



WHY YOUR SaaS SHOULD SPEAK SPANISH

———— 10 REASONS ————

nem^entio

The internet is bringing the world closer together and creating a genuinely global marketplace. As a result, companies should now give serious consideration to tapping into these markets and translating their business accordingly. One favorite candidate is what we widely know as “Spanish speaking markets”.

With this e-book you will discover 10 of the main reasons you should consider to start selling your SaaS in Spanish.

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WHY SPANISH SPEAKING MARKETS ARE **SO APPEALING?**



01

There is a **big audience** out there

Spanish is a global language with an important number of speakers, both native and learned, proliferating quickly around the world. Today, it is the second largest language in the world in terms of native speakers

So, if you have a product that might fit into an international environment, you should consider Spanish as the first option to start with.

But be careful: there are both language and cultural differences in Hispanic cultures that must be considered, even from one country to another. Go local is not just about translating, you should adapt your strategy and your message to the new public.



- ✓ Official language in 21 countries
- ✓ Over 570 million of Spanish Speakers in the world
- ✓ 3rd most used language on Internet and 2nd on Social Media platforms
- ✓ 3rd more studied language in the world
- ✓ Spanish speaking communities in US are estimated to reach 119 million people by 2060

02

The **economic potential** of Spanish speaking markets

Historically, Spain has been both the meeting place for several different cultures and a global empire in colonial era. Today, according to the World Bank, Spain's economy is the ninth largest worldwide.

While for decades Latin America was hardly the most prudent region of the world in which to conduct business, today, they're catching up. Particularly some of LATAM nations (like Mexico, Chile, Colombia or Peru) are leading the change toward market prosperity in this often-overlooked part of the globe.

Internet penetration amongst the entire Latin American population currently stands at 62.3%, not too shabby considering the global average.



- ✓ Spain is the 9th economy worldwide
- ✓ LATAM countries with highest GDP previsions: Chile, Colombia and Peru
- ✓ Increasing Internet penetration in LATAM countries

03

A positive impact on **your reputation**

Cultural customization of your content makes your brand more appealing to local potential customers. Creating a Spanish version of your web and online platforms for Spanish speaking communities brings credibility and prestige to your brand.

To capture the Spanish growing target audience, just translating your marketing content into Spanish with professional translation is not enough. To have a good impact, you must provide your content in Spanish and adapt it to the cultural nuances in each country too.

Remember that there are a bunch of best practices to keep in mind when developing a marketing strategy to Spanish speakers.



- ✓ Makes your brand more appealing
- ✓ Brings credibility & prestige to your brand
- ✓ Go multicultural!

04

You'll get a **high ROI**

According to what has been said in previous sections, translation and localization of your platforms and content to Spanish has a very low cost versus the potential increase in sales that can be generated. It will give you access to an expanding market with great development potential.

Specially in some industries, like SaaS or some B2B services, the process of approaching the Spanish speaking markets is very cost efficient. The 9th reason in this eBook will tell you more about it.



- ✓ Cost efficient: the potential revenues are significant versus the investment required
- ✓ This strategy will give you access to an expansive market

05

Improves your **overall SEO**

By having your content in two languages (or more), you'll not only make long-lasting impressions and connections, but you'll also appeal to search engines. This will allow you to have more impressions and appear near the top search results.

With so few other companies translating their websites to Spanish, you're bound to grow your number of impressions on search engines and improve your Spanish SEO.

But improving your SEO in Spanish can also have a positive impact on your overall SEO and help you get more English speaking visitors too!



- ✓ Improve your overall SEO by making your site multilingual
- ✓ Competition can still be very low

06

Get ahead of your **competitors**

If your site uses English as the primary language, you are part of an enormous majority. Many site owners have simply decided to focus on the most popular language among users, and subsequently skipped over the vast numbers who don't otherwise speak English.

It is possible that in your industry your competition is not translating and adapting the content to Spanish. Maybe you think that there is not enough business for you on Spanish speaking countries yet and plan to do the approach in the next years but remember: positioning your company now will be easier and cheaper than doing it later.

Take advantage of being the pioneer!



- ✓ Still very few websites translate its content to Spanish.
- ✓ Being a pioneer will give you a competitive advantage on Spanish speaking markets.



**WHY IS IT
ESPECIALLY
SUITABLE FOR
SAAS
COMPANIES?**

07

Spain is a mature market for SaaS

Software as a Service (SaaS) is becoming an increasingly viable option for organizations seeking access to software solutions and data analysis tools without the need to rely on the installation and execution of applications on their own systems. According to an IDC study, SaaS will represent approximately 60% of cloud spending by 2020.

In Spain, 78% of companies have implemented some kind of SaaS services, but only expend on it less than 15% of their overall IT budget. But recent surveys shows that 82% of these companies are planning to make a substantial increase on that budget in the next years.



- ✓ SaaS is taking over the cloud computing market in Spain.
- ✓ >80% of Spanish companies says they are increasing their SaaS budget in the next months.

08

Exponential growth of **SaaS in LATAM**

Many countries in LATAM are immersed in a deep digital transformation and cloud is one of the most important pillars.

Due to the exponential growth of e-commerce and broad adoption of digital transformation in Latin America, local companies have been obliged to react and find the best technology to improve their services.

Cloud solutions market in Latin America is expected to grow by 20% in 2021. Main LATAM countries to focus are Mexico, Argentina, Colombia, Chile and Peru.

Content localization is one of the entry barriers in these countries: Latin Americans don't feel comfortable and confident with content and instructions in English.



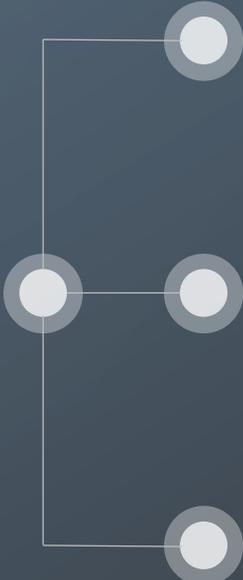
- ✓ Cloud solutions market is expected to grow by 20% in 2021.
- ✓ Mexico, Colombia, Chile, Argentina and Peru are the main countries to focus on.

09

Easy to implement: **3-step guide**

Selling SaaS services in Spanish speaking countries is relatively easy to implement compared to other industries, taking advantage of the multilingual capabilities of software platforms and the unexistent need for a distribution channel other than the internet.

So, the investment required is minimal. Follow these steps and you'll be selling in a new huge market before you know it:

- 
- Translate your software**
This can be easy if you have already multilingual capabilities enabled and, if you don't, it's certainly something you should be doing right now.
 - Define your local marketing strategy**
for Spanish speaking countries and then translate and adapt your online marketing platforms. We strongly recommend to hire a local marketing agency specialized in SaaS business.
 - Offer 1st tier support in Spanish,**
both technical and sales. Maybe you already have someone that can speak Spanish in your organization.



**YOU SHOULD
HIRE A
SPECIALIZED
AGENCY**

10

Get help for a **better outcome**

All right, you caught us! This is not really a reason to make your SaaS business speak Spanish, but here are some good reasons why you should hire a local specialized agency when expanding to Spanish speaking markets.

Hire a marketing agency and not just a translation agency if you want to succeed!



WHAT YOU GET FROM AN AGENCY

- ✓ Deep, local knowledge of the market
- ✓ High quality results on adapting global marketing strategy to local market
- ✓ Local help on all marketing areas like content creation, local SEO, PPC, social media and many other services



About us

Nementio is a Spanish inbound marketing agency specialized on IT, SaaS and B2B services industries.

Our experienced spanish marketing consultants can help you define the right strategy for your product or service in the Spanish market.

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