



# ONLINE SEMINÁŘ

## Marketingová strategie pro Španělsko

14. 4. 2021



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# How to enter the Spanish market.

The Spanish Customer & Best marketing strategies and channels to attract them.







# About me



**gromi**

Facilitating Growth in the Spanish Market

Andrés Nieto · 1st

Founder & CGO Gromi | Facilitating growth in the Spanish Market

Valencian Community, Spain · [500+ connections](#) · [Contact info](#)

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**gromi**



# About us



## **Facilitating Growth in the Spanish Market.**

At Gromi we facilitate foreign companies to do business in Spain. We devise a path to success for companies and professionals minimising uncertainty, time-to-market and costs with our knowledge and expertise of the Spanish market and the culture and processes inside Spain. Our clearly defined operational strategy becomes inextricably linked to your business so we are working seamlessly towards your objectives as if they are our own. Gromi speaks your language and understands the big picture of your business. We facilitate you from A to Z. Let's start your adventure in Spain!





# Goal of the conference

- Discover together what's the best way to enter to the spanish market from a marketing perspective.
- Increase your chances of success in your expansion to Spain




## Conference Plan



### Part 1: Understanding the market

1. Why Spain? How things work in Spain
2. How marketing is organized: traditional vs digital
3. COVID Impact in Spain
4. New trends
5. Channels
6. Business culture



THINK  
OUTSIDE  
THE BOX






## Conference Plan

### Part 2: How to plan success in Spain

1. Challenges during the expansion to Spain
2. Main mistakes companies do
3. Keys to success for entering a market and our methodology
4. Conclusions & Summary
5. Time for questions



THINK  
OUTSIDE  
THE BOX

01



# Why Spain?: Understanding the market







# Why Spain;

Factors that make the difference:

- ❑ Emerging market: Spain is one of the top markets in Europe and it is in continuous growth.
- ❑ Spanish customers keep increasing its digitalization, shortening the gap that used to be in the last years compared to other countries (COVID has helped). This brings opportunities to international business planning to come to Spain.
- ❑ Its life quality attracts talent, inversions and creates a joint business system that makes a difference



# Context and Introduction to Marketing in Spain

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Let's start with some data  
(interesting facts) to cover a  
general view of the market.



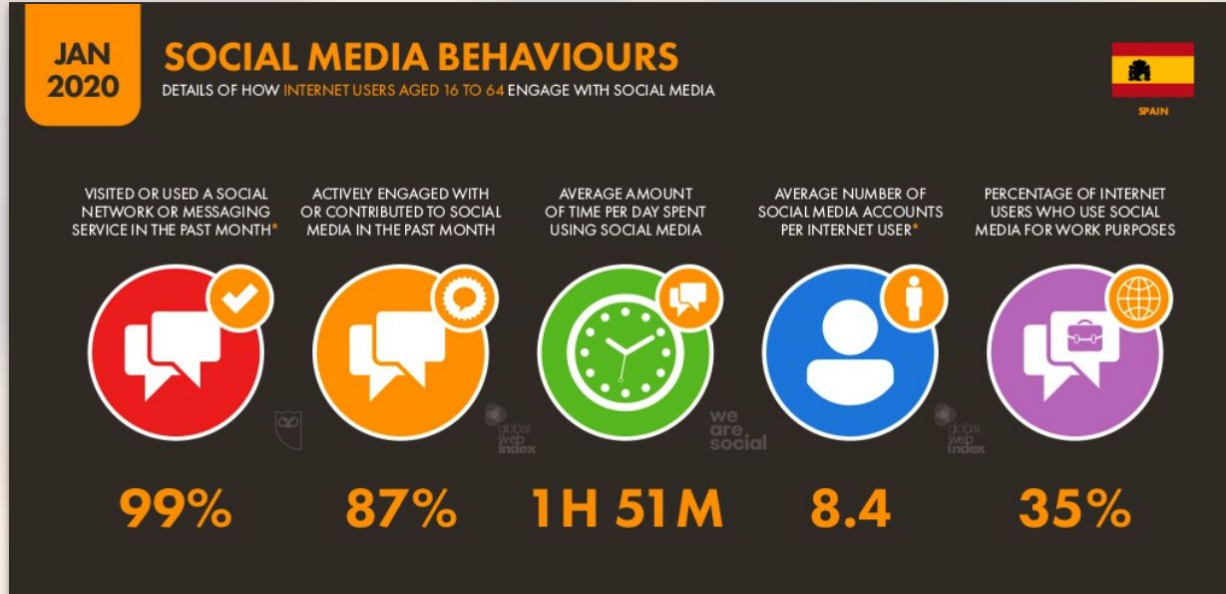


# Spain in Numbers





# Spanish Marketing Context



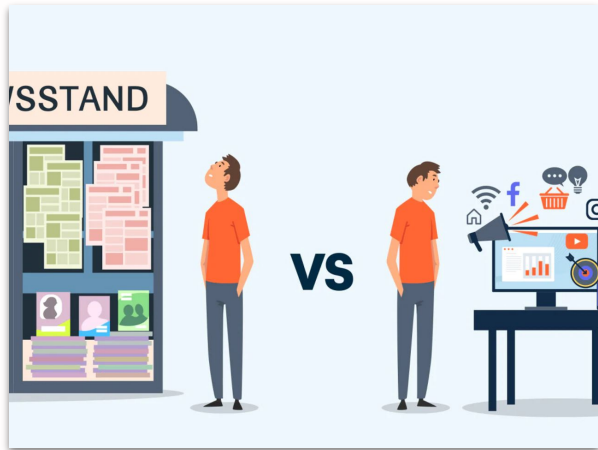




# Spanish E-commerce Context



# Traditional vs Digital Marketing



## Traditional:

- Newspapers and printed advertisement have a much lower volume.
- Radio is not used as much as before.
- Physical advertisements were rising, but with COVID everything stopped.
- Television is stable, but it's a very expensive channel

## Digital:

- Growing rapidly
- You can get so many more impressions with a lower investment.
- Easier to set up.
- Easier to track than traditional.
- You can increase the number of touchpoints each person receives.





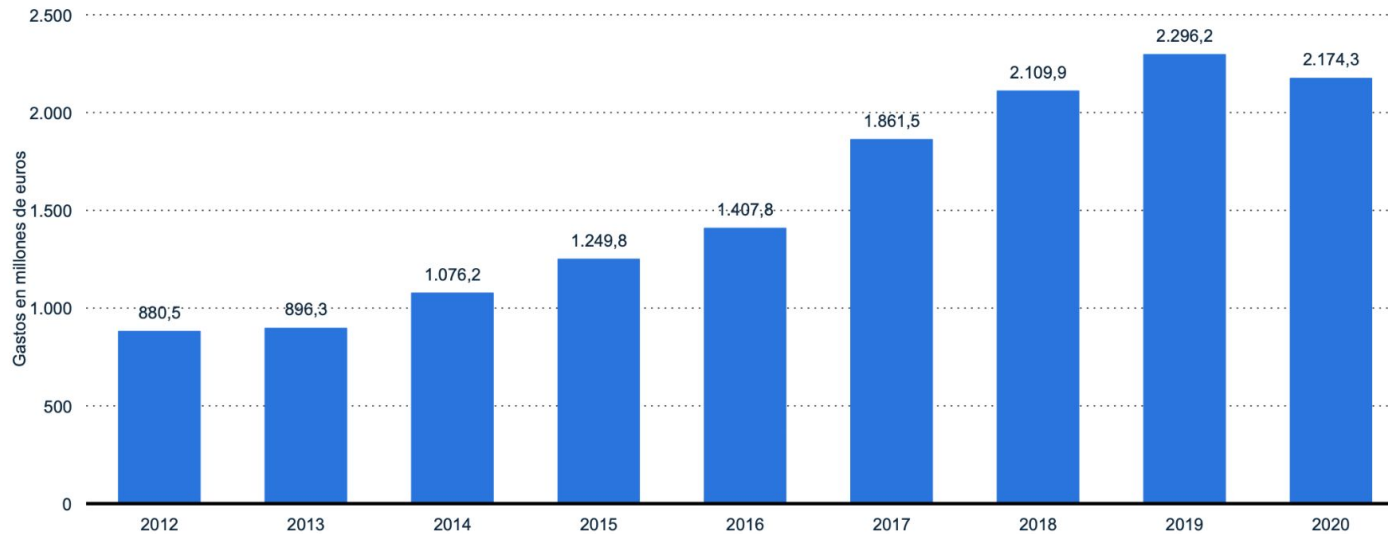
# Why doing online marketing in Spain?





## Inversión anual en publicidad digital en España entre 2012 y 2020 (en millones de euros)

Gasto en publicidad digital en España 2012-2020

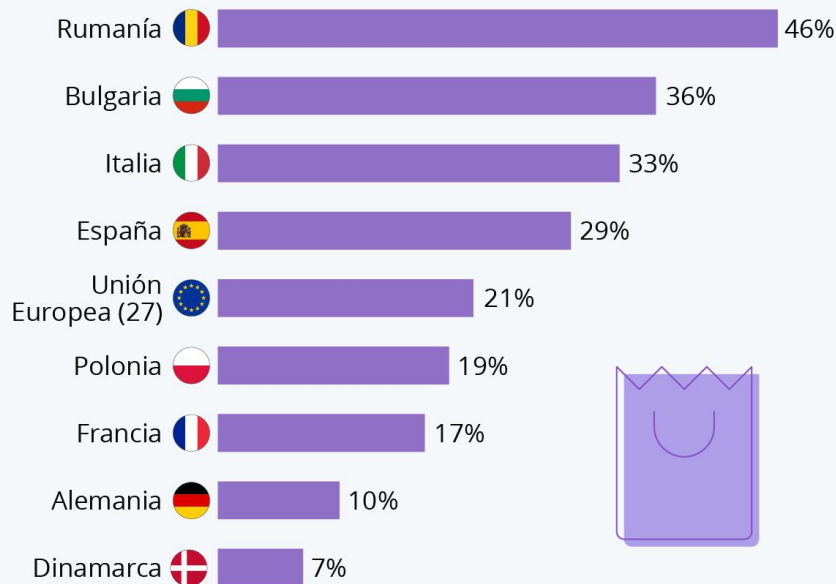


# COVID19's impact

- Huge digital transformation. In 2019 one out of three Spaniards never bought anything online.
- In 2021, Spain is one of the countries where more people buy online.

## Uno de cada tres españoles nunca ha comprado online

Porcentaje de individuos que nunca han encargado productos/servicios online en la UE\*





# COVID19's impact

Por Redacción | **COMERCIO ELECTRÓNICO** | 15-03-2021



## 7 de cada 10 españoles incrementó el volumen de sus compras online como resultado del contexto generado por la pandemia

DISTRIBUCIÓN

Inditex cierra 751 tiendas con su plan digital en un año y borra un lustro de crecimiento a golpe de aperturas físicas

En 2021 se producirán 400 cierres más y se dará por finalizada la estrategia de transformación.

11 marzo, 2021 - 01:42

**id** Idealista

H&M cerrará 30 tiendas en España por el auge del comercio 'online' y la crisis del covid-19

H&M cerrará 30 tiendas en España por el auge del comercio 'online' y la crisis del covid-19. Tienda H&M en Madrid / Gtres. Tienda H&M en ...

6 days ago



# The Spanish customer mindset. Spanish business culture.

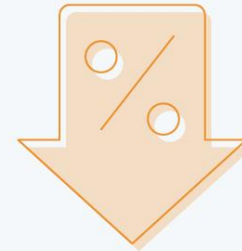
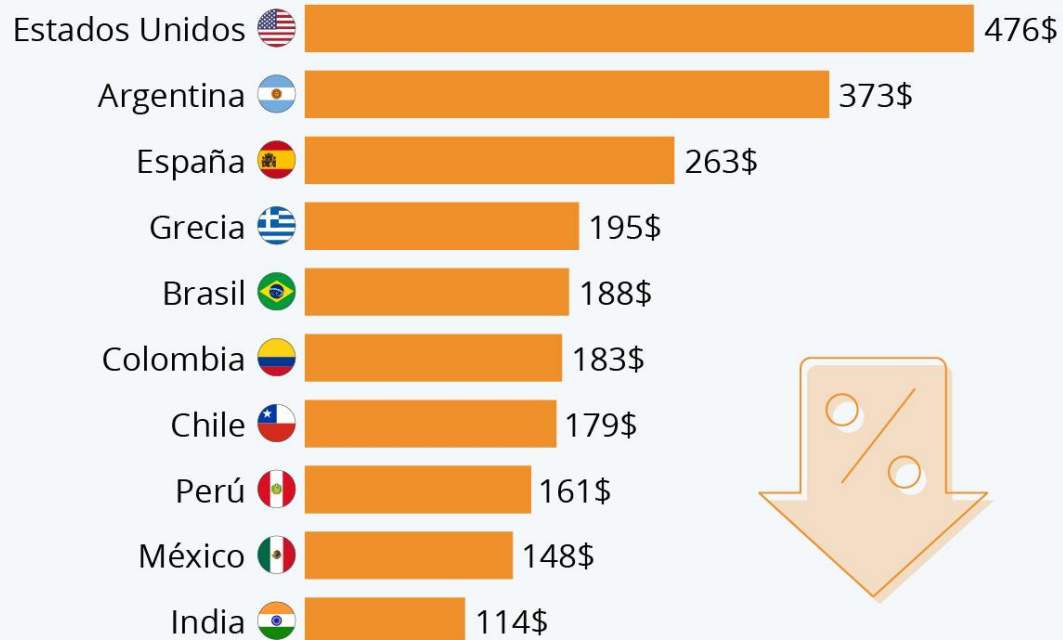
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# ¿Cuánto se gasta en Black Friday y Cyber Monday?

Intención de gasto alrededor del mundo durante el Black Friday y el Cyber Monday\*

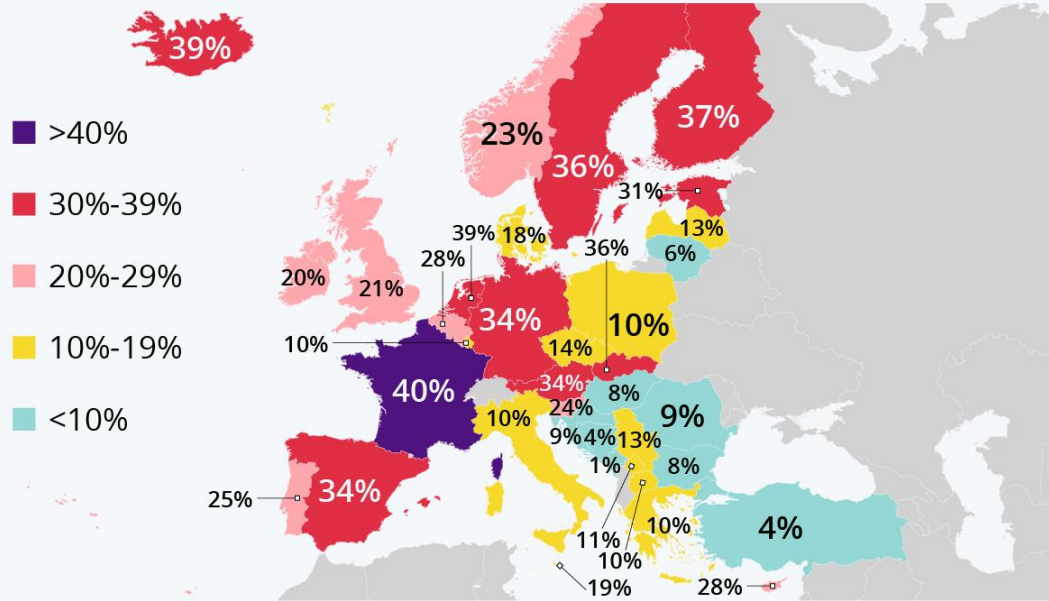






# ¿Quiénes evitan dar sus datos en Internet?

Porcentaje de personas que evitaron proporcionar información personal en redes sociales por motivos de seguridad\*



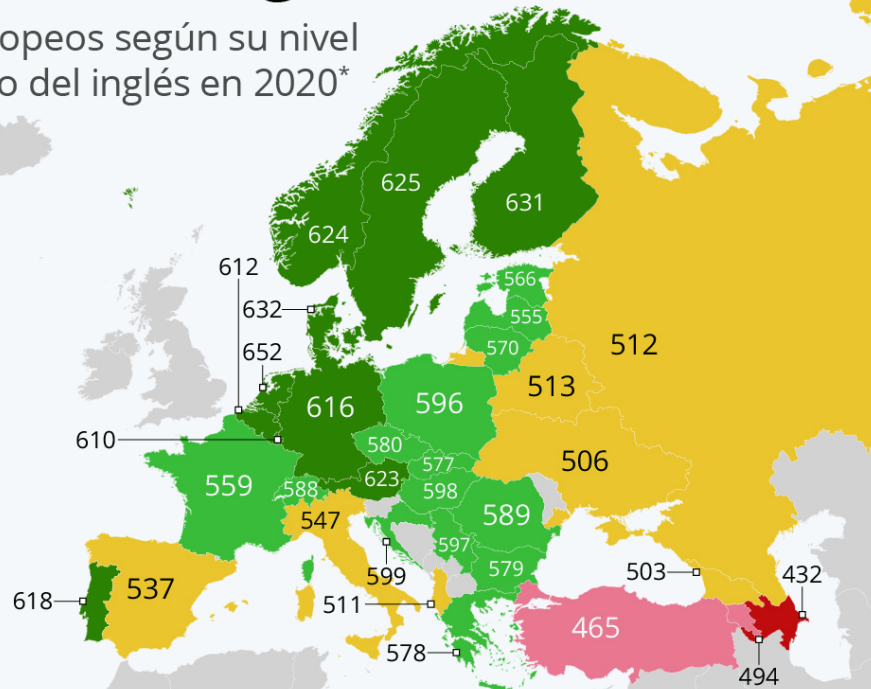
\* En los últimos 12 meses. Datos de 2019. Personas de 16 a 74 años de edad. Países seleccionados.



# España, a la cola de Europa en nivel de inglés

Países europeos según su nivel de dominio del inglés en 2020\*

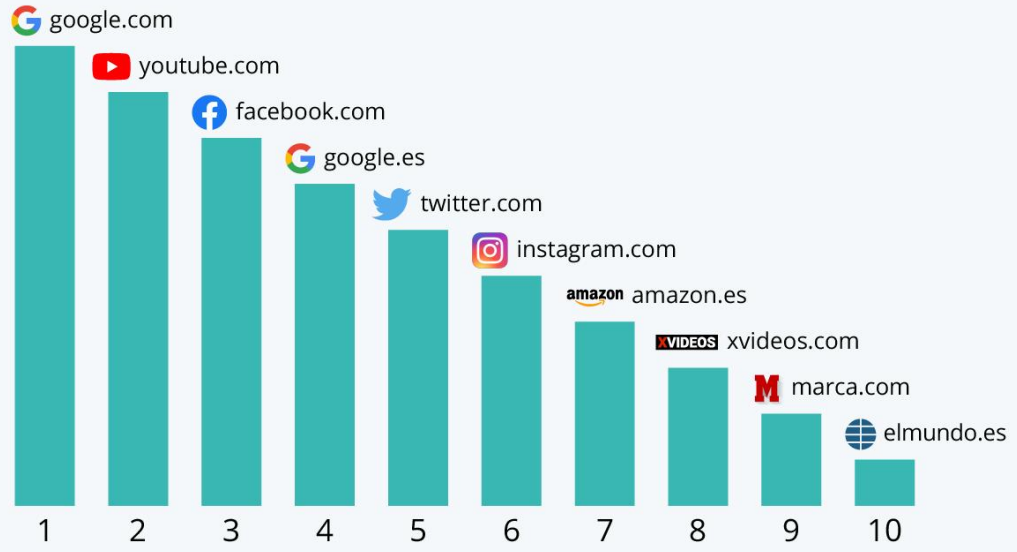
- Muy alto
- Alto
- Medio
- Bajo
- Muy bajo





# Las páginas web preferidas en España

Páginas web más visitadas en España en julio de 2020

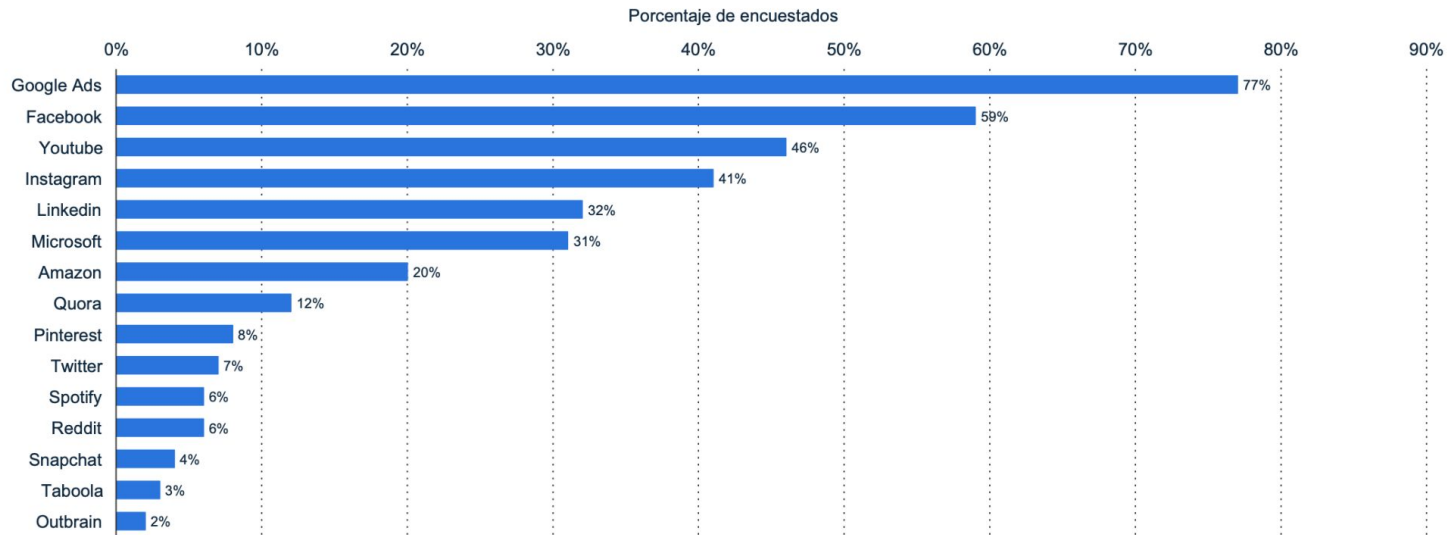






## Ranking de canales en función de la intención de los responsables de marketing de aumentar la inversión en publicidad de pago por clic en el mundo en 2020

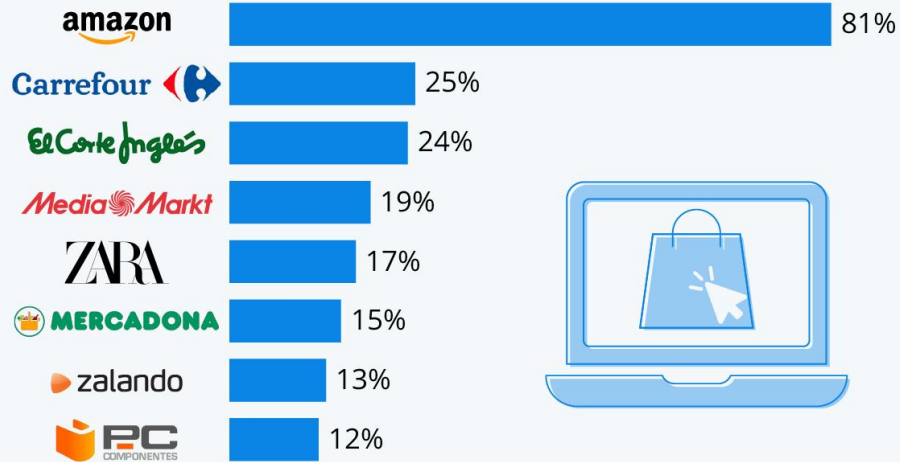
Ranking mundial de canales según el aumento del presupuesto para publicidad PPC 2020





# ¿Dónde compran los españoles online?

¿En qué tiendas online has adquirido productos en los últimos 12 meses? (España, 2020)



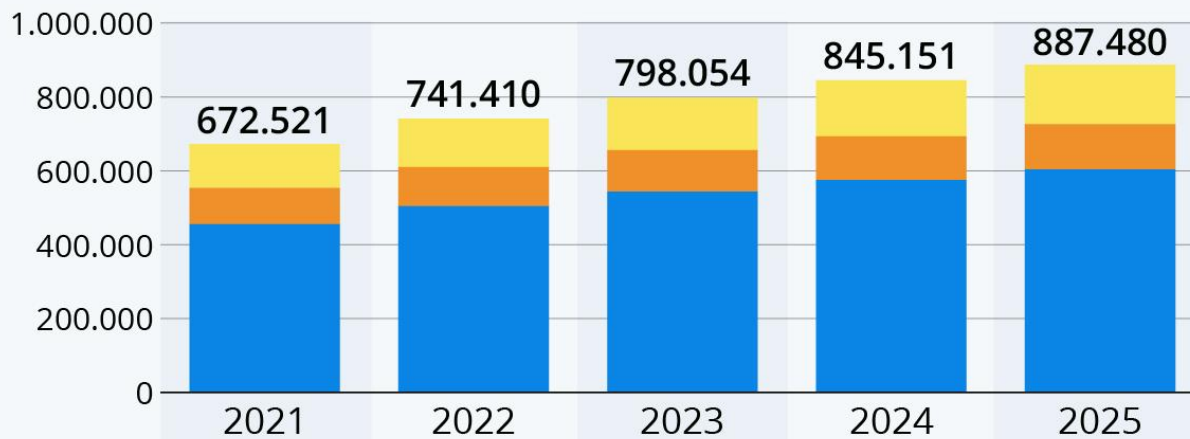


# El prometedor horizonte de la moda online

Ingresos del comercio electrónico de moda en el mundo (en millones de euros)



■ Ropa ■ Calzado\* ■ Bolsos y accesorios\*\*

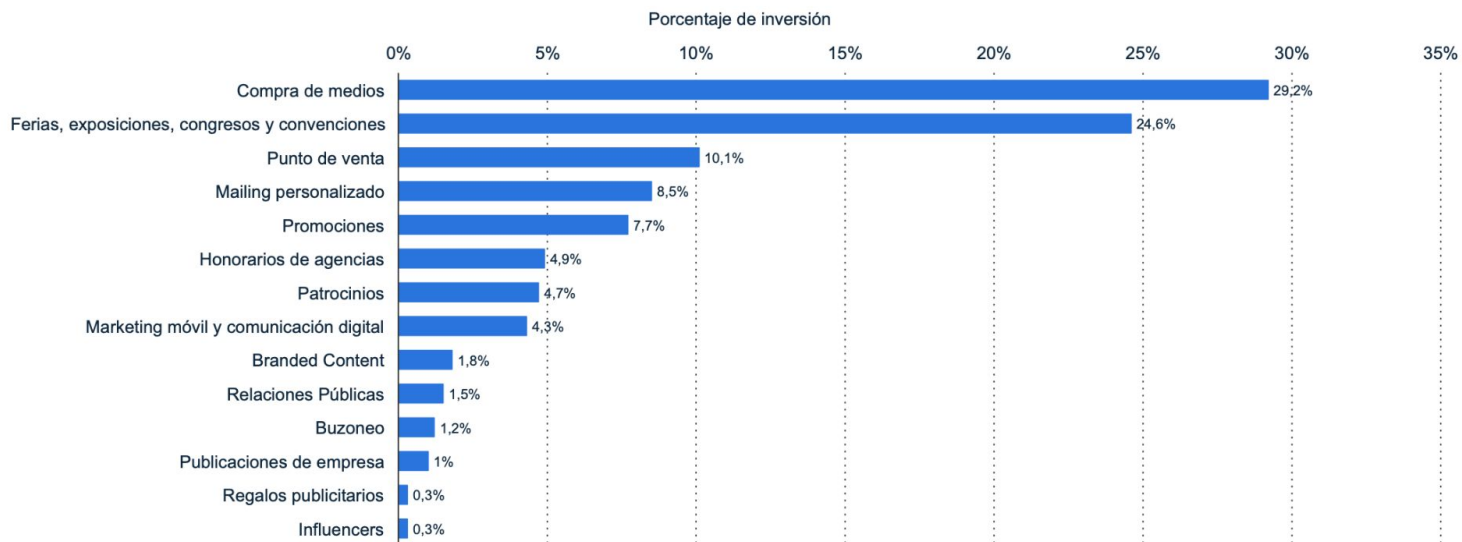






## Distribución porcentual de la inversión en publicidad, promoción y comunicación en España en 2019, según segmentos


Porcentaje de inversión en publicidad y comunicación por segmento en España en 2019



02

## How to plan success in Spain



A nighttime panoramic view of Barcelona, Spain. The city is illuminated with warm yellow and orange lights from buildings and streets. The Sagrada Família is visible on the right side, and the Torre Agbar is a prominent blue-lit tower on the left. A red moon is visible in the dark blue sky above the city.

# What are the challenges of going to Spain?



**The Spanish  
business  
culture is not  
the same as**

**in the Netherlands.  
in the Czech Republic.  
in China.**

Causing some entrepreneurs,  
business owners and investors to  
struggle when entering the  
Spanish market







# Most business in Spain is done in Spanish. You have to speak the language

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If your company sells in the Spanish market, it needs to be in Spanish. If you want to arrange the best partnerships, it needs to be in Spanish, and so on. In Spain +80% business is done in Spanish, and it's an important barrier for foreign companies.



# Starting a company in Spain is a complex process, for which you need help of (legal) experts

Setting up a company in Spain always requires legal help. But much more if you're foreign. Spanish bureaucracy is well known internationally, and it's for a good reason.



# For starting or developing your business in Spain you need a network or local market expertise

Not having this network / local expertise can make your company lose an incredible amount of resources in their step to the Spanish market. Or even stop you from doing business in Spain.





# Common mistakes during the 'international expansion' phase



Business owners underestimate the complexity of expanding to other markets:



- ✘ Not being prepared and jumping to the market without any knowledge.
- ✘ Choose the wrong market entry strategy.
- ✘ Treat the market and audience the same as at your home country.
- ✘ Bad planification or insufficient resources.



# How to succeed in a new market? Having the right methodology



1

## RESEARCH

Identify what you need to adapt from your business proposal



2

## CREATE A PLAN

Based on the research, start testing the hypothesis



3

## EXECUTION & OPTIMIZATION

Control the results, keep an eye on trends and optimize



4

## SCALE FURTHER

Increase the budget and maximise your potential



# Conference's main points:

- ❑ Spanish market overview.
- ❑ Business culture in Spain.
- ❑ Opportunities to enter the Spanish market.
- ❑ Relying on local experts for understanding the market.
- ❑ Localise your business proposal to engage with potential customers.
- ❑ Create a structured plan for executing and validating.
- ❑ Invest in the channels that work and grow your customer base.



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# Thank you



**Andrés Nieto**  
[andres@gromi.io](mailto:andres@gromi.io)  
**Book a call**

