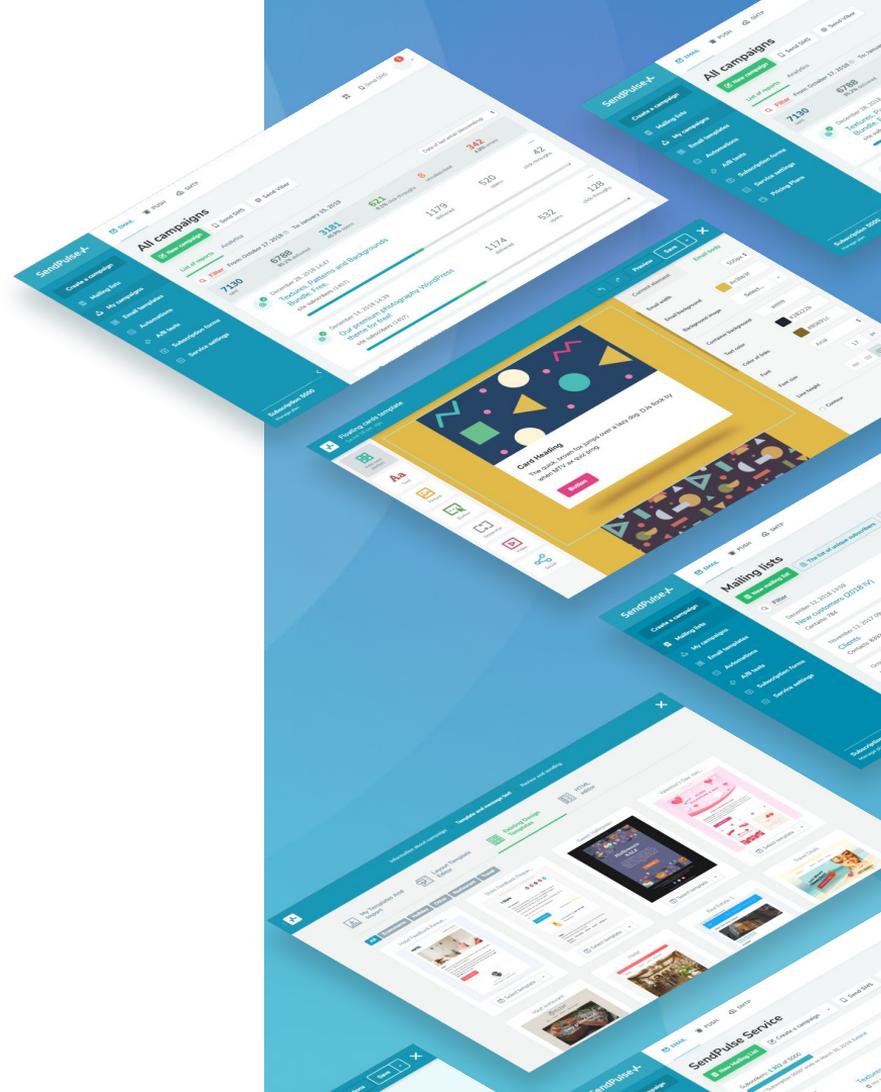


Running marketing from Europe to LatAm: how to sync and develop international marketing teams within one company



Alina Dykuha
Head of Digital Marketing
at SendPulse

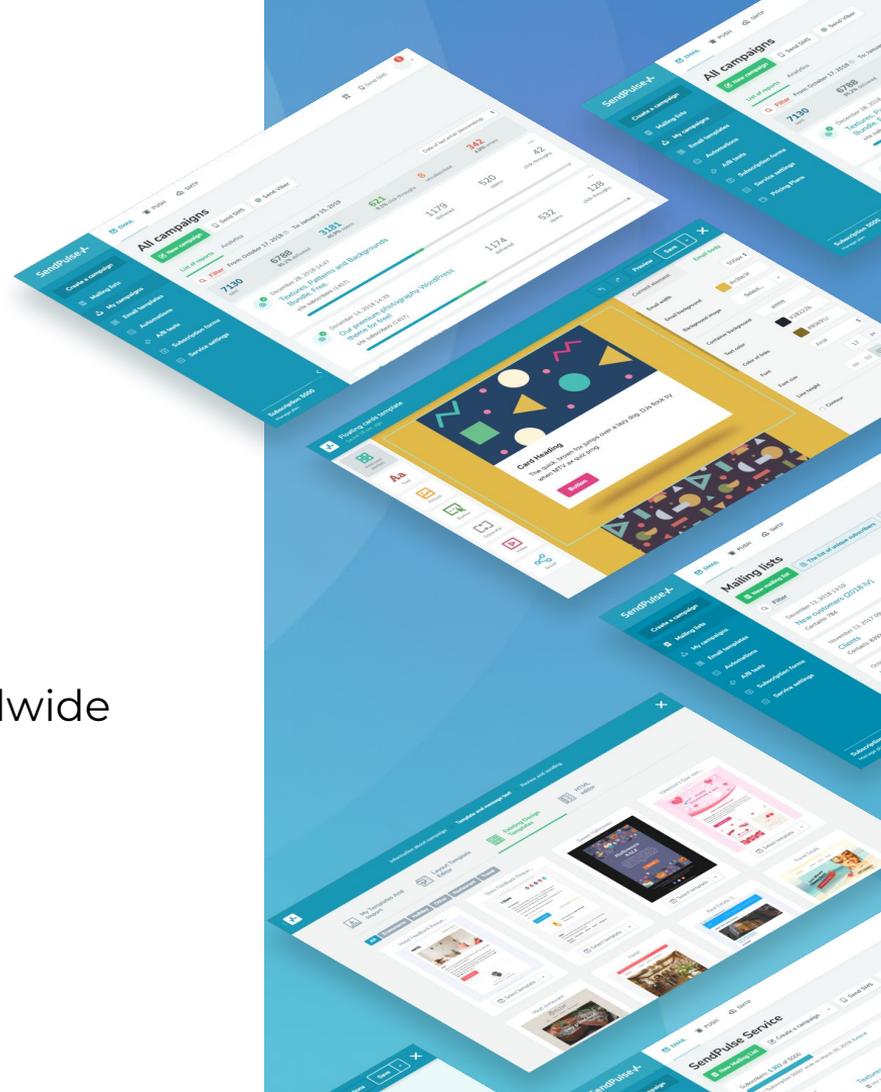


About the Speaker

- Worked with start-ups, SMB, EdTech, e-commerce activities
- Joined SendPulse in 2015, the year the company was founded
- Head of Digital Marketing at SendPulse – Multi-Channel Automation Marketing Platform with over 2 million clients worldwide now.



Alina Dykuha
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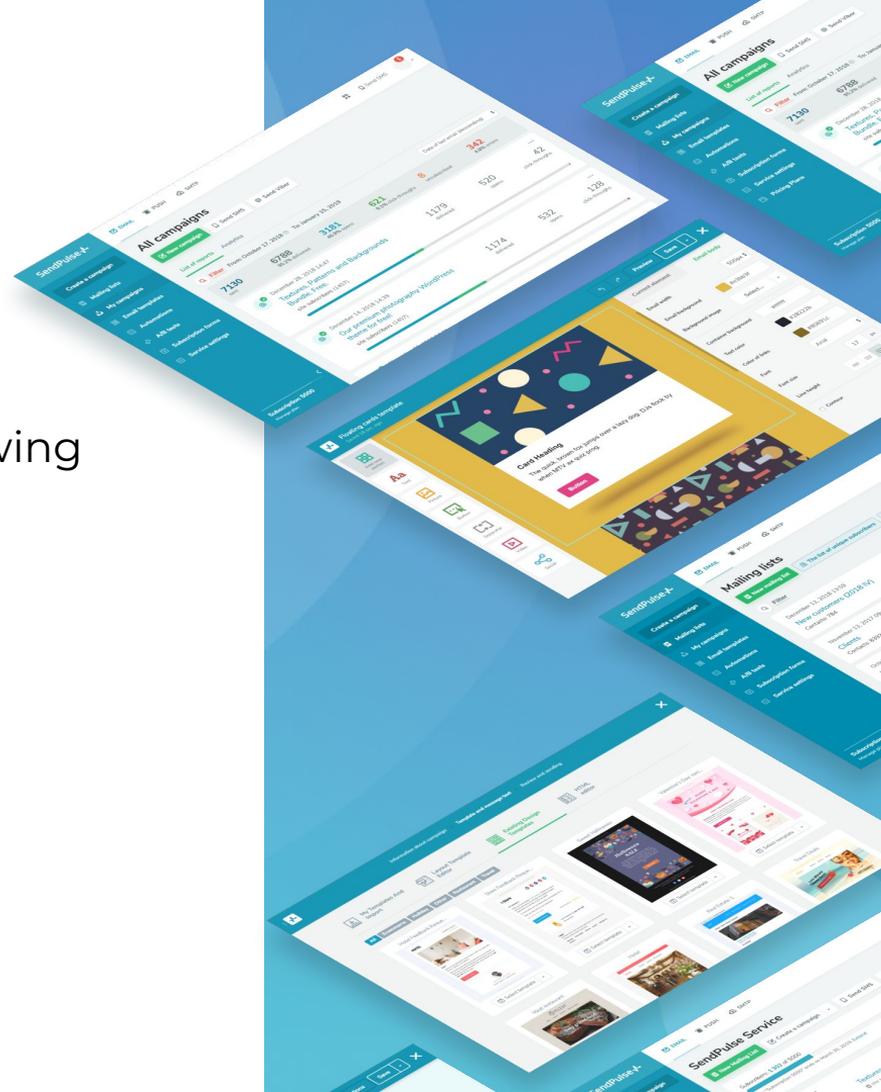


About the Speaker

- Messenger marketing believer and No-code lover
- One of my challenge is syncing and growing our International Marketing Teams in Brazil, Mexico, and Nigeria.



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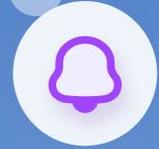


SendPulse

SendPulse provides a powerful suite of tools empowering small and mid-size business owners to craft outstanding email campaigns, create multi-channel automations, build no-code WhatsApp, Instagram, Facebook, and Telegram chatbots, and on top of that, leverage a CRM system that drives sales and retention.



SMS



PUSH



CRM



EMAIL



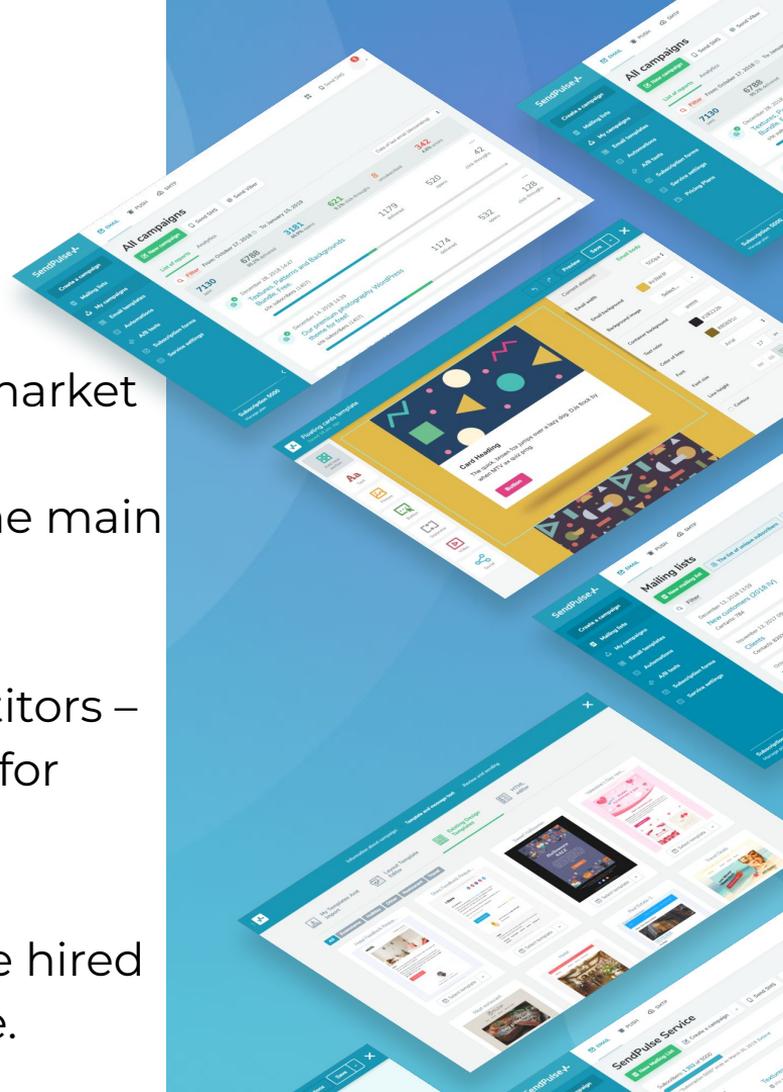
LANDING
PAGES



CHATBOTS

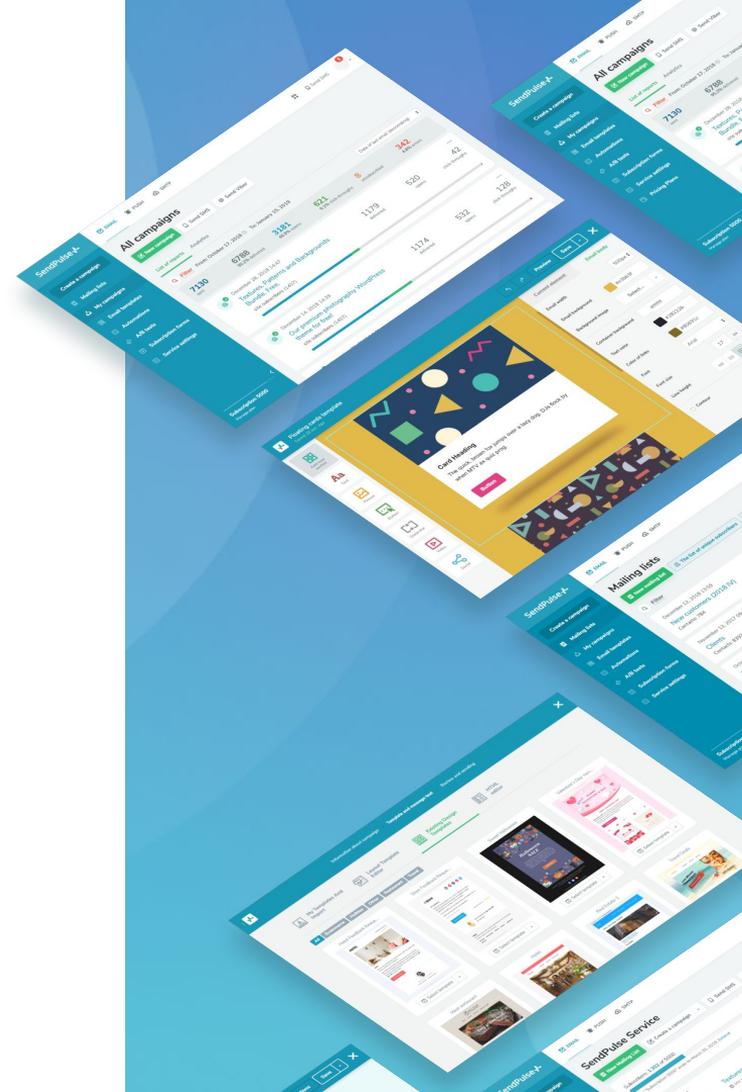
How we started and chose a new market

- We had organic traffic and sales from this market
- Made a local admin panel and translated the main part of content on the website
- Analyzed targeted audience, prices, competitors – if we had more pros than cons – we looked for sales, first of all
- If sales representatives worked very well, we hired a marketing team and opened a local office.



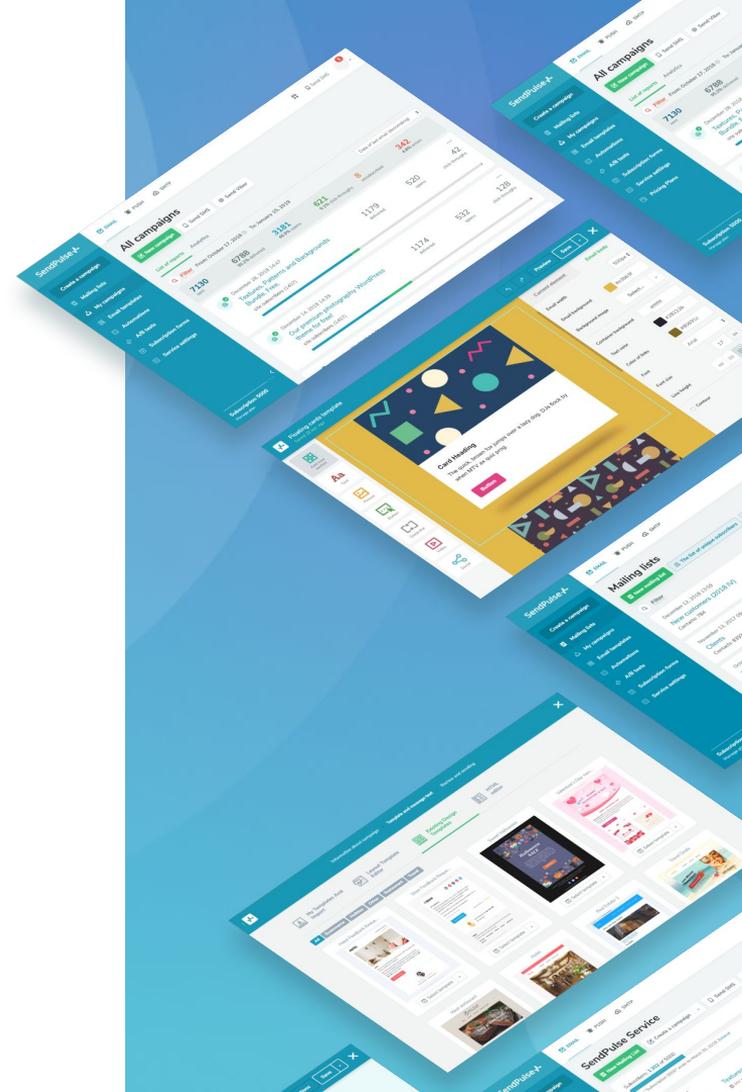
How does it work?

- A marketing lead must be super fast, proactive and open for new ways to work
- A marketing lead has a mix of hard and soft skills (public speaking + teamwork/team player and team organization + good team manager with full understanding of the main goal)
- Has a good English command for communication with other leads, departments and Head Office.



How does it work?

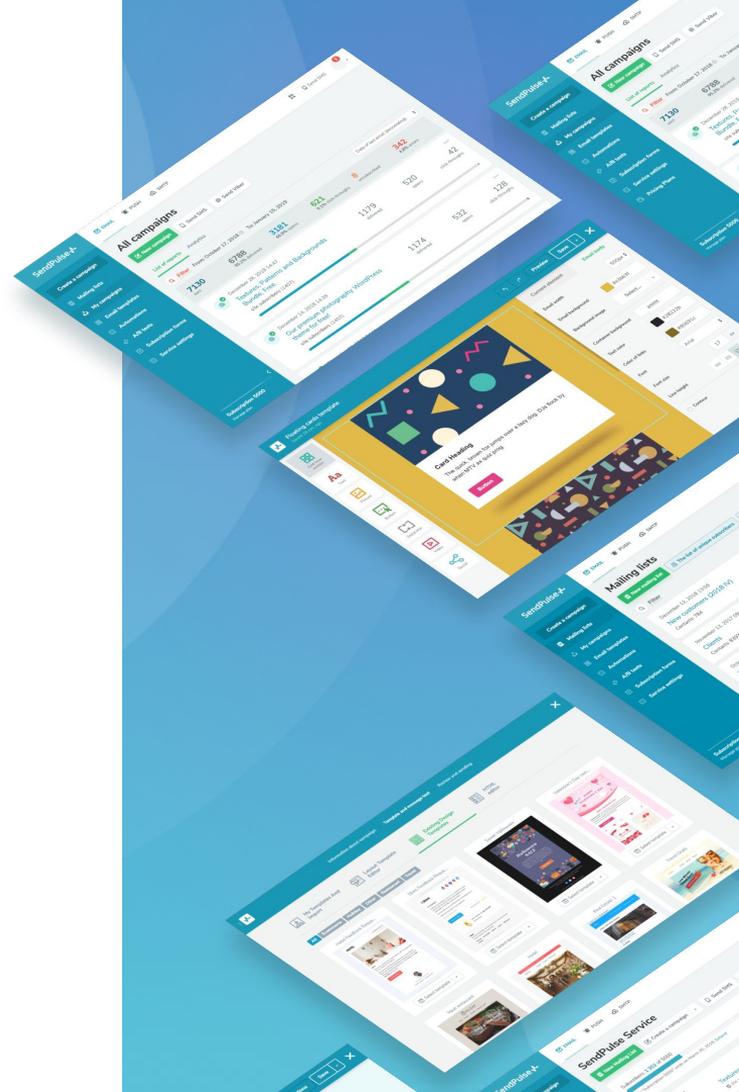
- Has a good English command for communication with other leads, departments and Head Office
- SendPulse Brazil and Mexico CEO didn't know English when we started, but he took an English course in Dublin which improved his English level greatly.



Diego's story



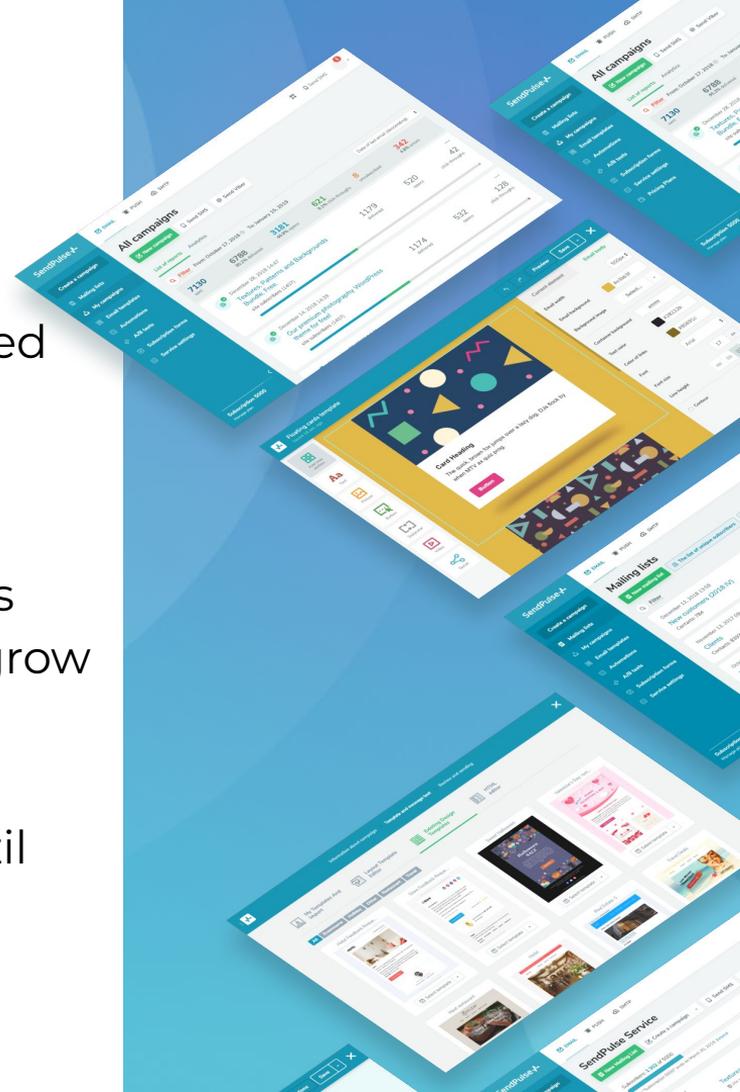
Diego Silva
Head of Latin American office



How does it work?

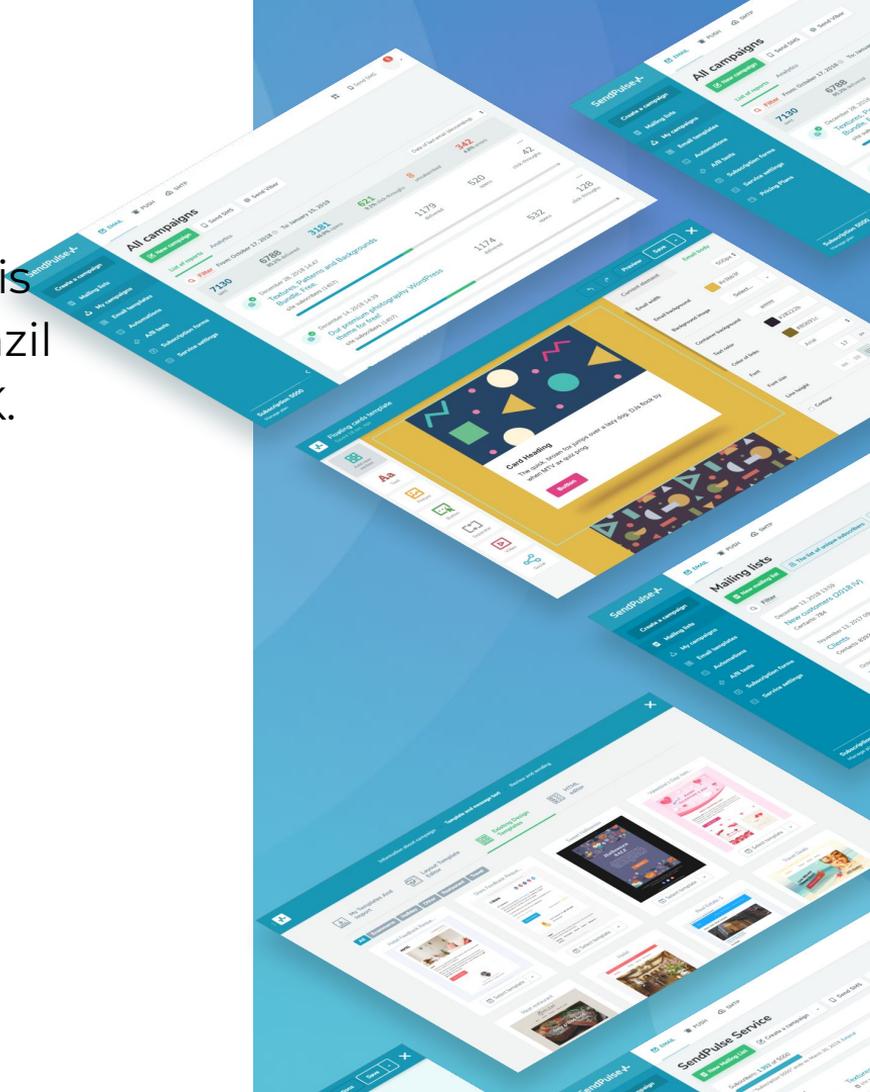
- We had a case when Marketing Lead switched from Sales Department
- Lead can happen to have a mentor inside our company. And when this experience is successful Lead (mentor) can grow to the next level.

For example, our Marketing Manager in Brazil had a mentor for Mexican team and then became a CMO in Latam and Brazil.



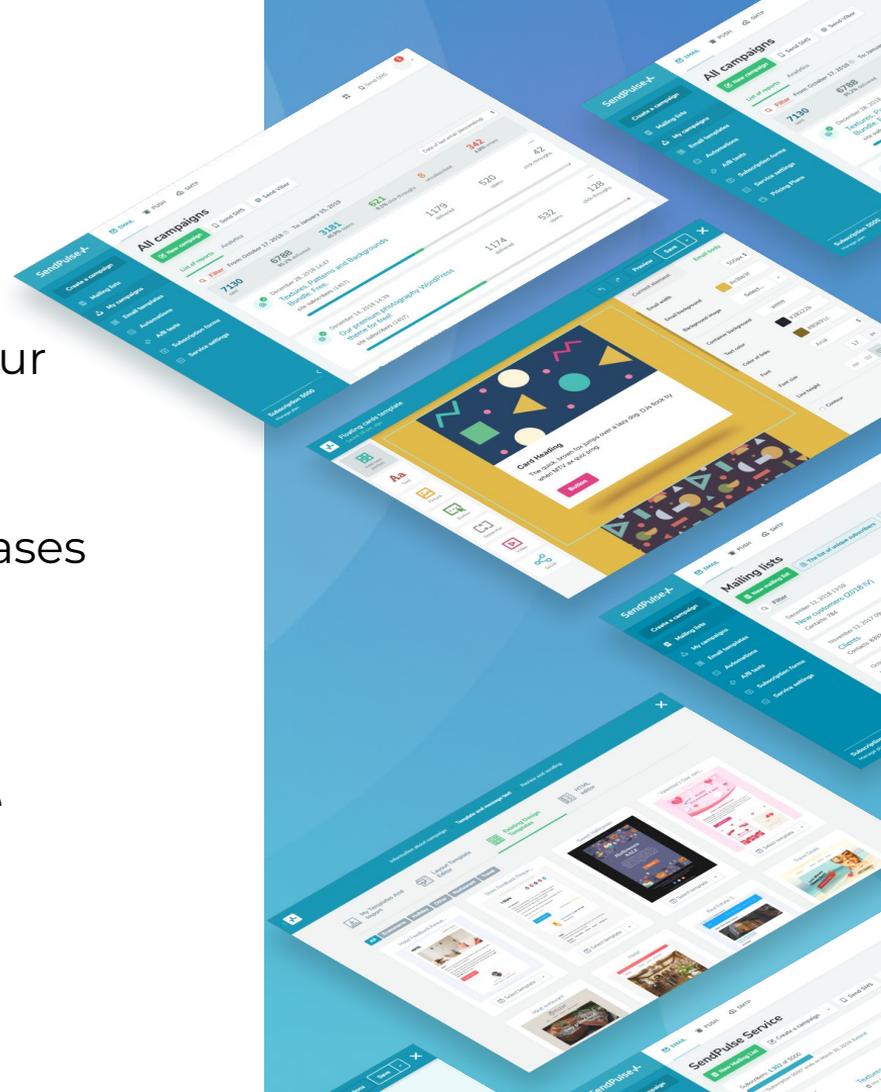
How does it work?

- Every idea must be tested as hypothesis
TikTok works well for Mexico, but in Brazil
Instagram reels work better and it's OK.



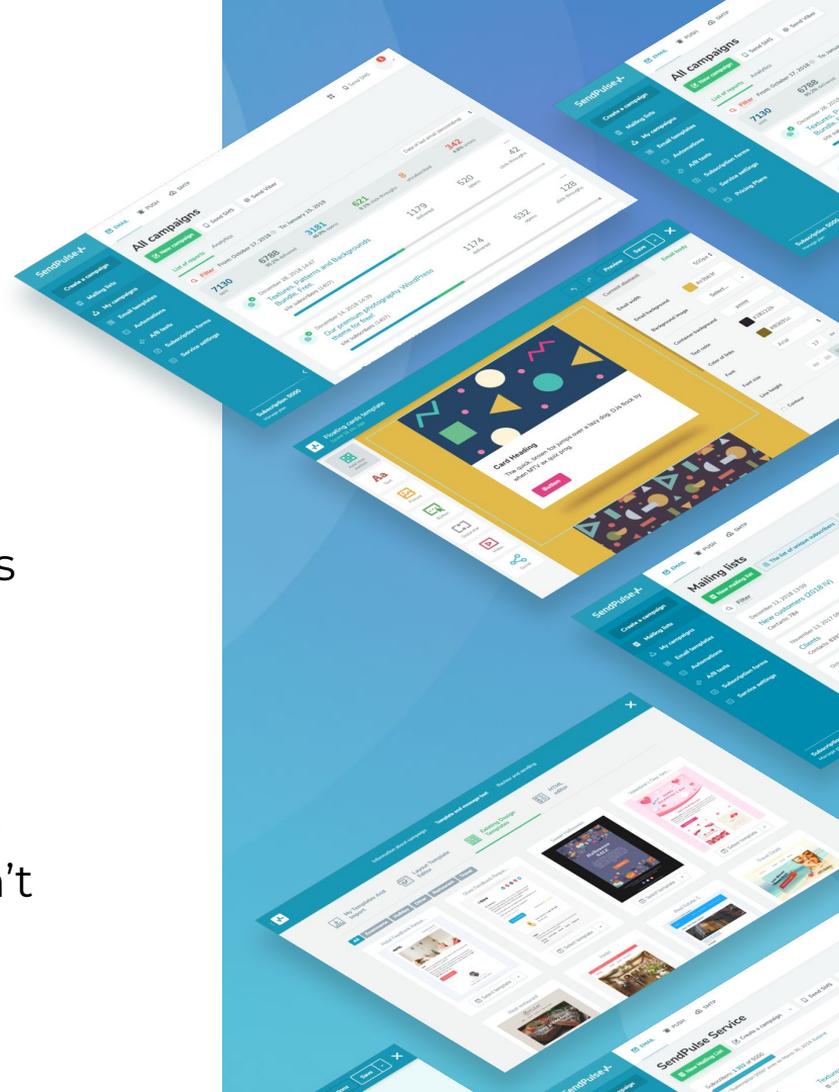
How does it work?

- Plan 3 months ahead (it depends on our development department and our releases). More than 70% of promo campaigns is connected with our releases
- Sync with every marketing team
- Every team prepares a plan with some steps, points. Sync — Let's go!



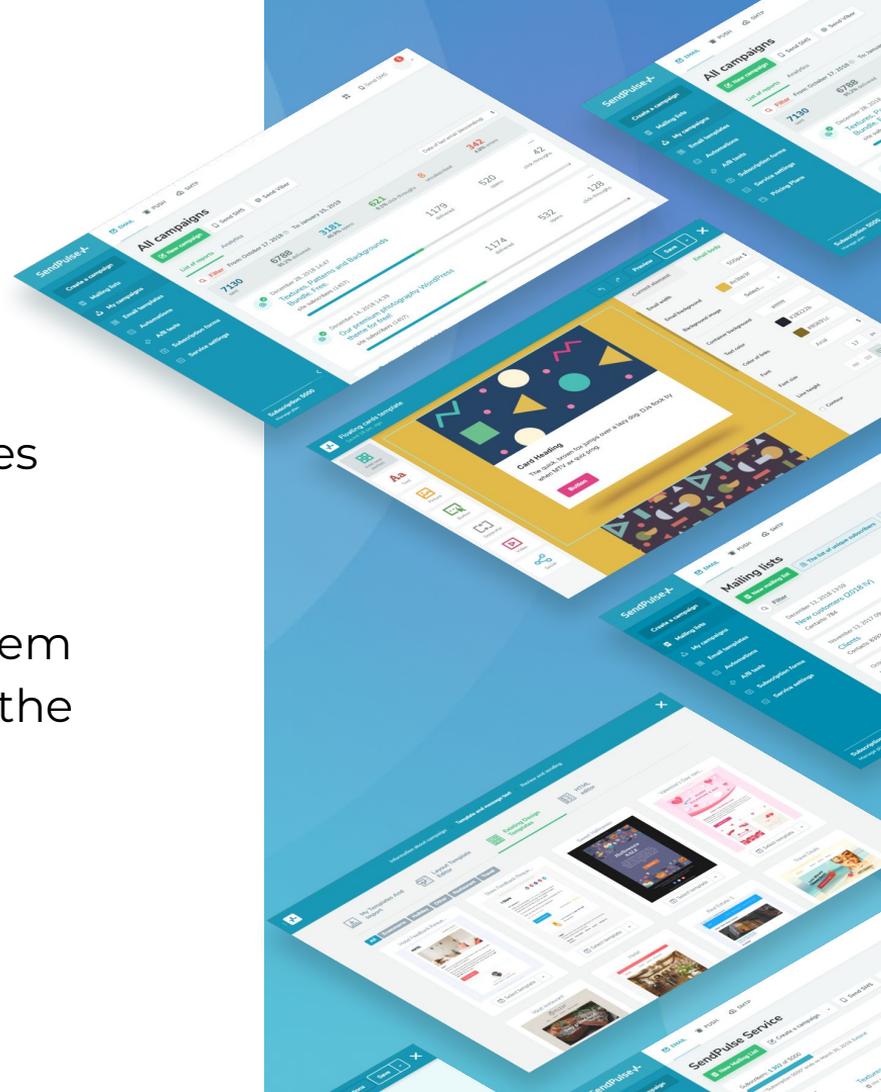
How does it work?

- 1 meeting per week/2 weeks with Leads
- 1 meeting per 2 weeks discussing an important topic and with leads sharing their knowledge
- mentoring company's internal processes
- discussing the working hours — try to make a call at convenient time
- 1-1 with leads
- changing, adapting and fixing a process and communication if you see that it isn't effective.



How does it work?

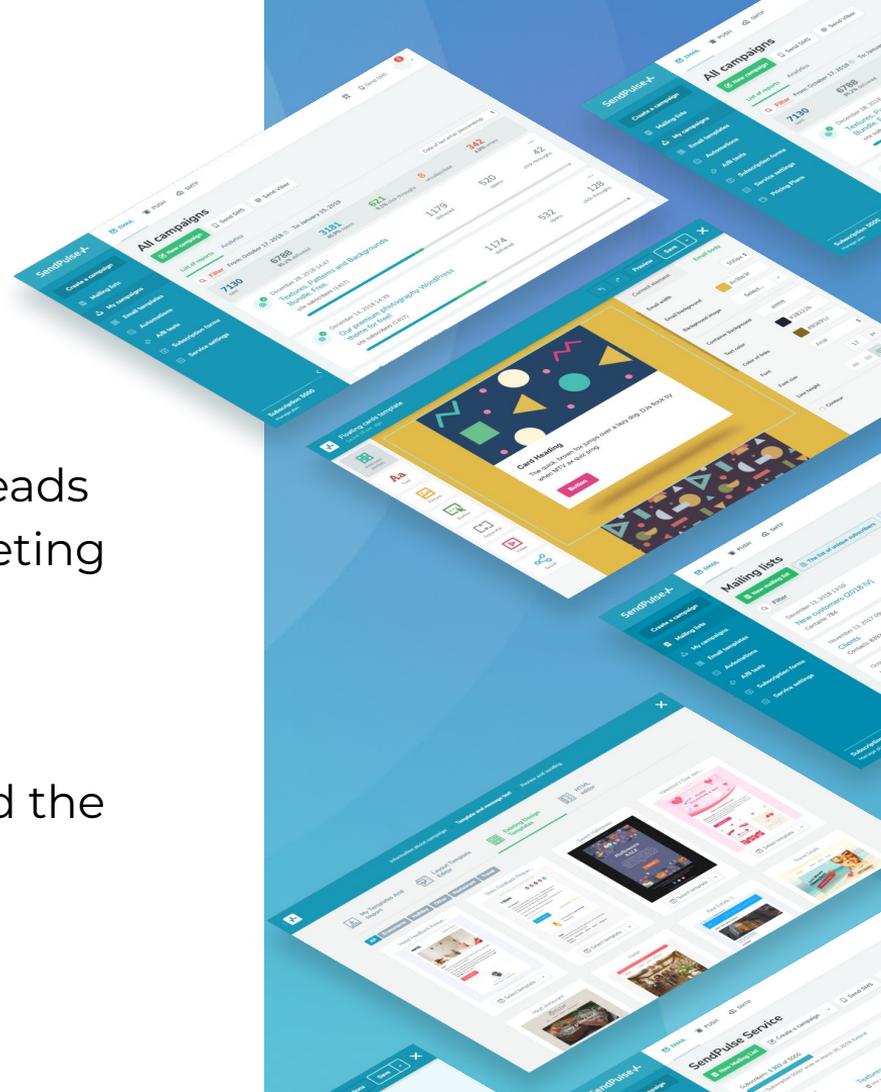
- Internal demos on new services for all offices before the release (support, sales and marketing departments)
- Usually our product managers host them and they share their screen and show the new service in action/in real time.



How does it work?

An online strategy session:

- Reports from CEO and departments leads regarding growth ideas on local marketing for the following 6 months
- Discussing and approving ideas and hypotheses with C-level managers and the Head Office.



An offline strategy session



Alina Dykuha · You

Head of Digital Marketing at SendPulse | Focusing on Product Marketin...
3mo · 🌐

Flying halfway around the world to finally see the team in Mexico ✓

It is an exciting challenge to help build marketing in the markets of Mexico and Brazil, share the experience with colleagues, and be surprised every time how ideas and approaches can mix with other colors and temperaments)

Latin America has insane potential. We synchronize and reinforce each other. We are so different, but at the same time, so similar.

#marketing #team #experience #latinamerica



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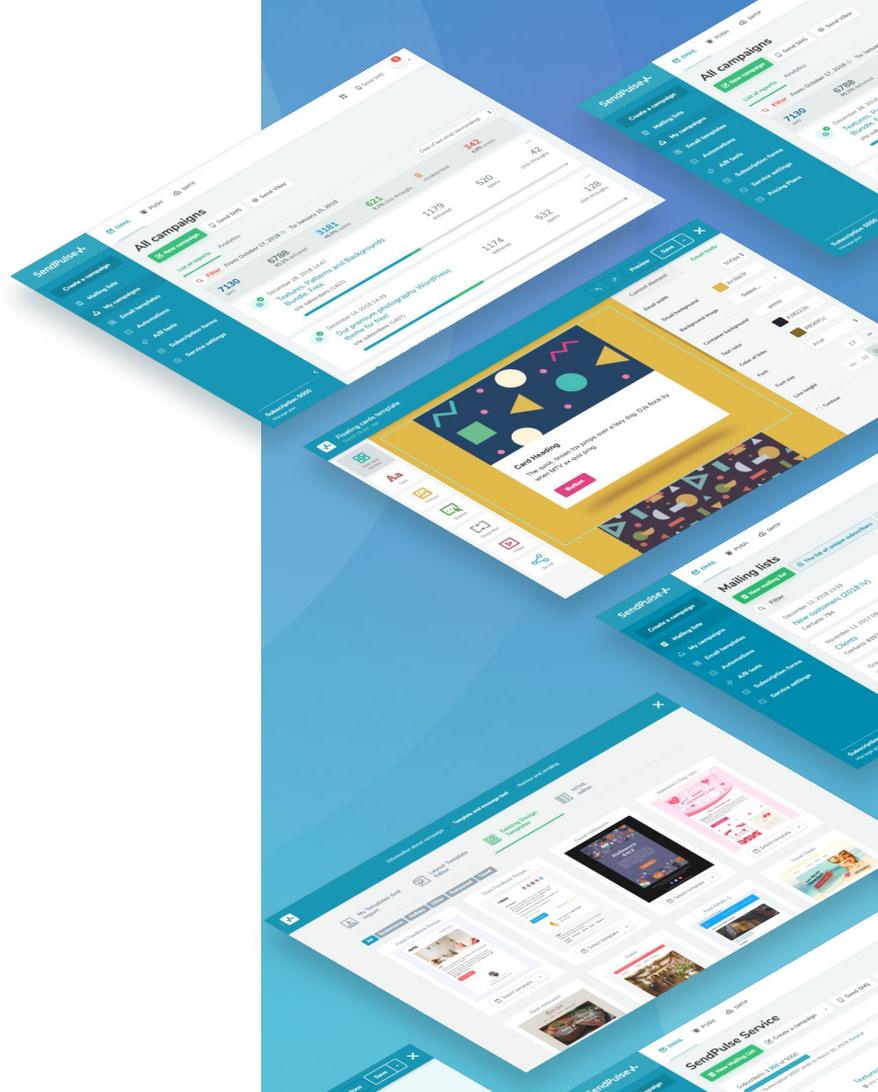
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➦ Send

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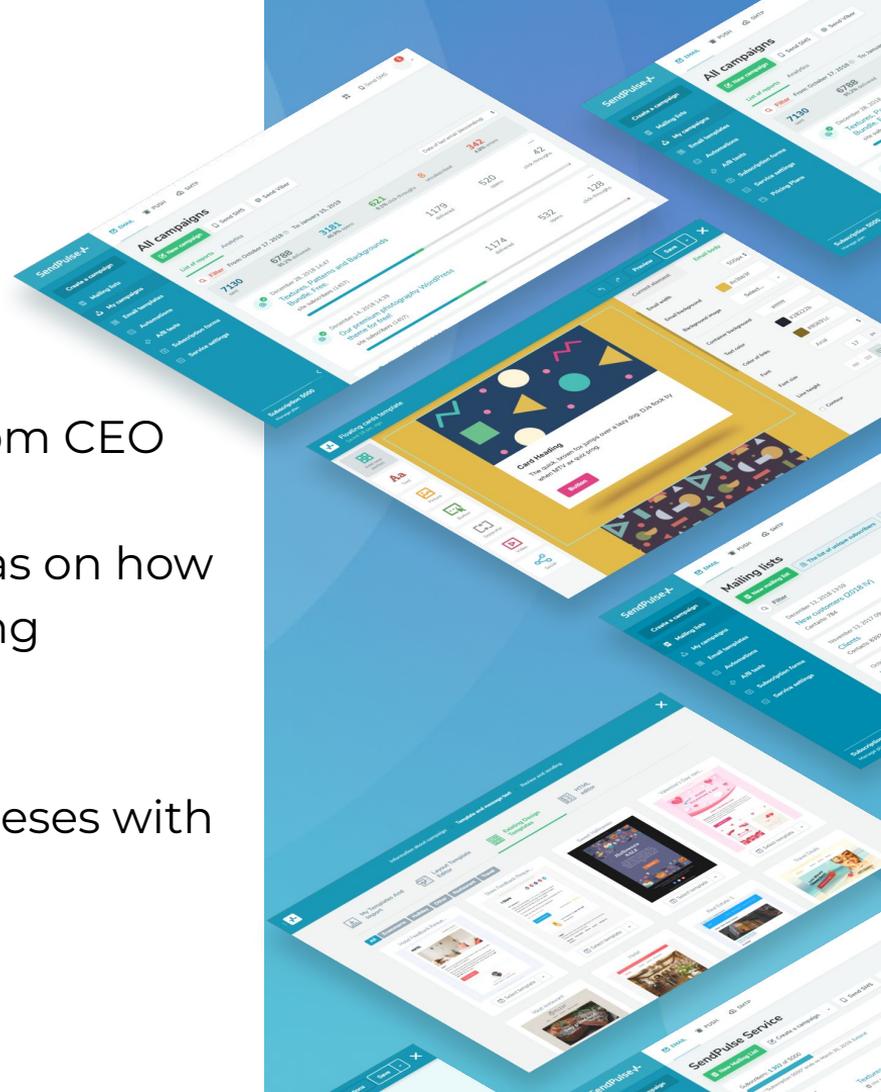
📈 View analytics



How does it work?

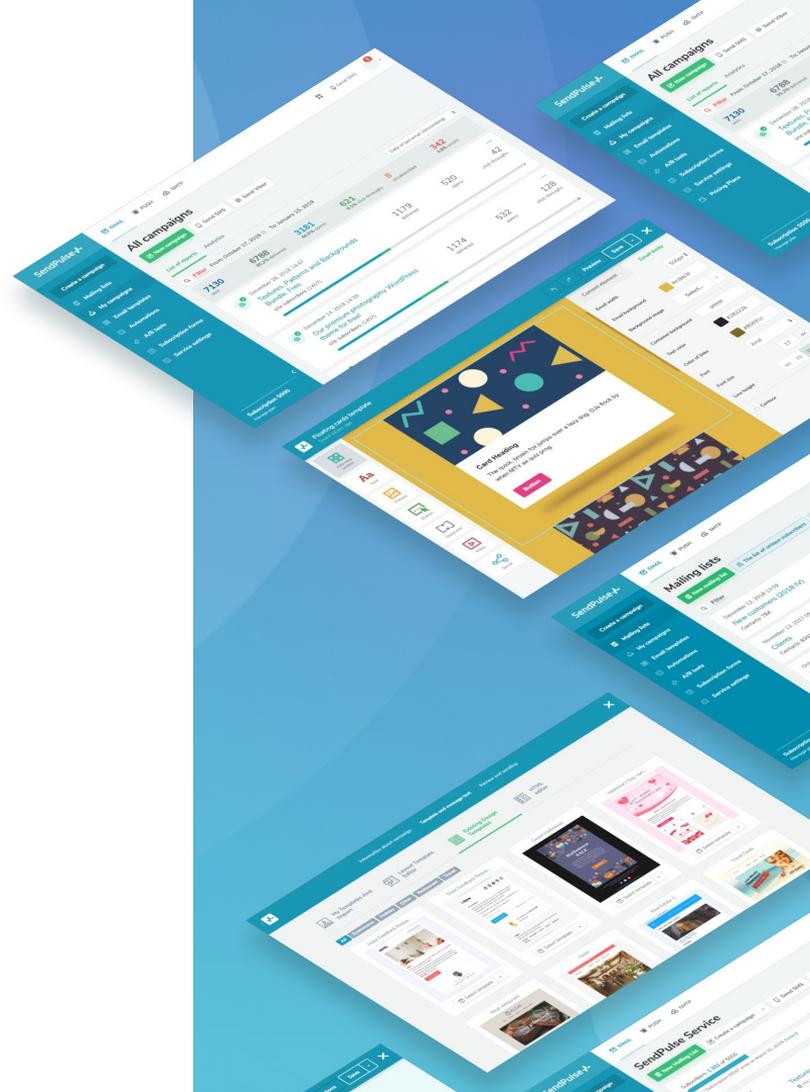
An offline Strategy Session:

- A global report about every market from CEO
- The report from team leads about ideas on how to grow local marketing in the following 6 months
- Discuss and validate ideas and hypotheses with C-level managers and Head Office
- 1-1 with Leads of Department.



Important points

- More communication and sync between departments and teams
- Europe is more closed/cold in communication, LatAm and Brazil are more open and friendly at work. Starting your meeting with small talk is OK
- Expand your marketing staff if you see potential on this market
- Plan your activities, promo, events. Build KPIs and run the routine together.



Thank you!



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Head of Digital Marketing at SendPulse



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