

Post for LinkedIn:

With over 500 million speakers, Spanish is one of the most widely spoken languages in the world, and here at Stone Junction we pride ourselves in our ability to cater to international markets. Our Spanish-speaking team can liaise with Spanish journalists in their native language.

As an agency, this gives us in-depth access to the Spanish market and greater knowledge of the cultural landscape. We also offer more Spanish-language services than other companies of an equivalent size, giving us a competitive edge in pitching to Spanish audiences.

"Having that personal touch is important," says Phil Taylor, one of our Spanish speakers. "If you're able to call the journalist and speak to them in their language, it's better for building relations." He explains how a phone call feels more human than an email and increases your chances of maintaining those international contacts.

In today's rapidly globalising world, international awareness and adaptable marketing techniques have never been more important. The increased accessibility of modern technology and communication methods means that companies have the world at their fingertips.

However, finding your company's place within this global economy can be an arduous process, especially with the added challenge of language barriers and cross-cultural communication. It is our job to help you access and navigate these borderless markets, whether it be through social media, website design, or search engine optimization.

Any client seeking to increase their global visibility can benefit from Stone Junction's international reach. With five fluent Spanish speakers on board, we aim to transcend geographic limitations by bringing your products to Spain and across the world. We have extensive experience working with global companies and helping smaller companies expand their consumer base to new, untapped markets.

One of our clients is global, high-tech engineering group Sandvik. This wide-reaching company focuses on providing sustainable technologies for the mining and infrastructure industries. As of 2022, Sandvik had sales in 150 countries. Stone Junction is pleased to have contributed to growing their Spanish client base.

Stone Junction is currently based in Stafford in the UK, however we also have branches in Germany and Romania. Our team is composed of thirty-three staff members ranging from science and engineering experts, to marketing professionals and foreign language speakers. This wide range of skills allows us to create PR campaigns tailored to your brand yet accessible to an international market.

We welcome prospective clients looking to expand into Spanish markets to get in touch! Our team would be happy to talk to you about our range of services and our personalised, culturally intelligent approach to international PR.

Potential Tweets:

Looking to expand your company into international markets? Here at Stone Junction we have five staff members fluent in one of the most widely spoken languages in the world – Spanish.

Never has global reach been more important than now, and we're here to help your company cross borders and find its place in this global economy.

Meet our Spanish-speaking staff! Phil, Emma, Allison, Georgia, and Encarna. You may not remember your grade school Spanish, but they sure do! #MeetOurTeam

[insert picture of staff]

We welcome prospective clients looking to expand into Spanish markets to get in touch! Our team would be happy to talk to you about our range of services and our personalized, culturally intelligent approach to international PR #BilingualPR #BilingualMarketing

We pride ourselves on our ability to connect with and maintain contacts around the world.

"Having that personal touch is quite important," says Phil Taylor, one of our resident Spanish-speaking staff. "If you're able to call the journalist and speak to them in their language, it's better for building relations with them."