

Get Five Times More Qualified Leads in Latin-America -

Through a data driven, localised digital marketing service for
international B2B Tech companies!



LATAM Market for Tech Companies

International expansion to any new market is a big and risky investment for Tech companies. Yet, domestic markets in many B2B hi-tech sectors are too small and internationalisation is a must! Often Tech companies have a 20/80 ratio between their domestic and international revenue. So, successful internationalisation has a potential to open companies a massive revenue growth opportunity.

Latin-America is a vast economy consisting of 20 countries, nearly 700 million people and a combined GDP of ~ USD 6 Billion. Latin-America is a continent of long distances. It covers 13% of the entire land surface on the Earth.

Despite the challenging business environment, many of the Latin-American countries are dynamic industrial super-powers. The enormous societies, economies, businesses and industries in the area are being modernised and the window of opportunity for profitable business in the continent is wide open for hi-tech vendors in various tech sectors, digitalization, IoT, ICT, telecoms and cyber-security, among many others.

Why Companies Fail to Enter Latin-American Markets?

Superficial Market Research

The fundamental mistake many companies make, when entering the LATAM markets is that only a superficial market research is conducted. And, if the entire LATAM sales and marketing strategy is based on this information, many actions can fail and lead to higher costs and an unsuccessful market entry.

Example: if export resources are deployed into a wrong country, they will not be able to access other countries in the area because of long distances and different business practices. Or, poorly focused marketing and advertising might be completely ignored by the wrong audience.

“Export Manager-First” Strategy

Hiring an export manager, or a local agent is a common LATAM entry strategy, but it is expensive and involves high risk, especially when combined with a superficial market research. For one person, or a small team taking over a vast market such as LATAM is difficult. Further, if the person or team is deployed in a wrong country due to an insufficient market intelligence, company’s LATAM entry will almost certainly fail.

Inadequate Localization

Buyers, decision makers and deal influencers in Latin-American companies might speak English, but Spanish, and Portuguese in Brazil are highly preferred in business. Vendors with English marketing content will lose in publicity on local tech and business medias and online searches. In fact, search volume of many current technology topics can be five times higher in a local language, compared to English.

Grip Marketing Agency provides a digital LATAM Lead Generation service designed for international B2B Tech companies aiming to make it Big in one of the world's largest and most Fascinating markets!

Get a Better Grip on LATAM Markets!

Understand Your Market better through detailed Search information!

Be Found on Google by B2B Buyers - Rank on the First Page in LATAM!

Gain stronger Visibility on Local websites and Industry Medias!

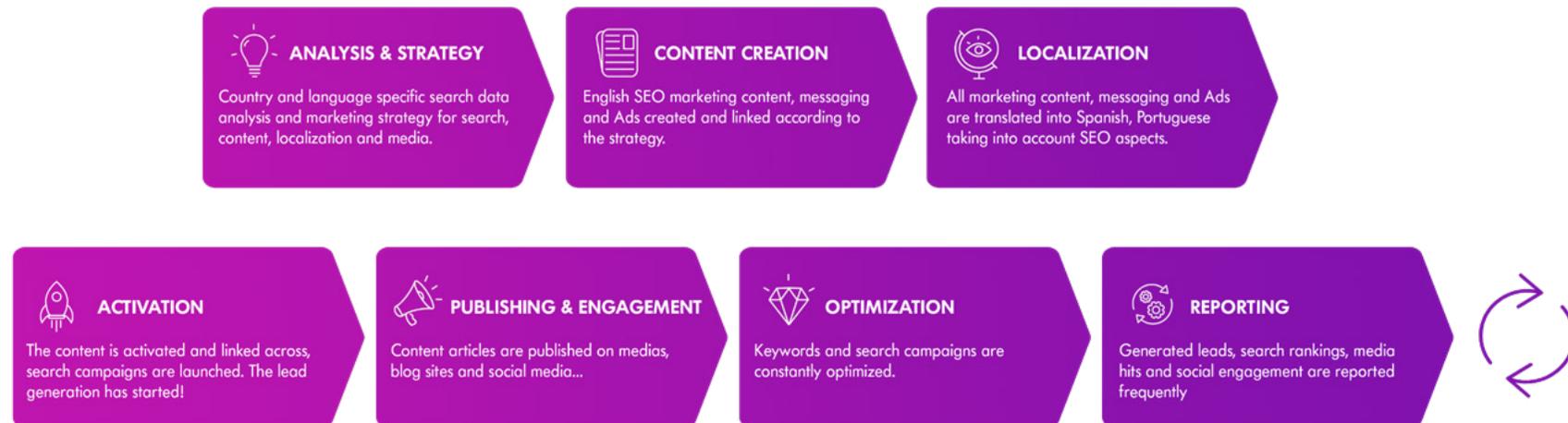
Generate Five times more Qualified Sales Leads in Latin-America!

Our LATAM Lead Generation Process

Grip Marketing Agency delivers you a modular, end-to-end digital marketing service, which churns you Qualified Sales Leads in Latin-America as a continuous process!

The foundation for your LATAM success will be our detailed Search data research, based on which a marketing strategy is created for you. The fuel for the lead generation process is the high-quality, search optimized, multi-lingual content, which Ranks right at the Top of Google search result pages. Through blogs, industry statements and press releases we can provide your company visibility on local news medias and blog sites.

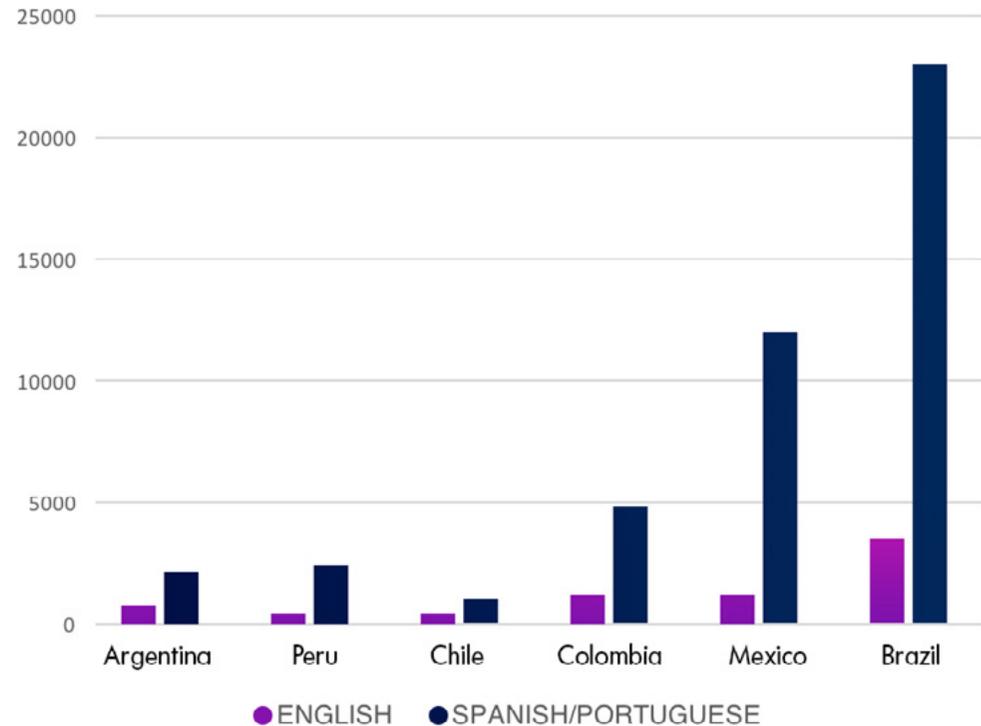
As a result, our continuous marketing process feeds your sales team with Qualified Leads!



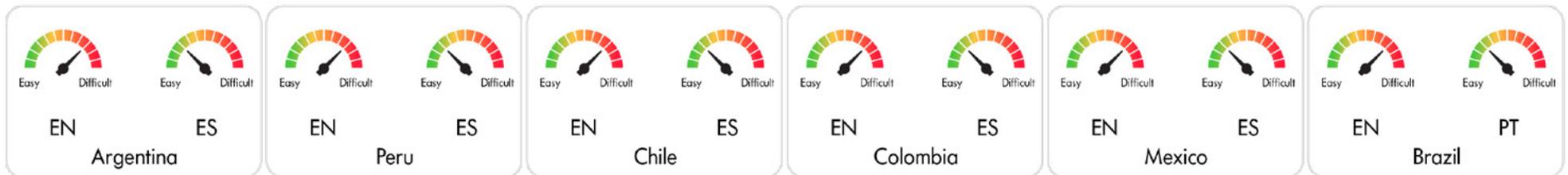
Data Analysis

Based on many research, 94% of B2B buyers use online Search to support their buying decisions. This is why our marketing process begins with a thorough country and language specific Search data analysis for your business and products. The analysis clearly outlines in which countries your products are searched for, and how often; how difficult ranking at the top of Google will be for you in different countries; and gives you a cost estimation for search advertisement. LATAM is a multi-lingual market, which greatly affects your online marketing strategy, and this is where our LATAM market experience makes a difference for you!

Monthly Search Volume for Keyword "Internet of Things"
English (EN) vs. Local Languages (ES/PT)



Difficulty of Ranking on the first Google search results page with Keyword "Internet of Things"
English (EN) vs. Local Language (ES/PT)



LATAM Marketing Strategy

Based on the search data analysis, we will work with you to create the winning LATAM marketing strategy.

The strategy will outline: the most profitable countries to enter for your products, what content is required, the languages mix, search advertising and search engine optimization plan and media list among other strategy items.



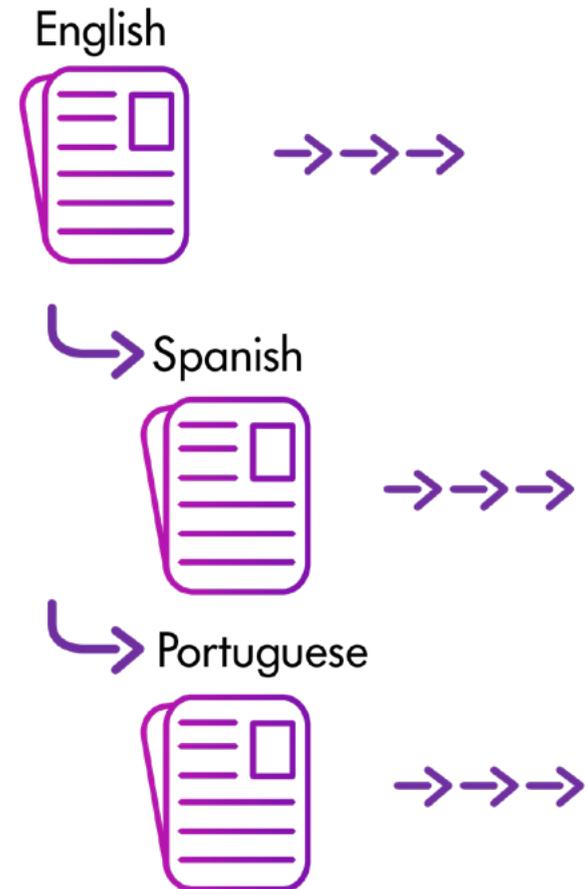
Content and Localization

Content Creation

Search optimized, easy-to-read high-quality industry content is the fuel for digital marketing. Grip Agency creates the required marketing content for you in English; be it search adverts, social media posts, blogs, case studies, media articles, press releases and so on.

Localization

Depending on the countries you are targeting, the content, messaging and search adverts are translated and localized for optimal language mix.



The Campaign Execution



Activation

After sufficient preparations and content production, it is time for Real Action! To begin the campaign execution, the content is uploaded on your website and search campaigns are configured and deployed. Now you will begin to see Leads dropping into your inbox!

Publishing and Engagement

Articles and blogs are distributed to medias and external sites, and social media campaigns are fired off. At this point, your company and the content will start to get wider visibility among the local target audiences.

Optimization

As the campaign progresses, we can monitor the impact, learn more and continuously optimize the content, adjust targeted search key words and engage with media and editors to Max your Benefits.

Reporting

You will be frequently reported for the progress in all fronts of the campaign - search ranking, media hits and sales leads.

Monthly Process

There are no Silver Bullets for Winning in the LATAM Markets!

Grip recommends you to engage in a continuous Lead Generation program, where new content is created, shared and published once or twice a month; the search campaigns are continuously optimized and updated; and the media and blog sites are kept on publishing more news about your company!



Grip Agency is a Digital Marketing team with a strong substance expertise in Telecom, IoT, Media, Industrial Automation and Cyber-security sectors. International B2B Tech companies are our customers.



Mikko Nurmimaki, Marketer, Founder

Mikko is a technology marketing specialist with 15 years of marketing experience from world class technology brands such as Nokia, Ericsson, Spirent and smaller innovative vendors such as FirstHop, Mobilethink and Tweaker. Before founding Grip Marketing agency, Mikko held product marketing responsibility at Spirent's Connectivity Technologies and Management Business Unit, which provided wireless service providers and manufacturers solutions in areas such as device management and intelligence, IoT, embedded SIM, mobile device intelligence and software development tools



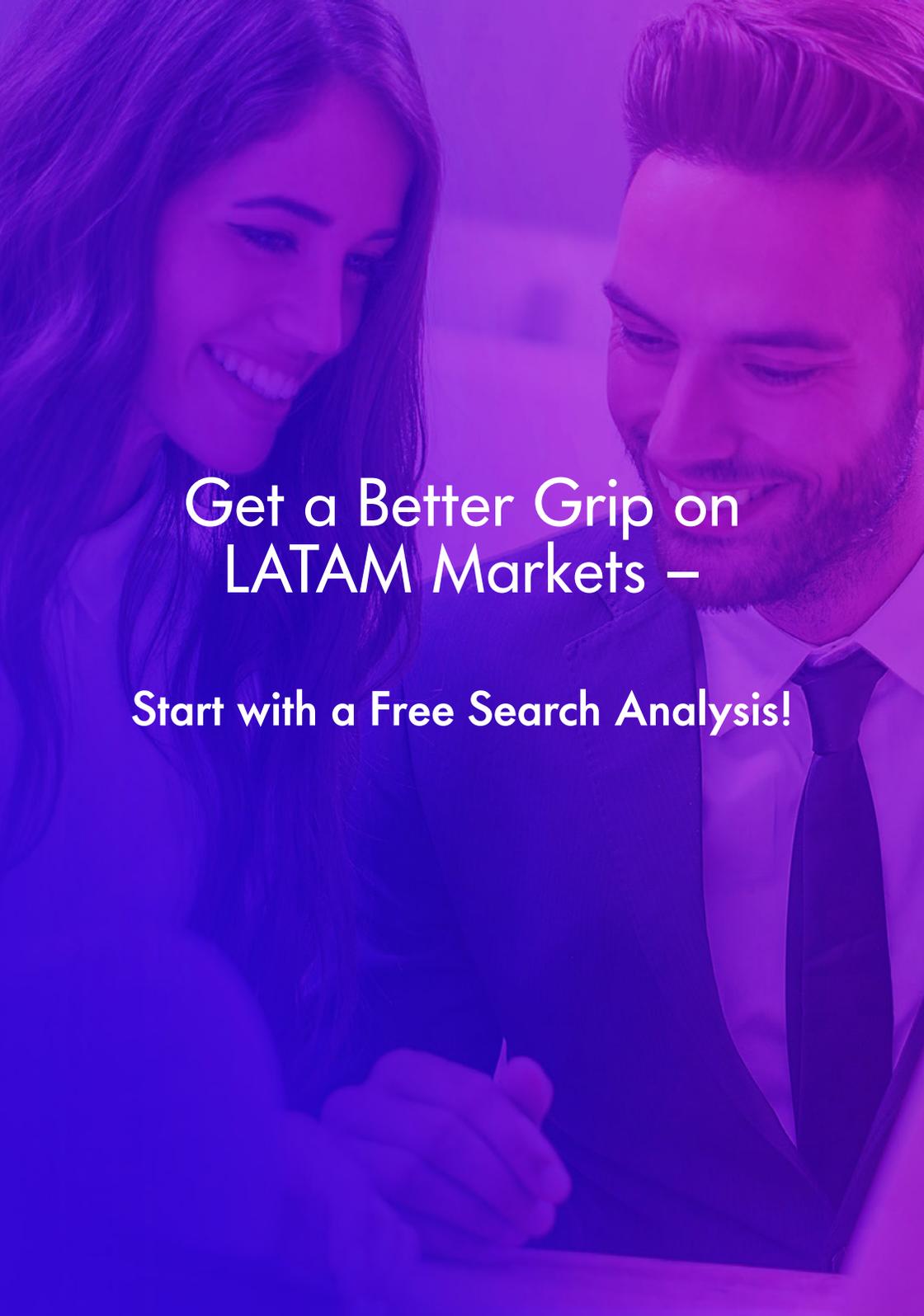
Janne Sivula, Marketing and Sales Strategy and Execution

Janne Sivula is a specialist in digital content marketing, Google AdWords and sales strategy and execution. Janne delivers his services as an entrepreneur to a wide range of international B2B companies. During his successful career of 18 years, Janne has gained a strong experience in leading sales in various hi-tech companies in telecommunications and automation technologies in the Spanish speaking world. Janne speaks and writes fluent Spanish and is a permanent resident of Spain.



Mert Fidan, Visual

Mert is an experienced, efficient and recognized visual designer who provides all forms of digital designs at Grip Marketing. Since bagging his degree in graphic design Mert has successfully worked as a visual designer at several business segments such as gaming and commercial broadcast TV. As the owner and founder of Loud ad agency, he has provided digital design to several small and medium sized businesses.



Get a Better Grip on
LATAM Markets –
Start with a Free Search Analysis!



Mannerheiminaukio 1
Helsinki 00100, Finland
www.gripmarketing.io

+358401504435
info@gripmarketing.io