

1. South America Market Entry & Demand Generation Program

Overview

Expanding into a new market requires more than translating existing content or launching a campaign. It requires understanding how trust is built, what challenges audiences face, and how a company can demonstrate value before asking for attention.

This project was initiated as part of a broader international growth strategy. Although the company already worked with partners, distributors, and customers throughout South America, direct brand visibility remained limited. The objective was to establish a stronger market presence, create awareness, and position the company as a trusted technical expert within the region.

To respect confidentiality agreements and internal company policies, company names and commercially sensitive information have been anonymized throughout this case study.

Business Challenge

The biggest challenge was not generating registrations or attracting attendees.

The biggest challenge was trust.

The company had limited visibility within the region, no Spanish-language website, no localized content explaining who the company was, what it did, or why industrial professionals should pay attention. There was also no existing prospect database and no historical campaign data that could guide future activities.

Entering a market under these conditions creates a fundamental question:

Why should engineers and technical decision-makers trust a company they have never heard of before?

Instead of leading with products, we decided to lead with knowledge.

My Approach

The first phase focused on understanding the market.

I conducted market research, audience analysis, persona development, and lead identification activities to better understand the industries, technologies, communication preferences, and operational challenges most relevant to the region.

The research quickly revealed that a traditional product-focused campaign would be unlikely to succeed.

The audience did not need another sales pitch.

They needed practical knowledge, useful insights, and proof that the company genuinely understood the challenges they faced every day.

Based on these findings, I developed a communication strategy centered around education.

Strategy

Rather than asking prospects to trust our products, we offered them something valuable first.

Knowledge.

The campaign was built around a Spanish-language educational webinar series designed to help engineers and maintenance professionals better understand common industrial communication challenges.

This approach allowed the company to demonstrate expertise before introducing products or solutions.

The strategy was supported by:

- Market and competitor research
- Audience and persona development
- Lead generation activities
- Landing page strategy and content
- Email nurture sequences
- LinkedIn communication concepts
- Webinar concept development
- Visual direction and campaign architecture

Every asset was designed to tell the same story and support the same objective: building trust through expertise.

Execution

The final campaign included:

- A dedicated campaign landing page
- A multi-stage email nurturing sequence
- LinkedIn communication supporting each stage of the campaign
- A three-part educational webinar series
- Supporting registration and communication assets

The webinars addressed common industrial communication and troubleshooting challenges and focused on practical learning rather than product promotion.

Delivering the content in Spanish was a deliberate decision designed to reduce barriers, improve accessibility, and create a more comfortable learning experience for the audience.

Results

The campaign successfully established a framework for engaging audiences in a market where the company had previously maintained only limited direct visibility.

More importantly, the project validated the underlying strategy.

By focusing on education, localization, and audience understanding, the campaign generated strong engagement and demonstrated that technical expertise could be an effective entry point into new markets.

The initiative also created a repeatable framework that could later be adapted for other international regions and campaigns.

What Made This Successful

The strongest contributor to success was not the webinar format itself.

It was the research.

Understanding audience priorities, communication preferences, cultural expectations, and common technical challenges allowed every piece of communication to feel relevant and valuable.

The positive response from attendees confirmed that the campaign was speaking the audience's language—not only linguistically, but also professionally.

What I Learned

One of the most important lessons from this project was that market entry is ultimately a trust-building exercise.

Companies often focus on products first.

In reality, audiences usually care more about whether a company understands their challenges.

When entering a new market, expertise creates credibility. Credibility creates engagement. Engagement creates opportunities.

This principle has continued to influence how I approach international marketing initiatives today.

Skills Demonstrated

International Marketing • Market Research • Localization • Lead Generation • Webinar Marketing • Content Strategy • Email Marketing • LinkedIn Marketing • Audience Research • Project Management