

Entering the UK market?

Don't skimp on translation.

As a Nordic company trading abroad, you're most certainly already used to working with English. However, when entering the UK market where English is spoken natively, you need a different approach to avoid embarrassment and mistakes, comply with regulations and make sure that your marketing messages have the desired impact.



Why choose professional translation into English?



Make sure you say what you really mean

The English spoken in the UK may appear the same as other varieties on the surface, but don't be fooled. Brits are masters of understatement, nuance and hidden meanings. If a Brit calls your product "interesting" for example, they may well be expressing their dislike for it. Skip the professional translation and you could be creating unintended connotations for your product or service – anything from making it sound unreliable or untrustworthy to accidentally introducing an innuendo. This can cause significant damage to your brand.



Connect emotionally with your customers and avoid offence

For your brand to really make an impact in the UK, you must build an emotional connection with your audience. This means taking a local approach and trusting professional linguists to craft a message that includes relevant cultural references, achieves the right level of formality or informality and respects the boundaries of what is and isn't acceptable in British culture (uncensored swearing is a big no-no, for example). Particular care must be taken over any message that references personal characteristics such as ethnicity, social class, gender, sexual orientation or gender identity. Social attitudes may be very different than in your home market.



Boost your sales

The quality of a translation has a tangible impact on sales. Incorrect word choices, spelling mistakes and using American English are all turn-offs to British consumers. They can make you seem unprofessional or even uncommitted to the UK market and consumers will place your company in the ‘foreign’ category in their head. The UK market is mature and highly competitive – consumers have a lot of choice and are able to shop around. If price is not your differentiator, then you have to build a local presence that appeals to UK consumers on the basis of trust, reputation and a solid understanding of their needs.



Save time and money

While the level of competence in English in the Nordic countries is generally high, good localisation involves more than just an ability to speak two languages fluently. Professional translators can use their knowledge, honed over many years, to work quickly and efficiently – many times faster than a non-professional. Allow your staff to focus on what they excel at, rather than using expensive resources to perform translation work that might not live up to the required standard.

- [**Read more on how using a professional translation agency can save you time and money in our blog post 6 reasons why you shouldn't rely on your own employees for translation**](#)

How we can help



Translation

- Suitable for:
Contracts, policies, internal documentation, product manuals and low-visibility marketing texts



Copywriting

- Suitable for:
UK-specific content pieces where translation would not be appropriate



Transcreation

- Suitable for:
High-profile marketing copy such as websites, ads, social media posts, customer-facing documentation



Multilingual SEO

- We can translate your list of existing keywords, suggest additions and removals and integrate them into translated texts

Language combinations

In-house

 Danish
 Finnish ↔  English
 Norwegian
 Swedish

 French
 German →  English
 Spanish

Trusted partners

 Icelandic ↔  English

 English →  Dutch
 French
 German
 Spanish

Get in touch

To find out more about how we can help you make your UK launch a success, contact us today and we'll arrange a time that suits you to talk about your needs.



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