

# Asian

## Marketing Guide



## Tools & Strategies for Successfully Reaching Your Local Asian-American Market

# Targeting the Asian Market

According to the 2010 Census, the Asian population grew faster than any other race or ethnic group in the United States between 2000 and 2010. This was observed for the population who reported Asian alone (increased 43 percent), as well as for the population who reported “Asian alone or in combination with another race” (increased 46 percent).



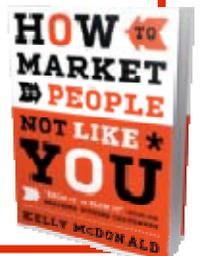
This market segment is highly educated and affluent. IIABA recognizes that targeting this group is key to effectively growing our members’ customer base as well as insuring that your business approach reflects the United State’s changing demographics.



Because of this, we have put together a toolbox of marketing materials as well as recommendations on tactics to effectively target this customer in your area.



Source: From the 2010 Census Brief “The Asian Population: 2010” March 2012.



# Who Is Asian?

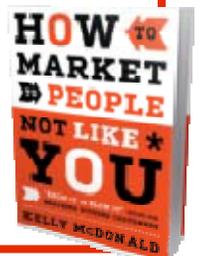
## Definition Of Asian Used In The 2010 Census

“Asian” refers to a person having origins in any of the original peoples of the Far East, Southeast Asia or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand and Vietnam.

The Asian population includes people who indicated their race(s) as “Asian” or reported entries such as “Asian Indian,” “Chinese,” “Filipino,” “Korean,” “Japanese,” and “Vietnamese” or provided other detailed Asian responses.

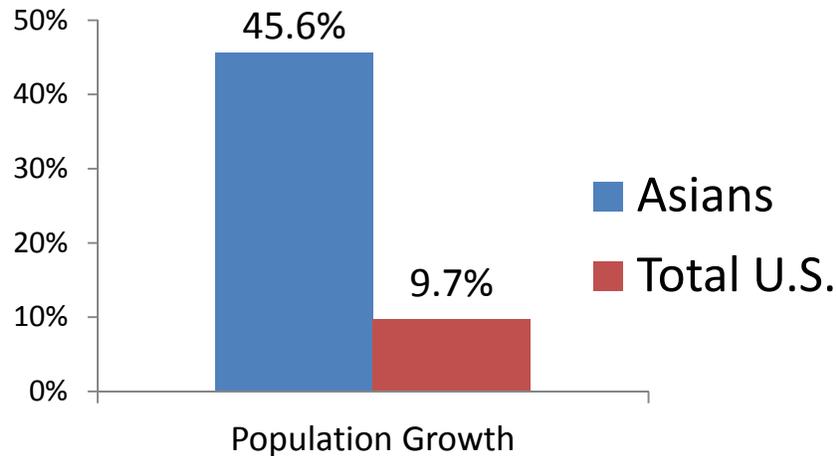


Source: From the 2010 Census Brief “The Asian Population: 2010” March 2012.



# Asian Growth

The Asian population increased more than four times faster than the total U.S. population in the last decade.



## Asians Grew by 30 Percent or More in Nearly Every State

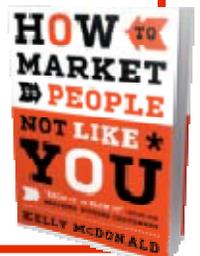
The Asian alone-or-in-combination population grew by at least 30% in all states except for Hawaii (11% increase).

The top five states that experienced the most growth were:

- Nevada 116%
- Arizona 95%
- North Carolina 85%
- North Dakota 85%
- Georgia 83%

These same five states also experienced the most growth in the Asian alone population.

Source: From the 2010 Census Brief "The Asian Population: 2010" March 2012.



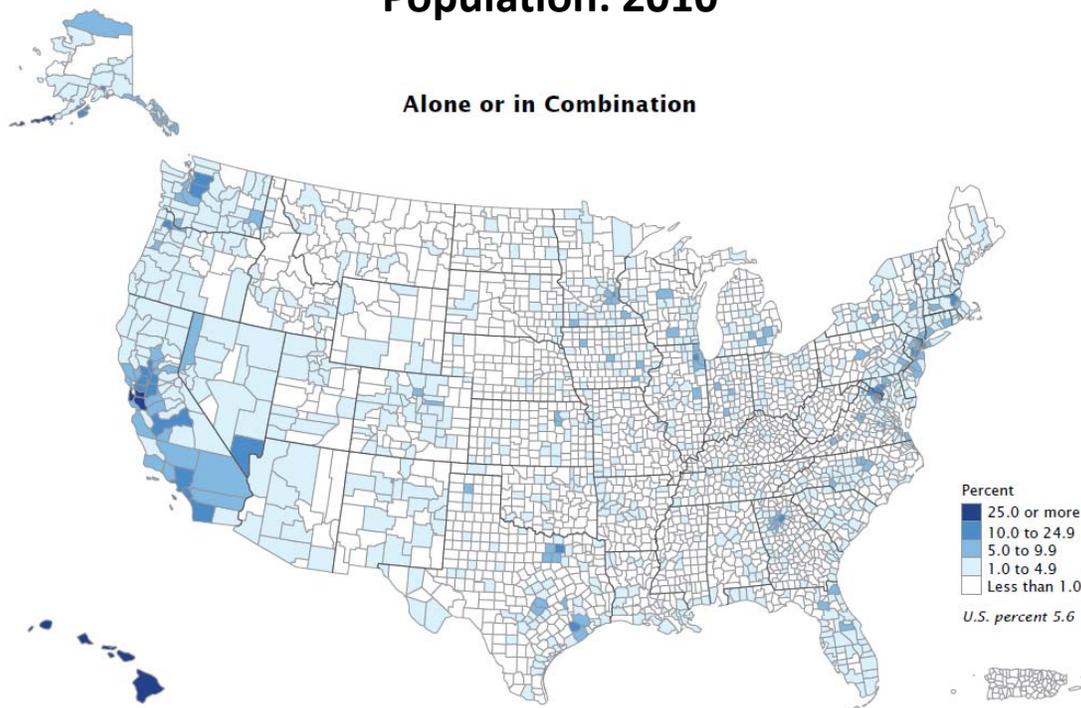
# Asian Distribution

## In 2010, Nearly Three-fourths of All Asians Lived in Ten States

The ten states with the largest Asian populations in 2010 were:

- California 5.6 million
- New York 1.6 million
- Texas 1.1 million
- New Jersey 0.8 million
- Hawaii 0.8 million
- Illinois 0.7 million
- Washington 0.6 million
- Florida 0.6 million
- Virginia 0.5 million
- Pennsylvania 0.4 million

## Asian as a Percentage of County Population: 2010



Source: U.S. Census Bureau, 2010 Census Redistricting Data (Public Law 94-171) Summary File, Table P1.

Source: 2010 Census Brief "The Asian Population: 2010" March 2012.

# Top Asian Markets

## New York City Has the Largest Asian Population Among U.S. Places

### Top Asian Markets By Population Volume

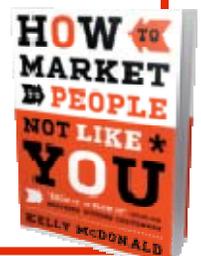
Place (As Defined by the 2010 Census)	Asian Alone or in Combination*	Asian Alone
New York, NY	1,134,919	1,038,388
Los Angeles, CA	483,585	426,959
San Jose, CA	326,627	303,138
San Francisco, CA	288,529	267,915
San Diego, CA	241,293	207,944
Urban Honolulu CDP, HI	230,071	184,950
Chicago, IL	166,770	147,164
Houston, TX	139,960	126,378
Fremont, CA	116,755	108,332
Philadelphia, PA	106,720	96,405

### Asians Represent More Than 50% of the Population in Hawaii

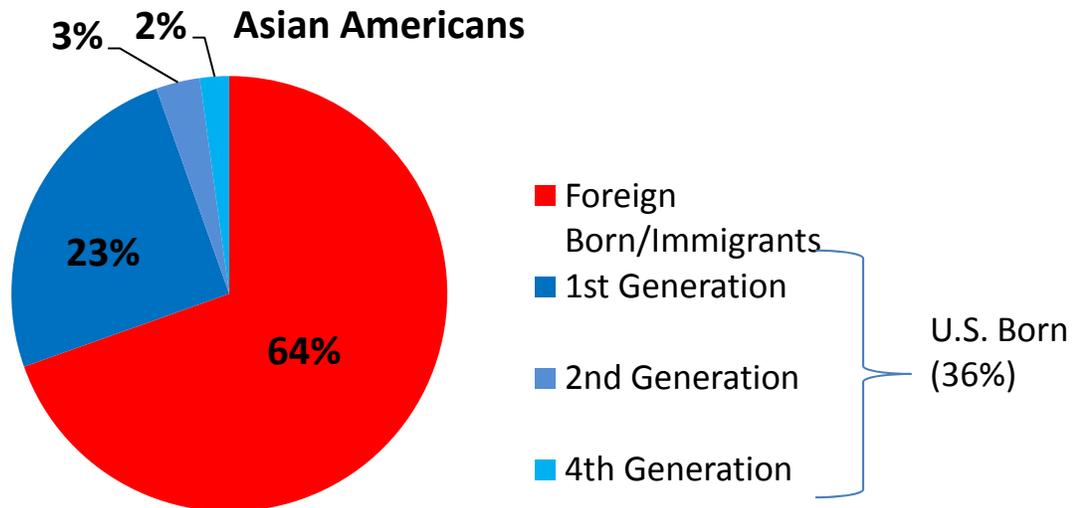
The states with the highest proportion of the Asian alone-or-in-combination population were in the West and the Northeast.

- The Asian alone-or-in-combination population represented 57% of the total population in Hawaii.
- California had the next highest proportion at 15%, followed by New Jersey (9%), Nevada (9%), Washington (9%) and New York (8%).
- These same six states had the highest proportions of the Asian alone population.

Source: From the 2010 Census Brief "The Asian Population: 2010" March 2012.



# The Majority Of Asian Americans are Foreign-born

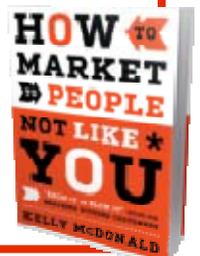


## Pattern Differs by Country

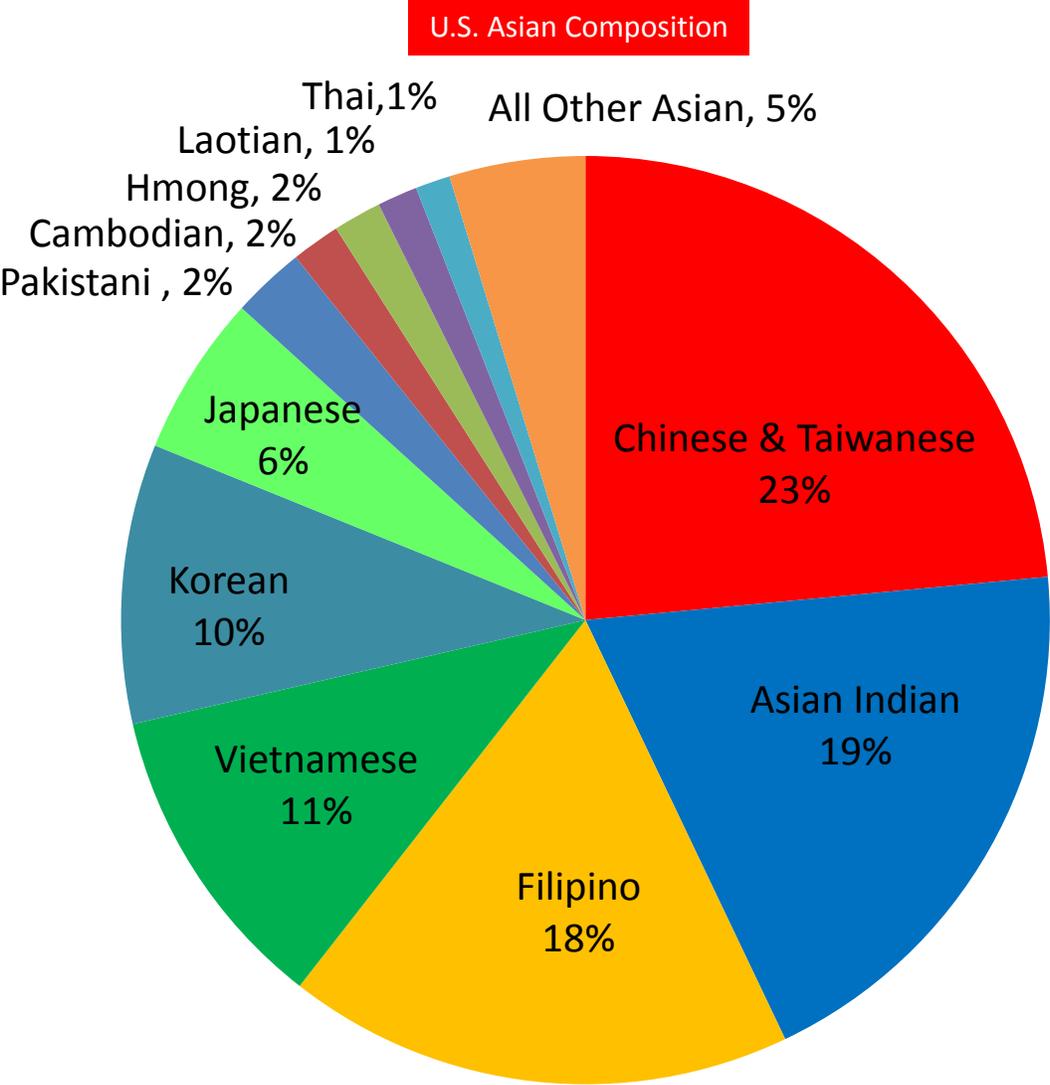
However, this pattern differs when country of origin is taken into consideration. For instance, the majority of Japanese-Americans are U.S. born, and many of them are third or fourth generation. Chinese-Americans also have a higher than average share of older (3rd and 4th) generations in their population.

*Note: First generation refers to children of foreign born individuals who immigrated to the United States.*

Source: From "Asian-American Market Profile", Magazine Publishers of America ©2004.

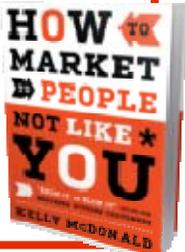


# The Asian Population is Very Diverse



Source: 2010 Census. Includes those categorized as "Asian Only", e.g. Not "In combination" and does not include respondents that identified themselves as Asian and one of the following "some other race", "Native Hawaiian and Other Pacific Islander", "Black or African American" and "All Other Combinations".

There are many different Asian sub-segments, each very different from each other. Identifying which sub-segments are high-potential for your business is crucial, since each group has different culture, language, holidays, traditions, etc.



# Market Segmentation: Regional

You can do regional segmentation by clustering the various Asian-American subgroups into three broader regional groups:



**Northeast Asians:** People coming from countries such as China, Taiwan, Japan, Korea and Vietnam, who share linguistic and religious similarities.

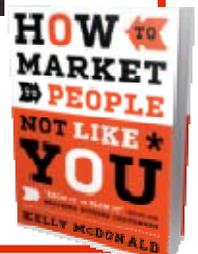


**Southeast Asians:** People coming from countries such as the Philippines, Malaysia, Indonesia and Cambodia, who share a strong influence from the Portuguese, Spanish and/or French.



**South Asians:** People coming from countries such as India, Pakistan and Bangladesh, who are either Hindu or Muslim but share a strong British influence.

Source: Admerasia quoted on "Asian-American Market Profile", Magazine Publishers of America ©2004.



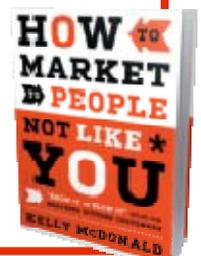
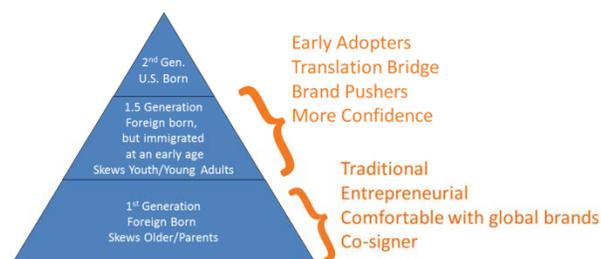
# The Picture is More Complex with Acculturation

As all of the groups integrate into life in the United States, they attain different levels of acculturation. This influences their lifestyle and the way they receive information and consume media.



Acculturation levels vary even within families, as different members of the family acculturate at different levels.

## Overview: Acculturation Spectrum w/in an Asian Family



Source: From "The New Asian-American Market", Christine Huang, 2010

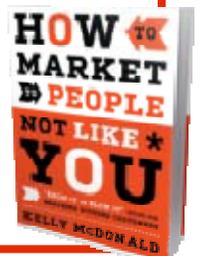
# Multi-Racial Asians

## Among Asians, the Largest Multiple-Race Combination is Asian and White

Of the 17.3 million people who reported themselves to be Asian in the Census , 2.6 million, or 15%, reported multiple races. Of the multiple-race Asian population, the majority (1.6 million or 61%) identified themselves as both Asian and White. The next largest combinations were Asian and "some other race" (9%), Asian and Black (7%), Asian and Native Hawaiian and Other Pacific Islander (6%), and Asian and White and Native Hawaiian and Other Pacific Islander (5%).

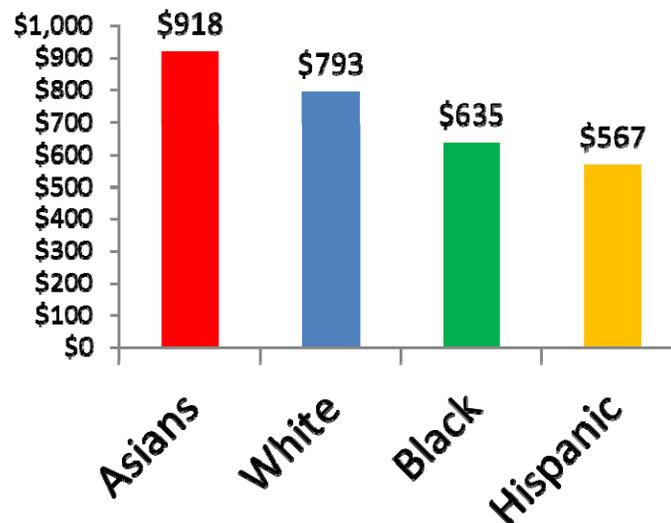


Source: From the 2010 Census Brief "The Asian Population: 2010" March 2012.



# Asians are Top Earners

Median Weekly Earnings Q1 2012



Source: Bureau of Labor Statistics (BLS), "Usual weekly earnings of wage and salary workers First quarter 2012", Released on Tuesday, April 17, 2012

Asians earn more than any other race or ethnicity in the United States, according to data released by the Bureau of Labor Statistics (BLS). This makes them a great consumer target. They typically have higher education levels, which contributes to their high income potential. However, the Asian category needs to be broken down into different nationalities to understand the data further. For example, the Asian American Federation claimed in a study that poverty is significantly more pervasive among Asian Americans in New York City than generally believed. Levels of poverty exist for many elderly Asians and for some Asian ethnic groups -- Cambodian, Bangladeshi, Vietnamese and Pakistani Americans. Almost half of Asian-Americans have low incomes. This is why it's crucial to break down different Asian groups rather than grouping them in one category. Realize that each segment is unique and needs to be approached in a different way, especially in terms of language and culture--and even in some cases, as in the AAF study, economic need.

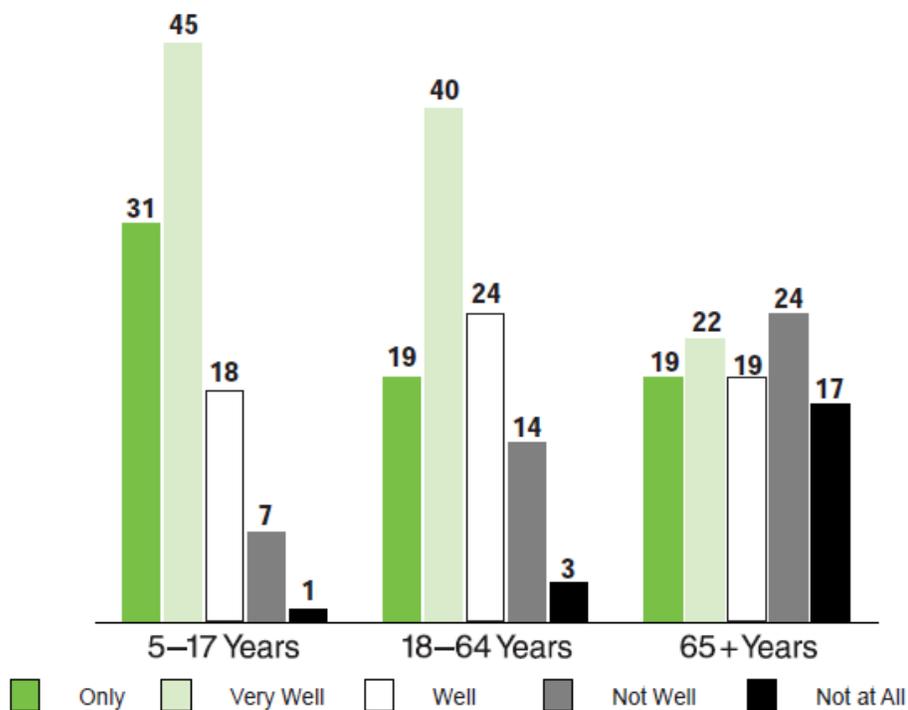
Source: From "How Admerasia can help you reach Asian Americans, now 'highest' earners in the US", Admerasia.com

# Language Preference

The Asian-American immigrant population brings more languages to the United States than any other population segment. In fact, in India alone, there are fifteen different languages. The situation is further complicated by multiple dialects spoken by the various subgroups of the Asian-American market. However, Asian-Americans often speak a fair amount of English before moving to the United States and adopt English at a rapid pace.

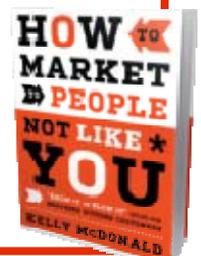
According to the 2000 U.S. Census, nearly 80% of the Asian-American population speak English “very well.” One fifth (21%) of Asian-Americans say they speak only English. Young Asian-Americans are the most likely to only speak English.

## PERCENT OF ASIAN AMERICANS WHO SAY THEY SPEAK ENGLISH



Sources: *American Demographics*, November 2002; *The World Factbook*, 2003

Source: Asian-American Market Profile, Magazine Publishers of America ©2004.

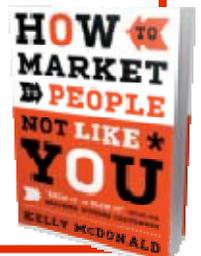


# Asians Are Highly Educated

More Asians are likely to hold a Bachelor's degree or higher. 47% of Asian-Americans have one, vs. 27% of the total U.S. population. The number is even higher among Asian-Indian Americans; 58% of this sub-segment holds a Bachelor's degree or higher.



Source: Asian-American Market Profile, Magazine Publishers of America ©2004.



# Multigenerational U.S. Households Growing Among Asians



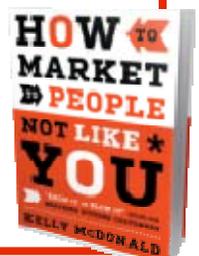
More and more, multigenerational Asian families are living under one roof, for both economic and cultural reasons, according to a Census study released last month. The state with the largest percentage of multigenerational households among Asians was Hawaii at 8.8%, twice the national average of 4.4%.

The 50<sup>th</sup> state owes its large percentage to high real-estate prices and the 47% of its population that is of Asian or Pacific Island descent, according to Sarah Yuan, a sociologist at the University of Hawaii, Manoa. Her research on the state's Filipino residents found "multigenerational households are most common among the poor, who live together so they can pool their resources, and the rich, who have the space."

Job losses and the difficulty of purchasing a home make young people more likely to live with their parents, according to D'Vera Cohn, a senior writer with Pew who has studied the trend. Longer life spans and growth in the Hispanic and Asian populations keep older folks in the house.

The nation's two fastest-growing ethnic groups (Asian and Hispanic) are 50% more likely to live in multigenerational families than are Whites, according to Pew research.

Source: From "Multigenerational US households growing even among Asians", Admerasia.com



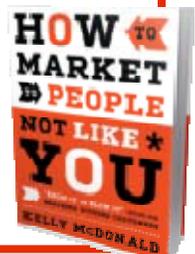
# Overview of the Segment: Culture



## Cultural insights

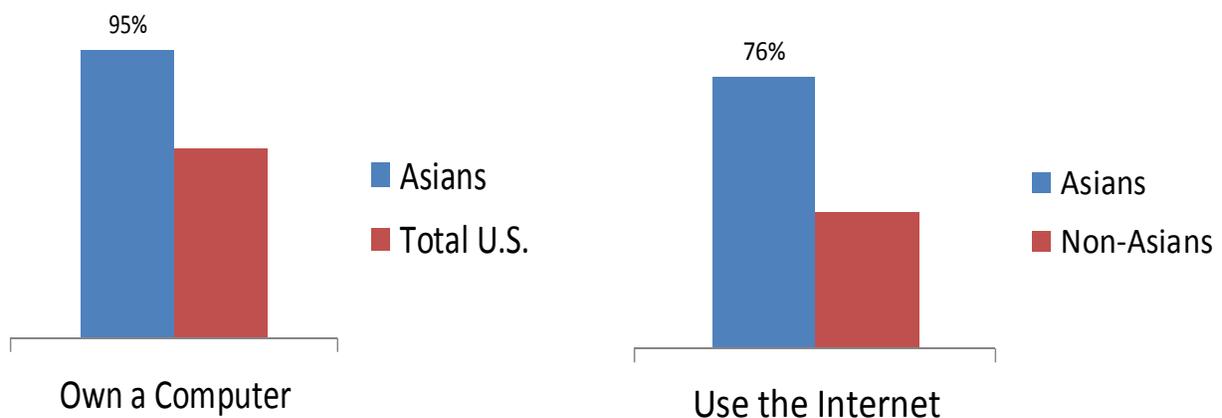
- **Family:** The majority of Asian-Americans are either primed for parenthood, or their households include more than 3 (family values are very important to most Asian-Americans)
- **Education:** 43% of Asian Americans hold a college degree (compared to 27.7% of total U.S. population)
- **Heritage:** Foreign Born (the majority) and 2<sup>nd</sup> Generation Asian-Americans still embrace traditions to stay connected to their roots (celebrate Lunar New Year; revisit/return to their ancestral ‘homeland’ – rise in “hai gui”)

Source: From “The New Asian-American Market”, *Christine Huang, 2010*



# Explore Online/Digital Marketing

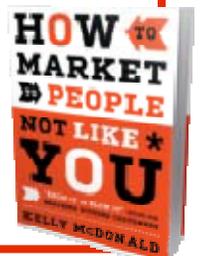
Asian-Americans are very technology savvy. They are more likely to own a computer and use the internet more frequently than non-Asians.



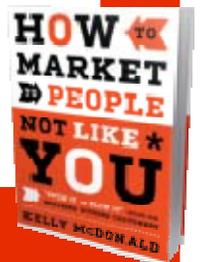
They're socializing and doing business online seamlessly and often in confluence.

- 63% of Asian-Americans visit a social networking site at least 2-3 times a month, up from 42% in 2008
- Asian-Americans are more likely to engage in multiple Internet activities on a daily basis (i.e. e-mail, IM, VoIP, VPNs)
- Asian-Americans are twice as likely to use LinkedIn and Twitter: 14.5% of Asian-Americans visit LinkedIn and 10.8% visit Twitter regularly, compared to 7.1% and 5.6% of non-Hispanic Whites.
- Asian-Americans are more likely to bank online compare to non-Asian households, with 75.3% banking online compared to 67.4% of non-Asians.

Source: From "The New Asian-American Market", *Christine Huang, 2010*



# Marketing Tactics for Reaching the Asian-American Market



# Identify The Asian Sub-Segments In Your Local Area

## Learn Which Sub-segments Represents Your Greatest Opportunity

This is extremely important because there are so many different Asian sub-segments (Chinese, Japanese, etc.), are all very different from each other:

- Different cultures
- Different languages
- Different holidays
- Different traditions

This is more important with the Asian population than other minority groups, such as the African-American or Latino population, which tend to have language and overall cultural traits in common.

## Freedemographics.com

Utilize this site to determine the demographics of your area.

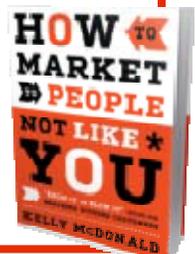
Sign up for a free account and run a “Race & Ethnicity Report” for your area. You can drill down to zip code level or Census Tract or Block Group.

1. Select the Report Tab

2. Select your geography

3. Run a "Race & Ethnicity Ancestry Report"

Race & Ethnicity	Asian Detail - Alone or in combination with other Races	Percentage
Asian Indian		24.1%
Bangladeshi		0.6%
Cambodian		1.2%
Chinese, except Taiwanese		15.8%
Filipino		7.9%
Hmong		0.1%
Indonesian		0.4%
Japanese		0.4%
Korean		9.9%
Laotian		3.3%
Malaysian		0.2%
Other Asian		0.4%
Other Asian, not specified		0.9%
Pakistani		3.4%
Sri Lankan		0.2%
Taiwanese		1.1%
Thai		1.6%
Vietnamese		22.1%
Total Asian categories listed		225,836



# Learn About Your Key Segment Culture & Traditions

## Customs Vary From Group to Group

Because there are so many different groups within the Asian community, it's extremely important that you identify your high potential group, and then become familiar with its culture.

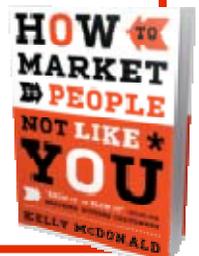
Examples of some different traditions include:

- Adult children in many Asian families are not necessarily expected to leave the home until they get married
- In Korea, on the 100<sup>th</sup> day after a child's birth, a small feast is prepared to celebrate the child
- The Chinese New Year is the Lunar New Year, and the date changes every year

Becoming familiar with traditions like these will allow you to more effectively market to your key Asian group or groups.



Source: From "The New Asian-American Market", *Christine Huang*, 2010



# State Farm: Utilizing Cultural Insights

## **Cultural Insight: Agents Help with More than Insurance**

State Farm learned that Asian agents are not only very well respected and go the extra mile for their policy holders, they are connecting their customers and their communities. Examples include an agent ensuring a couple received proper marriage counseling, another helping a customer get a job by connecting him to another of his policy holders, and another helping ensure a new young family from China knew where a good school was for their 4 year old daughter.

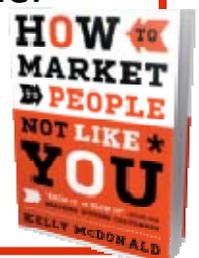
## **Cultural Insight: Even the Tech Savvy Like A Personal Touch**

The initial assumption that young, tech savvy Asians prefer to do EVERYTHING online was not correct. While the majority will shop around online, Asian youth did not trust the quotes they found online and wanted to finalize their deals face-to-face.

Because:

- THAT is when connections and relationships matter.
- THAT is where you can “haggle.”
- THAT is where State Farm agents show value over a digital quote or a “faceless” quote from an #800 over the phone.

Source: From interTrend “I’m Connected” State Farm Case Study.



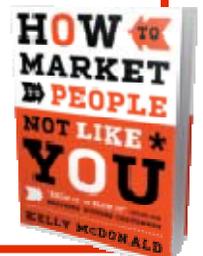
# State Farm: Utilizing Cultural Insights

## Resulting Campaign:

The campaign “I’m Connected” showed agents interacting with consumers in all kinds of situations outside of selling insurance.



See TV Spot at  
[http://www.youtube.com/watch?v=kDa0z6gV3\\_0&feature=youtu.be](http://www.youtube.com/watch?v=kDa0z6gV3_0&feature=youtu.be)



Source: From interTrend “I’m Connected” State Farm Case Study.

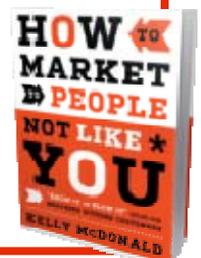
# Get Involved and Support the Community

The best way to get to know your Asian community, and to become known in the community, is to become involved in it. This allows you the opportunity to reach your target where they are.

Identify and frequent community groups /organizations such as:

- Community Centers
- Local Chambers of Commerce
- Cultural Centers
- Churches
- Clubs

Places like these are where you will be able to interact and get to know your potential Asian customers.



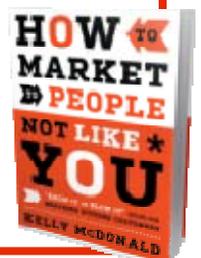
# Get Involved with Asian Community Organizations

An Agent has a better chance of meeting new potential Asian-American members if he or she is actively involved in local organizations that serve the Asian-American community.

The following national organizations may have local chapters in your area:

- Asian American Alliance
- Asian American Journalists Association (AAJA)
- Asian American Legal Defense & Education Fund (AALDEF)
- Asian Women in Business
- Asian/Pacific American Heritage Association (APAHA)
- Asian Pacific American Chamber of Commerce (APACC)
- Asian Pacific American Medical Students Association
- Committee of 100
- Japanese American Citizens League (JACL)
- Korean American Coalition (KAC).
- National Asian Pacific American Women’s Forum
- National Association of Asian American Professionals
- National Coalition for Asian Pacific American Community Development
- National Federation of Filipino American Associations
- NetIP North America (Network of Indian Professionals)
- U.S. Pan Asian American Chamber of Commerce

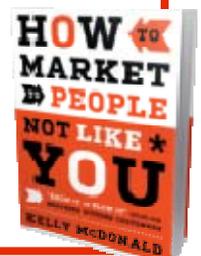
This, of course, is not a complete list since all communities have their own local organizations. As you learn more about your local Asian-Americans, you will be able to find more organizations.



# Explore Asian Media Options

In markets with substantial Asian populations, there are newspapers, TV stations and radio stations that are targeted specifically to key Asian sub-segments. Your local cable provider can talk to you about any dedicated Asian channels or Asian targeted programming.

In areas with smaller populations, look for websites targeting your key demographic. These can be excellent avenues for your marketing efforts.

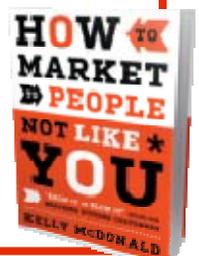


# Participate in Grassroots Events

Whenever possible, participate in grassroots events and local festivals targeted at the Asian-American community. The type of events available will vary on your area.

Typically, here are festivals and events around key Asian-American holidays, or celebrations that center around the Asian-American culture such as Asian Festivals, etc.

Check the websites of your local Asian-American media for listings.



## Below are Some Recommendations to Make Sure Your Participation at Grassroots Events is a Complete Success:

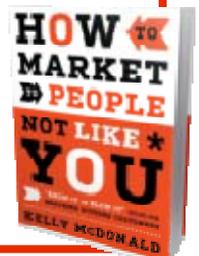
Staff events with native speaker members of the Asian community, if possible

- Having Asian-American personnel on hand can help you build bridges to the local community. While it's not absolutely necessary, it can be a huge plus. ***This is especially important when you are targeting populations that speak another language.***

Provide appropriate giveaways when possible

- Providing potential customers with something that they will keep around their homes with your logo and phone number is recommended. Ideally, there should be different levels of giveaways with a few of higher perceived value and more of a lower perceived value. The higher perceived value is what will draw them to your booth; however, not everybody can get one of those. That's why it's important to have enough of the lower priced items to use as consolation prizes.

Engage attendees with meaningful activities



- Games that require an active participation of attendees to get a giveaway tend to draw a larger crowd to your booth. Having a game also increases the amount of time they spend interacting with your staff and increases the possibility that you will be able to engage them in a meaningful conversation about insurance.

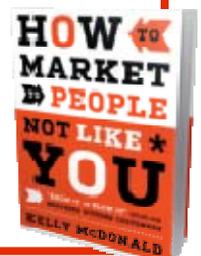
Recommended Game: A Wheel of Fortune

#### Collect Data:

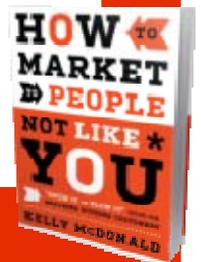
- Whenever possible, you should try to collect data on people who are interested in insurance. You should have a short form that potential customers can fill out. People are more likely to give you more information if you provide an incentive such a raffle; however, make sure that you ask the question of whether they are interested in insurance to make sure your efforts are targeted when you follow-up. In most states, it is also required that you ask on the form if they give you permission to call them. Make sure you double check if this is required in your state and get this permission for legal purposes.



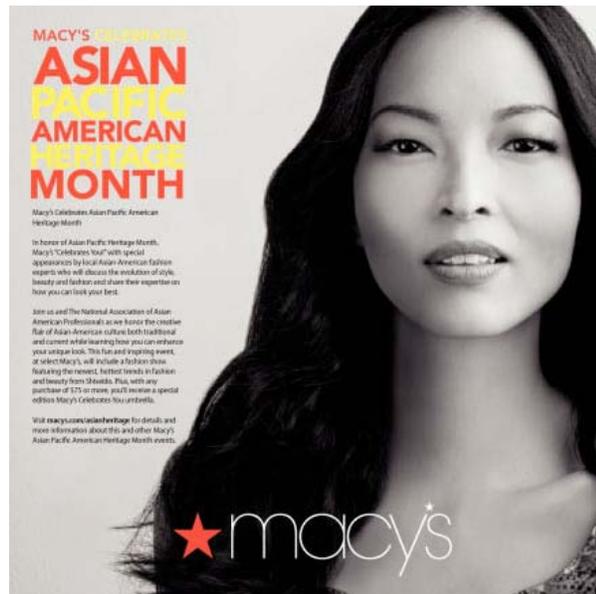
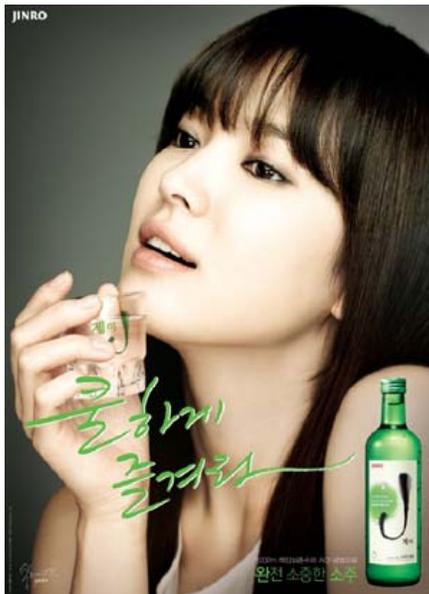
*Remember: The goal of the event is to interact with people in your booth and start the process of giving them information about your products. You should have one or more people on staff whose sole responsibility is to talk to people at your booth. This should be in addition to the people manning the game or distributing prizes.*



# Marketing Guidelines for the Asian-American Market



# Show Asians When Targeting Asians!

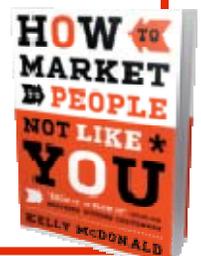


## Asians Like to See Themselves In Marketing Communications

In general, making your target “see themselves” shopping with you goes a long way. But it is particularly important to Asians, many of whom feel “invisible” in media, so showing Asians is extremely appreciated.

## Make Sure You Showcase the Right Sub-Segment in Imagery

If your local population is Chinese, then make sure the people in your ads are Chinese, etc. If you have multiple Asian populations, identify which have the largest population and target those.



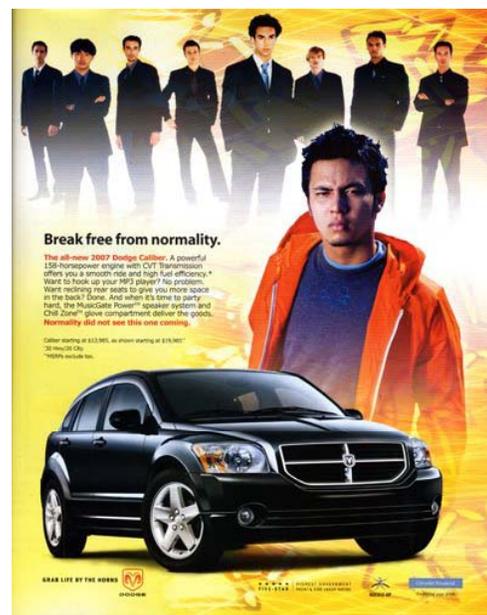
# Communicate in Their Language (if Possible)

If you are targeting unacculturated Asian groups, use the native language in your communications if possible. This strategy is recommended if you identify one particular sub-segment as your key sub-segment (such as Vietnamese, for example). Then the recommended course of action is to develop marketing materials in that language (e.g. Vietnamese).

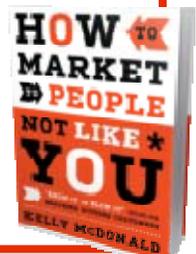
***A note of caution here: if you market to someone in their native tongue, it implies that you are ready to do business in that language. Don't market or advertise in another language if you have no ability to actually do business in that language.***

If you want to be able to help your prospects in-language but can't, start recruiting! In the meantime, you can still target this group. Develop your marketing materials in English, but make them culturally relevant and with appropriate images. You can target the bilingual members of this population (which can be significant).

English is also recommended when you are targeting more than one subgroup at a time.



Dodge's English Ad targeting Asian Americans

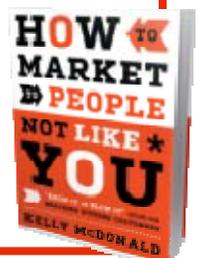


# Make Sure You Use Qualified Translation Services, If Necessary

Most Asian media offer this service at no charge. They will take an existing English ad and translate it to the appropriate language, e.g. Chinese, Japanese, etc.

However, it's preferable to hire a certified translation company to adapt, or "transcreate" the message. Make sure you use a qualified translation service rather than a friend, family member or associate who speaks the language. just because someone can verbally speak a language, it doesn't mean they are qualified to adapt or translate a message.

If you do hire a translator, then ask your media contact to review the copy and make sure everything on it is OK. However, do keep in mind that different translators can disagree about different ways of conveying the same concept. For example, in English you can say "couch" or "sofa", and while both are quite valid options, people might disagree about which one is more appropriate when discussing a piece of furniture.

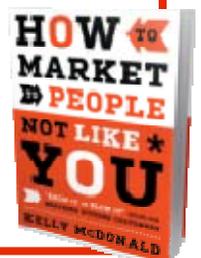


# Encourage Referrals in Your Marketing Materials

Referrals are important in any community. With the Asian community, especially among unacculturated Asian consumers, many are highly reliant upon word-of-mouth.

The Asian community is tightly connected and they rely on each other for information, opinions and recommendations for products and services.

Because of this, you can have great success if you develop programs that encourage referrals, such as discounts or incentives for referrals, etc. etc.



# Stay Away from Stereotypes!

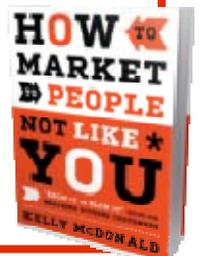
While many current Asian stereotypes are positive (such as intelligent, tech savvy, etc.), most Asians find them limiting.

Make sure your marketing communications do a good job of representing how your target groups lives.

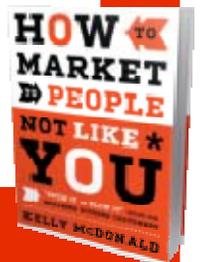


*“For too long, API’s (Asian Pacific Islanders) have been portrayed in movies as computer nerds, geishas, martial art experts, or villains. I hope that by portraying APIs as “normal” people (that anyone can relate to) it’ll help open up both audiences and filmmakers’ minds to what a “normal” American actually looks like. I don’t want to make it seem like race/ethnicity doesn’t play a role in who we are (of course it does), but it doesn’t always play a role.”*

*- Koji Steven Sakai,  
Asian American Filmmaker*



# Social Media Guidelines



# It's About People!

Social Media is about people, not logos. Make your pages personal and show the faces of your employees. It's OK to let their personality show!

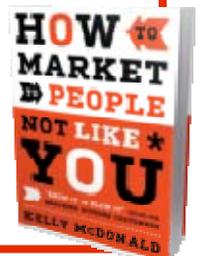


## It's Imperative Today!

Social media is not going away, so the faster you “make friends” with it the better. You should at least be on:

- Facebook
- Twitter
  - Start tweeting (on Twitter) and remember that:
    - It's all about content
    - It should not be a sales pitch or promotional

Meaningful marketing has growing relevancy as our desire for connection grows. Connect with your potential customers via social media and watch your profits grow.



# “Doing It Right” Example: Farmers Insurance

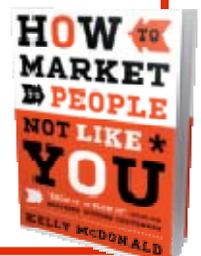
## Leveraging Their Human Capital

Farmers Insurance social media strategy revolves around involving their agents in social media and providing support so they can build their own networks.

Ryon Harms, Farmers Insurance director of social media, says people want to connect with faces, not products, on Facebook.

*“For us, it really starts and ends with our agents.  
We've got 15,000 agents across the country  
through our core 30 states.”*

- Ryon Harms, Farmers Insurance, Director Of Social Media



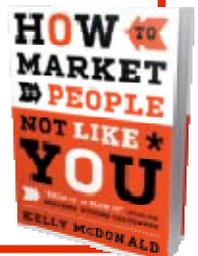
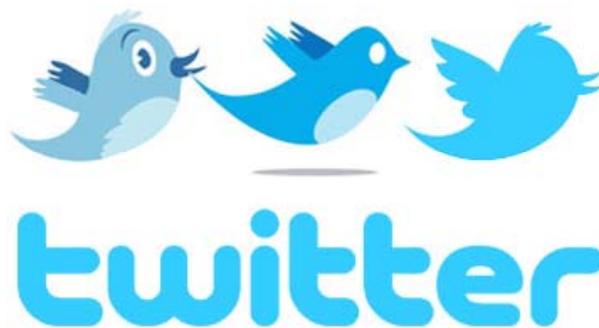
# The Most Powerful Way to Tweet

Remember that most people don't want to be "pitched" all the time, so keep that in mind when deciding what to tweet. The goal of your tweets should be to accomplish the following two things:

- 1. Become a resource and an expert for your followers**
- 2. Develop a personal relationship with your followers**

With that in mind, remember the following guidelines when using twitter.

- Be helpful
  - At least 50% of your tweets should answer questions, respond to others' remarks or share content
- Be involved in helping or creating relationships
- Less than 10% should be promotional or attempts at direct selling
- Content doesn't have to be original / self-authored, as long as you credit the source



# Develop a Social Media Plan

## Start by Identifying Your Goals

You need to have a specific goal, just as with any other marketing plan. Is it to reach potential customers? Is it to inform current customers about additional products and services you can provide? Have this in mind when deciding what to post.

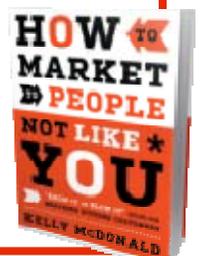
## Develop an Editorial Calendar

You CAN plan ahead what you will be posting. Develop a calendar of priorities and assign responsibilities to team members. Make sure to review it often to make sure strategies are still on target.

*Note: This is independent of responding to “fans” and “friends”, which needs to be done in real time, and could possibly alter your overall plans.*

## Posting Schedule

Once you develop an editorial calendar, you should determine the frequency of your social media updates and blog posts. If you decide to create a blog, you can improve your Search Engine Optimization (SEO) for your website by **updating it 2 to 3 times weekly**; search engines like updated content. Develop a schedule, be realistic and stick to it.



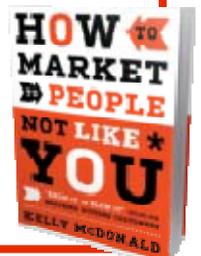
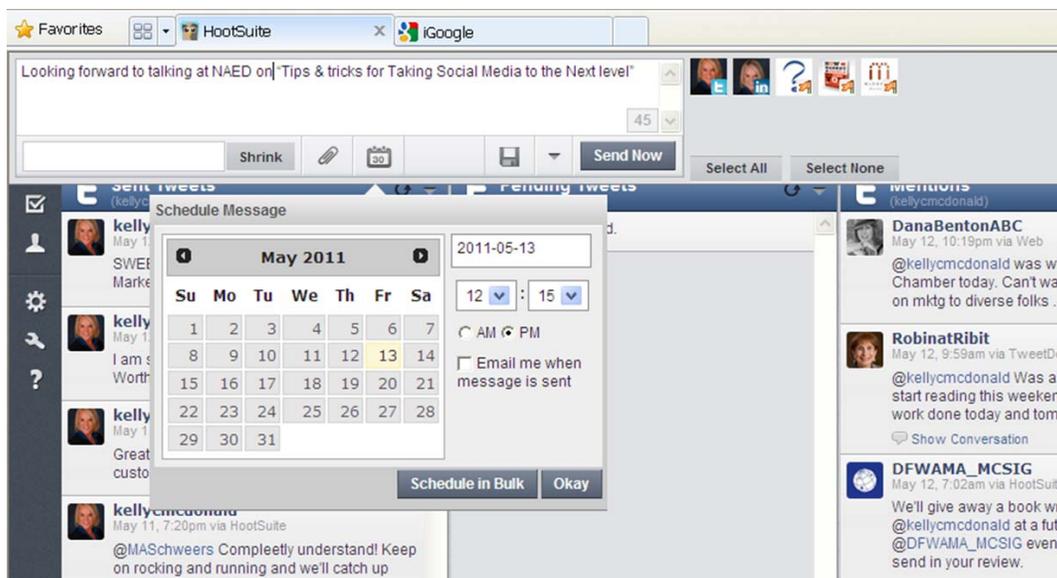
# Utilize Online Tools

There are several tools that you can use to help you manage your social media presence. The following tools can help you organize, measure and pre-flight your content to save time:

- Hootsuite (<http://hootsuite.com>)
- Ping.fm (<http://ping.fm>)
- BudUrl (<http://budurl.com>)

## Example: Schedule Future Posting from HootSuite

You can schedule your postings ahead of time utilizing Hootsuite, and it's free! They offer free accounts with limited features. You can also explore their premium features and see if it makes sense for you to make the small investment. However, the free account does allow you to pre-schedule postings to Facebook and Twitter, so you can make sure you always follow your editorial calendar.



# Manage Your Content

## Keep Consistency with Your Social Media “Voice”

Bring your brand identity to the social media realm. You need to make sure your tone and content align with your marketing goals, but remember it needs to be more personal.

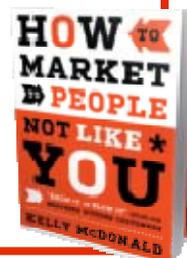


## Establish Internal Guidelines

Just because someone on your team is familiar with social media, doesn't mean they should be your voice online. Make sure those who are doing the posting understand marketing basics. A common mistake is to assign a person familiar with Facebook, Twitter, etc. to handle social media posts, but who is not well-qualified to speak for the company. Be clear about what content is acceptable so that you are represented well.

Don't leave it to chance. Provide your social media manager guidelines on what it's acceptable to post. Give them categories of topics (examples: industry news, company news, news beneficial to clients, etc.) If you utilize Hootsuite, you can set it up so that you can approve the posts before they go live.

Also provide your social media manager with support. They probably won't know how to answer every question, so make sure they have people they can reach to for answers.



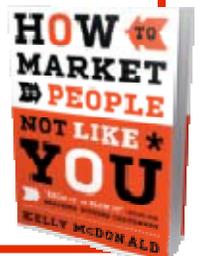


# What to Do if You're "Flamed"

"Flaming" is when an unhappy customer writes negatively, harshly and prolifically about you on the web. This can happen on Facebook posts, tweets, blogs, etc. and it can spread like wildfire.

*Always respond.* Make sure that you address the poster's concerns. In order to make sure you respond the correct way, make sure that you:

- Cool down before responding
- Do **NOT** delete a negative post – this will only enrage the person who has a complaint. It will appear as if you don't care.
- Exception: delete post that are profane, racist, sexist or otherwise inappropriate
- Respond as if the person were standing in front of you in your office
- Take the conversation "offline" as soon as possible to resolve it



# Social Media Do's

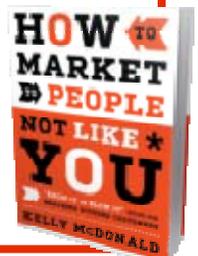
- Assign the development and implementation of social networking to someone interested in it in your agency
- Stay with it – the more you use it, the more it works
- Post tips, insider hints, etc. – give your knowledge away and watch your fans grow
- Maintain the conversation
  - Keeps readers coming back
  - Establishes a relationship

*There's nothing worse than an outdated page*

Remember that your customers expect you to be present in the online conversation

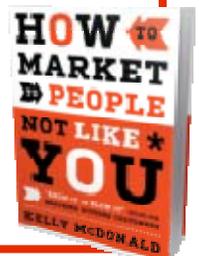
- Lack of presence is seen as uncaring, unresponsive
- Say something, even if it's just to thank them for their comments

- Give it a personal tone
  - Not: *"ABC Insurance celebrated our 10<sup>th</sup> anniversary"*
  - But: *"Check out our pictures from our anniversary party"*
- Be a real person and use real language
- Remember that customers are most interested in comments from other customers



# Social Media Don'ts

- Don't spam your customers
- Don't think it's all about you – it's really all about them
  - Examples of things you can do to
    - Baby announcements for customers
    - Congratulations for customers' success
- Don't dismiss or ignore negative comments about your business on your own site or third-party sites
- Don't be afraid to show some personality
- Don't be afraid to have some fun
  - Example: agency that allows dogs at work often posts about what the dogs are doing
    - The dogs are developing their own fans!
- Don't use insurance-speak or corporate lingo in your posts



# Reaching Asians Via Social Media

## Asian Targeted Accounts

Develop accounts targeted to this group:

- Asian-targeted “Facebook Page”
- Asian-targeted Twitter account

## Content Should Be Different

While you can duplicate some of the same content from your regular accounts here, make sure that you mostly post content specifically tailored to this groups.

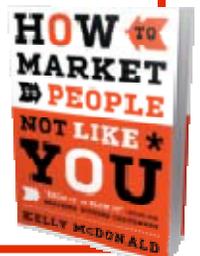
Follow local Asian media and top Asian YouTube contributors to get a sense of what your local Asian community is interested in, and make posts accordingly.

Also remember that Asians care about what happens in their home country (China, Japan, Indian, etc.) so follow the news there and comment when appropriate.

## Language Is Important

Whenever possible, utilize the correct language for your target group (Mandarin, Vietnamese, etc.). When in doubt, post everything in both English and the foreign language.

However, you can do your posts in English only, as long as the content is appropriate. Remember, a large portion of Asians are bilingual and speak English “very well”.



# To Reach Asians, Utilize YouTube

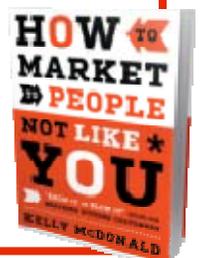
**With Asians Online, Video Is The Way To Go!**

Asians tend to stream video more:

- Asian-Americans watch YouTube more than any other demographic segment
- Asians are 32% more likely than average to watch videos on Hulu
- Asian-Americans streams 2x more online video than other racial or ethnic segments



Source: Nielson



# “Doing it Right” Example: AT&T’s YouTube Webisode

AT&T's **“Away We Happened,”** a low-budget, niche-targeted webisode, garnered over three million views in its first three weeks.

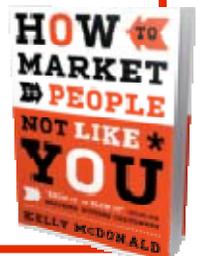
The online-only series, which is aimed specifically at Asian-Americans, features two young protagonists, Jean and Daniel, who encounter each other in a coffee shop and leave having mistakenly swapped suitcases. The plot of **“Away We Happened”** is open-ended, and users vote and leave suggestions to determine how Jean and Daniel’s story will progress. AT&T also tried to draw attention to the series by tapping into the social media popularity of two Asian actors.

Victor Kim, who plays Daniel, is a musician with over 86,000 Twitter followers, and Jen, who plays Jean, is a beauty blogger whose YouTube channel has nearly 300,000 subscribers.

AT&T had previously produced another webisode targeting the general market, called **“Daybreak”**, but the show’s YouTube hits revealed low popularity in comparison. The first episode of **“Away We Happened”** received over 1.5 million views to Daybreak’s 30,000, revealing the strength of the online Asian market.



Source: From **“Targeting Asian-Americans, AT&T Produces A Viral Hit”**, BuzzFeed.com Rebecca Elliott



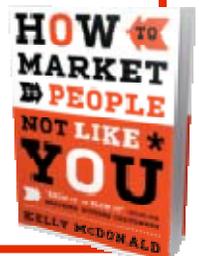
# Reaching Asians Via Social Media

## Identify Asian Pages

Find Facebook pages for local groups based on Asian interests and join them (“like” them) and post when appropriate.

Always make sure that your posts are appropriate for the interests of the group.

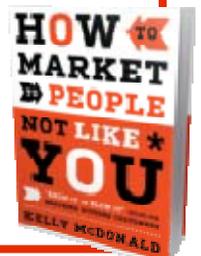
The screenshot shows the Facebook profile for the Asian American Arts Alliance. The profile picture features the word "all" in a stylized font. The page name is "Asian American Arts Alliance" with 1,035 likes and 30 people talking about it. The bio identifies it as a non-profit organization established in 1983. Navigation tabs include About, Photos, Likes, Map, and Events. The main content area shows two posts from yesterday and Monday, both promoting a town hall event with a link to an Eventbrite page. A recommendations sidebar on the right lists users like Beth Kirk, Christine Huang, Davender Sharma, and Muhammad Asim Warraich.



# “Like” and Repost Information from Asian-American Media

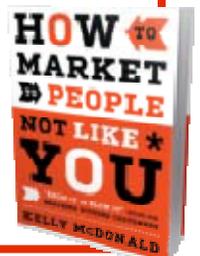
## Identify Local Asian-American Media Pages

Find Facebook pages for your local Asian-American media (“like” them) and post when appropriate. Utilize these pages to find out more about the interests of your local Asian community. Use these pages as a source of content by reposting interesting information on your own Asian-American targeted page.



# It's All About the Right Content

Post content targeted to Asian interests along all social media platforms and you will catch the attention of Asian consumers. Remember, many often feel invisible in marketing efforts, so acknowledging them in your social media efforts will go a long way.



# Consider Facebook Ads to Target Asian-Americans

## Target High-Density Asian-American Areas via Facebook Ads

Unfortunately Facebook doesn't currently provide a way to directly target Asian-Americans. However, you can target geographically. Identify high-density Asian-American areas and target those.



Location: [?] United States x

- Country
- State/Province
- City
- Zip Code

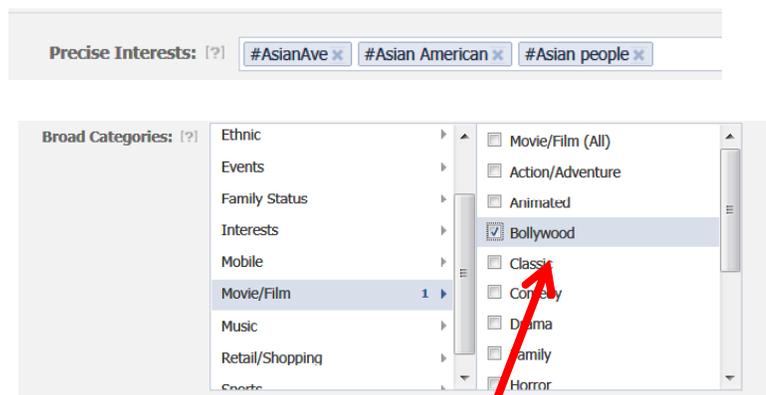
75254 x 75201 x

## Target Asian Americans via Their Interests

You can also identify Asian-Americans via their interests by including topics on Asian culture, local Asian-American media, etc.

Estimated Reach [?]  
**27,740** people

- who live in the **United States**
- who like **#Asia News Network, #Candy (magazine), #The Asian Reporter (newspaper), #Vivi (magazine), asian tribune, central asian news service or she magazine**

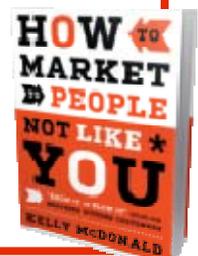


Precise Interests: [?] #AsianAve x #Asian American x #Asian people x

Broad Categories: [?]

Ethnic	Movie/Film (All)
Events	Action/Adventure
Family Status	Animated
Interests	<input checked="" type="checkbox"/> Bollywood
Mobile	Classic
Movie/Film 1	Comedy
Music	Drama
Retail/Shopping	Family
Sports	Horror

Note: Facebook does allow you to target people via their interest in Bollywood, which is a good way to target Asian Indian.



# Asian Marketing Guide

Tools & Strategies for Successfully Reaching Your Local Asian-American Market

Developed for the IIABA by McDonald Marketing, 2012

