

# Automating Spanish Translations for Clearer Client Communication

## The Challenge

The client relied on marketing emails to update their customers on milestone progress, but a significant portion of their audience spoke English as a second language. This created multiple roadblocks:

- Clients often needed external translation assistance, leading to delays and misunderstandings
- Internal teams had to manually create and send separate emails for Spanish-speaking clients, adding extra workload
- A lack of built-in language options made it difficult to ensure all clients received clear and consistent updates

## The Solution

We implemented a smart content solution within HubSpot, leveraging custom properties and active lists. Spanish-speaking clients are now automatically grouped into a list based on a custom property on their contact record. When sending milestone update emails, the client can include smart content that dynamically displays a Spanish translation, eliminating the need for separate email versions or workflows.

## The Impact

The client can now:

- Provide seamless, professional updates to Spanish-speaking customers without requiring additional translation efforts
- Save time by automating language-based content rather than managing multiple email versions
- Ensure consistency in messaging, reducing potential confusion and improving the customer experience

## The Details

**Industry:**  
Business Dissolution Services

**Business Area:**  
Client Communications

- Tools Used:**
- Marketing Emails
  - Smart Content
  - Custom Properties
  - Active Lists

