the reader and encourage a desired reaction.

If you still don't think that language plays an important role in marketing, consider the following: the University of Leeds, one of Britain's prestigious "red brick universities" teaches courses on language in marketing and business settings. Not courses on business English, but rather programs that teach students how to communicate in a way that yields the best results. From a marketing perspective, we use language to reach out to people. It's how we build trust and develop relationships. Here are some reasons why language plays an important role in business and marketing:

- **Language is our first brand ambassador** – it's the first way that we represent ourselves and our goods and services. It's how we inform people what we're about, what we provide, and what our priorities are.

- **Words have the power to include or alienate** – the last thing you want your marketing campaign to do is to exclude an entire group of people, so be careful with gendered pronouns and other exclusionary terms.
- **Nobody likes to be talked down to** – most people like marketing strategies that are simple and to the point, not full of jargon and hard to understand. Remember, someone who feels intimidated by your wording is probably not going to ask questions or investigate further – **scrap the technical wording**.
- **We use keywords to paint a mental picture** – they call writers *wordsmiths* for a reason, after all. It's because a good writer is able to use keywords to create descriptions that conjure up vivid imagery in our heads. In a marketing context, these descriptions help us visualize why we need a particular good or service.

It's More Than Words and Meaning

You're probably thinking, "Yes, words have meaning. So what?" Well, there's an entire field of study emerging called **consumer linguistics**. It's a field based entirely on finding out how to **use language to build a brand image**.

Consumer linguistics is not concerned with what words mean as much as how words can be used to better elicit a response. Take adverbs, for example. Authors and copywriters have long since considered adverbs to be a crutch – even a hindrance. Of these two sentences, which sounds better?

1. John forcefully pokes the straw into his juice box.
2. John stabs the straw into his juice box.

Chances are, you probably have a better visual image from the second sentence because *stabbing* is less subjective than *poking with force*.

As the field of consumer linguistics matures, I expect there'll be more research on how language can be constructed in a way that better persuades and informs consumers. Until then, be mindful of what you say, as well as what you don't say.

In recent years there has been increased interest in examining the treatment of language problems across different levels of society, ranging from individual interactional issues to language policy and

planning at the national or supra-national level. Among the various approaches to tackle this issue, Language Management Theory (LMT) provides a framework to address behaviour towards language problems on different levels explicitly and comprehensively.

Using LMT as a unifying theoretical concept, the chapters in this volume examine the links between micro and macro dimensions in their analyses of a variety of language problems in Asian and European contexts. This body of work illustrates that the LMT framework is able to show the characteristics of different dimensions clearly, especially when combined with a conceptualization of the micro and macro as a continuum of intertwining elements. This volume will appeal both to those interested in language policy and planning as well as those interested in interaction between speakers from different language backgrounds.

Many international enterprises are bringing about, in a strategic move toward internationalization, changing the language of work in all or part of their activities. In an immense majority of cases, the chosen language is English called the "lingua franca" or vehicular language. The language of home (mother tongue) is keeping a definite importance in the direction of this lingua franca. A great number of documents are coming to be published in English, which can become official language in certain meetings, teleconferences, or video conferences.

This poses obvious questions of language management. How are workers educated in a new language for work in the case that English is not an official language of the country where they find themselves assigned? What is the pertinence of imposing a foreign language on workers in a company, in the measure of usage of this language as part of their competence and effect on their productivity. What is the economic equation to resolve between, on one hand, the benefits (which may be more important) teased away for the internationalization and the ill-effects of this internationalization plus the level playing field of language, and unforeseen ill-effects which may well be present and the potentially high costs: cost of inefficiency, cost of translation, and cost of professional education.

Language management in organizations has been found to have instrumental consequences as well as identity related consequences. Instrumental benefits from language management and the use of a common organizational language could be related to easier access to documents and a generally better communication flow in the organization. However, the use of a common language can also provide a positive indication of inclusion to linguistic minorities. Thereby language management can help to reduce language based feeling of us versus them between different language communities. Some studies have also found negative consequences of using a common language. For example, using a common language may distort the normal power structure of an organization. It has been theorized that speaking in a second language can be highly demanding for organization members cause strain

on the individual Language management has been found to work differently in face-to-face settings compared to virtual teams .

Market Campaign

Despite living in a global economy, many customers only care about what's happening in their neighborhoods and cities.

Brands must connect with consumers on their playing fields. And that means understanding people's languages, cultures, and traditions.

Marketing with location at the forefront offers some remarkable benefits. According to Nieman Journalism Lab, "geo-targeted [social media] posts were 6 times more successful than posts shared globally."

"Localization goes beyond merely having to translate website content, and it connects with consumers on a personal level, builds your brand image in a way that is both accessible and unique. In short, localization is about building trust," writes Danyelle C. Overbo, a Smartling contributor.

Let's explore how your ecommerce business can localize to boost sales.

Why Localize?

Localization enhances the consumer experience and expands your brand reach. It gives your business an opportunity to target a new consumer group.

Research shows that "75% of consumers prefer to buy products in their native language."

But your team can't simply copy and paste marketing campaigns. Every region has its own culture-specific behaviors.

Be careful when entering into another market. Perform extensive research. That may involve localizing your taglines and slogans.

Nokia failed miserably when launching its Lumia phone in Spanish-speaking countries. The product name is slang for "prostitute" in Spanish. As a result, the brand received negative publicity.

"Even when dealing with industries or product categories that do not seem to need localization, there is a chance that a certain element of the marketing mix may need adaptation if the product(s) will be marketed internationally," writes Dr. Nitish Singh, a cross-cultural digital media adviser.

And it's more than just delivering the right message. Sometimes, the distribution channel may be totally different.

"[I]f you are planning to use social media, you won't want to market Russian users on Facebook, but you would rather go for VKontakte, which ranks first among the top social network sites in Russia," says Serena Pasqualetto, an ecommerce marketing specialist.

Let the corporate marketing team establish the overall tone of your brand. They are responsible for ensuring all markets recognize your logo and likeness. Your local marketing teams should lay the foundation to earn consumer trust in the communities.

This strategy is common in the smartphone business. Since 1 in 4 users purchase their devices based on stores in their area, companies increase local mobile ad spending to target these groups.

Localize your marketing. Make the right first impression to convert your target audience.

Work With Localization Specialists

Hire people who understand your consumers' language, culture, and behaviors. Local experts will know how to effectively sell to your customers.

"Who knows a given culture better than a local? Tap into local experts, whether in the form of staff, agencies, or in-country partners, from each of your target markets. This way your team can ensure the most accurate, localized experience for users," says Amy Rigby, a freelance writer and world traveler.

Let's just be straightforward: don't use Google Translate.

If you're venturing into another country, don't rely on language translation tools to create your marketing materials. Their algorithms usually include errors and miss the context of the intended message.

For example, idioms don't translate well from country to country. In America, when it's raining heavily, one may say: *it's raining cats and dogs*.

We know animals aren't falling from the sky. But other cultures may be confused by this expression. So, avoid these types of phrases.

Unbounce hired Ben Harmanus to handle its German, Austrian and Swiss market (DACH). Their customers appreciated interacting with a local brand ambassador. He helped translate Unbounce's most popular content into the region's language.

Also, respect societal norms and create a cultural guide for each market. Explore beyond the general attitude of the area. Your team should analyze consumer behavior.

For instance, marketers in the United States use aggressive, sales-oriented campaigns. However, in Europe, your team may tone down the message.

More importantly, learn the laws of the area. Some regions prohibit words or phrases that are considered lewd.

Don't localize alone. Hire a specialist to get the job done right.

Diversify Your Product

Studies reveal that “65% of multinational enterprises believe localization is either important or very important for achieving higher company revenues.” Earning more sales might include changing your product.

Inc. contributor Susan Solovic writes, “Tweak your product or service so it appeals to a new group of consumers or users. If you have a ‘high end’ product or service, consider a less-expensive version. You need to be careful that you don't undercut yourself.”

Restaurant chains are very attentive to how they sell their products in other regions. Not only do they need to worry about the message, restaurants also must take local taste preferences into consideration.

For instance, Yum! Brands, the parent company of KFC, adapted its menu to Chinese customers. The brand offers East Dawning, a quick-service restaurant that provides authentic Chinese food served with tea.

How you package the product matters, too. Packaging often helps with brand identity and brand affinity.

Coca-Cola adapted its cans to attract Chinese buyers. This global beverage leader uses images of local celebrities and significant events to grab people's attention.

Use data to change your product line for different locations. Examine website traffic, pricing patterns, social media engagement, and regional consumer habits.

“VF Corporation combines third-party geodemographic and lifestyle data with daily store-level sales data, extensive consumer research, and competitor analysis to develop localization strategies with retailers, such as Kohl's.”

Humanize Your Brand for Local Markets

No matter the location, your company is still marketing to humans. And people understand emotions.

“By positioning the brand behind a core mission to solve important human needs, then fulfilling on that mission with local sensitivity, brands can traverse cultural differences to provide their markets with truths that transcend language barriers,” states Chris Bolman, director of integrated marketing at Percolate.

Work with your team to develop campaigns that touch the hearts of your consumers. You must talk like the locals.

Even within America, vernacular is different from coast to coast. For example, what do you people in Minnesota call a sweetened carbonated beverage? Pop. But in Louisiana, residents normally say “coke.”

Imagery is another way to relate to the culture. Displaying photos that speak to a specific area gives customers a sense of comfort with your brand. But be mindful of how you select your images.

Recently, North Carolina Senator Richard Burr received public backlash after showcasing his campaign ad. Instead of highlighting disadvantaged children in the state, his team used stock video of African children.

One way to ensure that your photos are regionally relevant would be to only use photos taken by artists who live in said place,” states Janet Giesen, director of business development and APIs at Shutterstock.

“Localizing images will make you more familiar and relatable to your customers—they’ll be more likely to recognize a bit of themselves (and the “human” aspects) in your brand.”

Sell to humans. Speak their dialect and highlight their culture.

Localize for Conversions

Every customer isn’t experiencing life the same way. They see the world differently based on their location.

Learn how localization can benefit your brand. Hire local specialists to help your team navigate a different audience. And remember to humanize your brand.

Global Market and Social Reaction

Marketing communication brings your customers in the door and keeps them coming back for more. It's more than just ads: it's the whole suite of communications between you and your customers, from your social media and direct marketing emails to your visual brand and PR activities. Good marketing communication is highly tailored to your specific audience and their motivations. And if you're building a global marketing strategy to reach customers around the world, translation and localization is a vital part of effective communication.

We know from the latest Common Sense Advisory report that customers prefer to conduct business and purchase goods in their native languages. In a survey of 3,000 consumers in 10 countries, they found that 56% spend more time on sites in their own languages than they do on sites in English—or consumers avoid English-language sites altogether. Even millennials, who are generally more comfortable with English, still strongly prefer content in their own language.

And the global market is so much larger beyond English sites. Of the potential \$5.5 trillion in the global online market, only 37% of that amount travels through English-language sites. You'd need more than 11 languages, including Japanese and German, to unlock the rest of the world's online gross domestic product.

According to Internet World Stats, the top 10 languages which are early mentioned in this article and they make up 76.9% of internet users.

Marketing content that's effective in English needs to be reworked to speak to the local context, rather than directly translating the existing copy. Just ask the person behind Kentucky Fried Chicken's global marketing fail: when KFC launched in China in the 1980s, someone mistranslated the catchphrase **"It's finger-lickin' good"** as **"eat your fingers off!"** The brand recovered, but we think that's because the mistranslation was mostly funny and not rude, vulgar, or insulting. Without proper localization, you could risk offending or just plan bewildering your consumers.

To keep you safe from global marketing fails and on track for marketing success, we've collected our top tips for good international marketing communications.

Good international marketing content starts with robust research and reflection. Who are your audiences? How do they think? What do they search when they search in their native language?

Taking the time to understand your global audiences will help you form more authentic connections with them.

Then, research the services you need. Do you need to localize or transcreate your content? Knowing the difference between the two processes will help you choose an appropriate language service provider. If your content is relatively straightforward and just needs tweaking at the level of individual words or phrases, localization might be your best bet. But if your content and brand have a lot of emotional context, transcreation might be a better bet. Transcreation is a holistic re-creation of your content so it is relevant to each region.

Who better to localize and transcreate your content for global consumers than someone in the country you're trying to reach? Creating your marketing content with in-country linguists is key to an effective global marketing strategy. In-country linguists know the marketing, SEO and cultural landscape much better than someone far away from the region.

If you have marketing teams already working in the country of your target audience, that's a first step. You might draw on those teams' expertise to create tailored, effective content for each consumer base. If you don't have in-country experts in your own company (or they are too busy to add on another task), not to worry—language service providers like Venga maintain a network of in-country linguists to help you. Venga's team, for example, has in-market transcreators who work in more than 100 languages.

If your company offers highly technical or specific services, your global marketing strategy might also benefit from linguists who can bring an additional level of expertise to the table: subject matter experts. Linguists with subject matter expertise, whether in technical fields like health care, finance, software, or in industries with region-specific laws and regulations, can help you create content that's accurate, accessible and engaging.

Conclusion

Language is a powerful weapon, especially in the marketing industry. It has the power to convince consumers and drive sales or it can upset and turn away your customers. The English language for business is important in a growing business. It is the most used language in the trade and commerce landscape. In content marketing, it plays a vital role. ... These are also the language used for business communication in almost every country. The role of language in brand communication is very important because a part of the advertising world brand language's primary function is to identify a company or product and also differentiate that company/product from competitors. The language is used to get the attention of the consumer and then to relay information about what is being advertised. The Importance of Language in International Marketing Communication. Marketing communication brings your customers in the door and keeps them coming back for more. ... We know from the latest Common Sense Advisory report that customers prefer to conduct business and purchase goods in their native languages. The language is important to surpass such resistance and vagaries in the industry as it helps to make a business steady in the global economy and overcome communication barriers. Further, people from different cultural backgrounds and nationalities come to work in International Businesses The use of English language for cross-border communications is important in many areas of trade ranging from tourism to the trade in financial services. This is in order to build a stronger regional economy through freely and openly communicating with one another.

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