

# Hispanic Marketing Guide



## Tools & Strategies for Successfully Reaching Your Local Hispanic Market

# Targeting the Hispanic Market

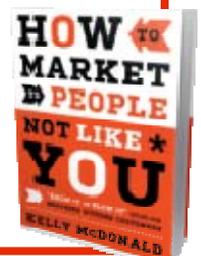
The nation's minority numbers topped the 100 Million mark in 2006, with half of the growth in the last decade coming from the Hispanic population. And according to the 2010 U.S. Census, there are now 50.5 million Latinos in the U.S.



The Hispanic population is now the largest ethnic minority in the United States. 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.



# What Does it Mean to Be Hispanic?

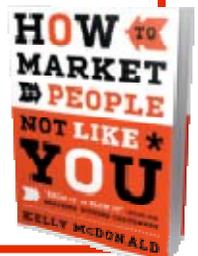
Race and ethnicity (Hispanic origin) are separate and distinct concepts which is the reason why the Census asks separate questions to determine each. Hispanic is not a race; it is an ethnicity. Therefore, it's possible to be White Hispanic, Black Hispanic, etc. Because of this, many sources will identify people usually thought of as Caucasian as "non-Hispanic White".

Characteristics such as Spanish surname, place of birth and Spanish as native tongue have all been used as identifiers for the Hispanic population; however, the most common way that someone is identified as Hispanic is by self-identification. People who self-identify as Hispanics usually have one of these markers or were born or have lineage and ancestry from countries in Latin America or Spain.

## Latino or Hispanic?

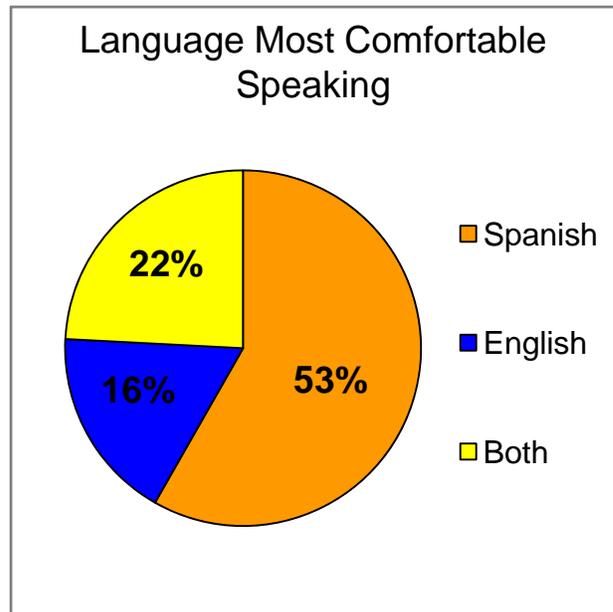
Which word is the "correct" word or the "right" or "politically correct" word to use? The answer is that both words are acceptable and most people use them interchangeably. While neither word is good or bad or right or wrong, it doesn't mean that people don't have individual preferences. Some people prefer the word Latino, whereas others may describe themselves as Hispanic. They may be more comfortable with *Hispanic* because that's the word they were most familiar with when they were growing up.

But here is the key difference between the words: "Latino" includes Brazilians, who are not of Spanish descent and do not speak Spanish (Brazilians speak Portuguese), but they are Latin American. And as Latin Americans, they subscribe to certain Latin characteristics: family values, food, faith and cultural beliefs and traditions. If you call a Brazilian "Hispanic," he or she will most likely correct you and they should. However, if you call someone from Brazil "Latino," it's usually acceptable.



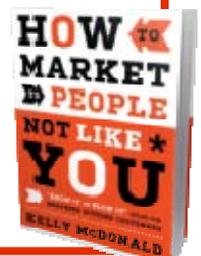
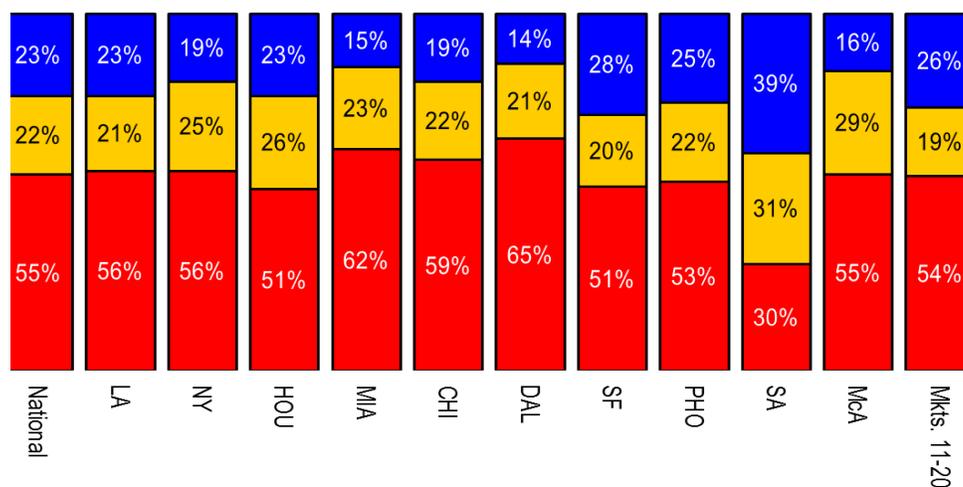
# Hispanics & Language

While there's more to marketing to Hispanics than language, Spanish plays a very important role in reaching the totality of the Hispanic market. Most purchasing decisions are made by adults, and that's certainly true of insurance, and when you look at the U.S. Hispanic adult population, more than half say that they prefer to speak Spanish (53%, see graph).



If your communications are primarily or exclusively in English, you are missing out on a large segment of the population. Do some research and find out if your local Hispanic market tends to be Spanish dominant. Levels of Spanish dominance vary by market. This will be impacted by Acculturation (see next page).

## Language at Home: Hispanic Adults



# Acculturation

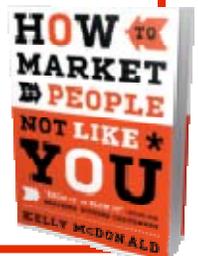
Every immigrant who arrives in a new country goes through a process called *acculturation*. Many people use the word *acculturation* interchangeably with *assimilation*, but they really shouldn't. The two words mean very different things. Assimilation means *you forfeit your culture and adopt the habits and traditions of a new culture*.

Acculturation means that you forfeit nothing. With acculturation, there are certain things you like and want from a new culture, but there are certain things that you want to maintain and retain from your primary culture, too. Think of it this way: assimilation is about "either/or" (e.g., I'm either Mexican *or* I'm American"), whereas acculturation is about "and" (I'm Cuban *and* I'm also American).

Acculturation is the merging of two cultures in close contact. It's what happens when a person moves to a new country or is exposed to a country's culture, values, and lifestyles. An example of acculturation is exemplified by one of my employees and her younger sister. My employee and her family are originally from Mexico City. Her younger sister is 7 and grew up in the United States. Although her younger sister was born in Mexico, she was very young when the family moved to the United States and, consequently, she really doesn't remember much about living in Mexico.

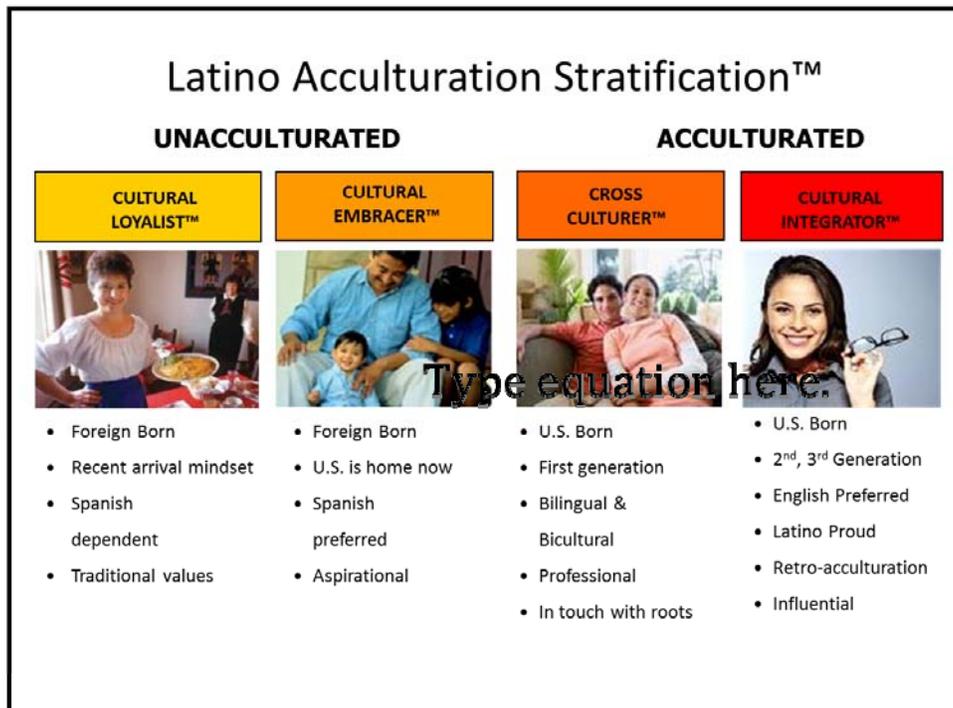
In Mexico, Christmas traditions are quite a bit different than they are in the United States. Santa Claus is not a Latin American tradition. Children in Latin America do not wait for Santa to come down the chimney; rather, toys and gifts are brought to children on Three Kings Day, which is January 6<sup>th</sup>.

But imagine growing up as a child in the United States and not being exposed to Santa Claus! It would be nearly impossible—Santa is *everywhere* in December: on TV commercials, in the mall – everywhere. This little girl gets the best of both worlds. My employee's little sister receives gifts from both Santa Claus *and* the Three Kings. She and her family participate in *both* customs, not one or the other. This is an example of acculturation. Her family relates to both cultures.

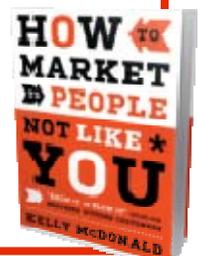


# Acculturation

Now that we've defined acculturation, let's explore the varying degrees of it and how it affects consumers. There are four distinct mindsets that reflect the differing levels of acculturation among immigrants:



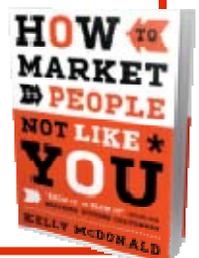
The first is the **Cultural Loyalist**. The Cultural Loyalist is foreign-born, a recent arrival who has typically been in their new country for less than 5 years, and certainly less than 10 years. Because it takes a long time to learn a new language, these recent arrivals are dependent on their native language to communicate, and they will consume mostly native-language media and marketing messages. They will often live and work among other immigrants from their homeland, and they tend to hold on to the traditional values of their native country.



The second level of acculturation is the **Cultural Embracer**. The Cultural Embracer is also foreign-born, but these individuals have chosen to adopt their new country as their permanent home. Because of this, they do not have a “visitor” mentality. They are eagerly embracing new foods, new music, and new traditions and are making new friends. That’s why they are called *Embracers*—they embrace everything about their new, adopted home. This group is often more educated and very aspirational. And while they may be bilingual or multilingual, they prefer their native tongue. How could they not? As foreign-born individuals, their native tongue, in this case Spanish, will always be their first language, and consequently, it will almost always be easier for them to express themselves in that language.

The third mindset and level of acculturation is the **Cross-Cultururer**. The Cross-Cultururer is the first generation to be born in the adopted country. Their parents are foreign-born. The Cross-Cultururer is bilingual, typically having learned the family’s native language first, at home, and the language of the new country next, at school. Because mom and dad (and often grandma and grandpa) are all foreign-born, the family communicates primarily in the native language and holds many traditions from their original country dear. The result is that Cross-Cultururers are not only bilingual, but also *bicultural*, equally comfortable in the culture of the old country and the new (but don’t assume their Spanish is perfect and expect them to be able to write a brochure in Spanish).

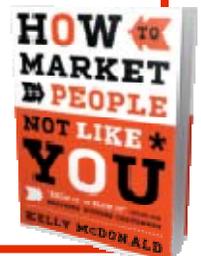
The last level of acculturation is the **Cultural Integrator**. This is the fully acculturated individual. Although they were born in one country, they trace their roots and ancestry to another country. These individuals may not speak the language of their ancestry, or perhaps they do not speak it well. Cultural Integrators are usually more dependent on the language of the country they were born in. However, they tend to be very proud of their foreign heritage, and consequently, they experience a form of “retro-acculturation.” Because these individuals are already fully acculturated, their “acculturation process” has them returning to their roots and embracing their history and traditions.



# Spanish Language Marketing Materials

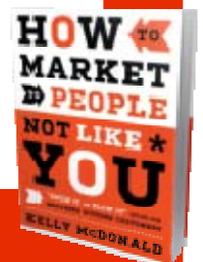
Develop Spanish language materials if you've identified that your local area has a significant Hispanic population.

- Utilize marketing materials in Spanish such as brochures, etc.
- Make sure your website has an option for Spanish language
  - Even if it's just one page with less information, such as FAQ's and contact information
- Try to have your social media efforts include Spanish or be bilingual





# Marketing Tactics for Reaching the Hispanic Market



# Get Involved With Community Organizations

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

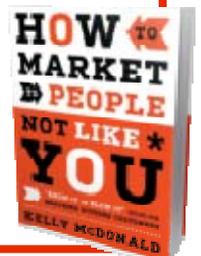
The following national organizations usually have local chapters:

- LULAC (League of Latin American Citizens)
- National Council of La Raza\*
- MANA- A National Latina Organization
- NHPO - National Hispanic Professional Organization
- Hispanic 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 area Hispanic community, you will be able to find more.



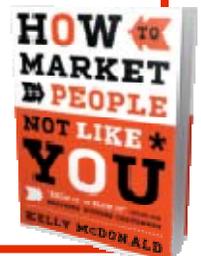
\*Note: While the word "Raza" literally means "race" it does not have the same negative connotations in Spanish as it does in English. Because all Mexicans come from a mix of indigenous groups and Spanish immigrants, Mexican's considered themselves mixed and "La Raza" is slang for all Mexicans. This includes all shades of Mexicans from the very light skin to the very dark skin since different mixes produce different results. In this sense the terms' background is one of inclusiveness. Local U.S. Hispanic groups that focused on the Mexican-American population have adopted this term as their own.



# Approach Hispanic Churches

Hispanics are overwhelmingly Catholic. The Catholic Church is the center of the community, and exploring a partnership with a church can be very fruitful. Whenever possible, make small donations for the church's charitable endeavors, or keep costs down by volunteering to help with church events.

Also, the Catholic Church is not the only one with Hispanic followers. In all Hispanic communities, there are several other churches of varied denominations that cater to this group. Become familiar with your local area Hispanic neighborhoods to find them.

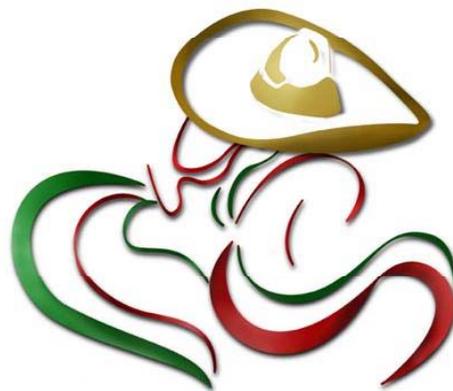


# Participate in Grassroots Events

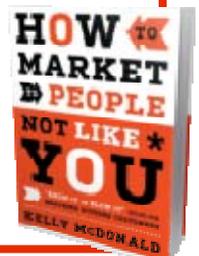
Whenever possible, we recommend that you participate in grassroots events and festivals. The type of events available will vary depending on the composition of your area.

If your community has a large Mexican population, chances are that there will be a “Cinco de Mayo” (May 5<sup>th</sup>) or “Fiestas Patrias” (Mexican Independence Day – September 16<sup>th</sup>) celebration. In the Miami area, for example, the big celebration is “Calle Ocho” (a festival centered on 8<sup>th</sup> street, at the heart of the Cuban community) and in markets such as Philadelphia or New York, with a large Puerto Rican Population, the big celebration is the Puerto Rican Day Parade.

Also, keep in mind that there are also festivals and events usually around Christmas, regardless of market composition.



Fiestas Patrias



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

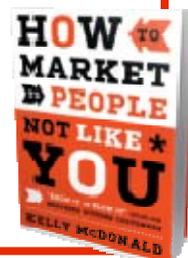
### Staff events with Spanish speakers

- Having Spanish-speaking personnel on hand can help you build bridges to the Hispanic community. While not everybody who attends these events will be Spanish-Dominant, a large portion of the attendees will be.

### 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.

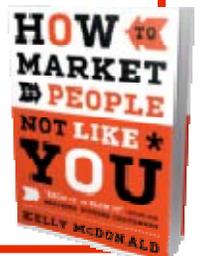
Recommended Game: A Wheel of Fortune

### 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. They 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.*

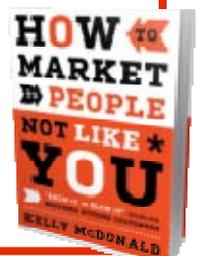


# Approach Soccer Leagues

Hispanics love soccer. They love to watch soccer, but more importantly, they love to play soccer. While for most Americans soccer is a game played mostly by children and a few older teenagers in school, almost all Hispanic communities have one or more local adult Hispanic leagues where Hispanic males (mostly) congregate with their families to play or practice on afternoons and weekends.

If you drive by parks in a Hispanic neighborhood on a Sunday after church, you will probably see some of these soccer aficionados.

Soccer leagues allow you the opportunity to sponsor teams by putting your logo on their t-shirts, providing after-game snacks, advertising in their team communications, etc. Even just attending the games allows you opportunities to interact with potential customers!



# Recommended Strategy: Educational Seminars

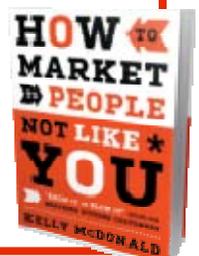
Develop an educational seminar that covers the basics of insurance, to be taught by bilingual agents for potential Hispanic customers who don't feel they understand insurance well enough to make a purchase decision. This service can be offered to local Hispanic organizations as a free service to their members.



The goal is to employ a soft selling technique, providing information that is meant to position the agent in the “expert” role and earn trust. The agent can provide his or her contact information at the time of the Educational Seminar for any follow-up questions. However, make sure you don't “push” your products too strongly during this session.

Possible topics to cover / content for an educational seminar:

- Different Types of Insurance
- Auto Insurance Basics
- What Is Life Insurance?
- Who Needs Life Insurance?
- Standard Insurance Terms
- Helping Take Care of Your Family's Future Needs
- What Affects the Cost of Insurance
- How Do I Know How Much Coverage I Need?
- Things To Consider When Buying Insurance
- Q&A Session

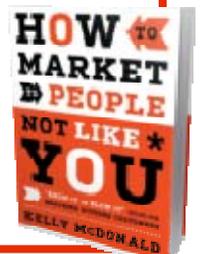


# Utilize Local Hispanic Newspapers

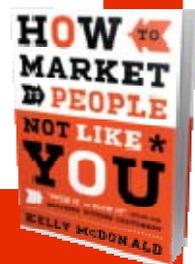
Local Hispanic newspapers are usually a low cost advertising option. If you don't have a Spanish-language ad, they are usually willing to work with you to adapt and translate an ad from English or even develop one from scratch for you.

You don't want to make any embarrassing mistakes in your advertising copy. Don't assume that just because someone on your staff speaks Spanish that their Spanish is good enough to write advertising copy (many people are fluent for conversational purposes but might make grammatical mistakes when writing).

If you know a little bit of Spanish, at least enough to pick up a couple of things if you read a paragraph, pick up your local Spanish language newspaper. Keeping an eye on the stories local newspapers think are important to their community will give you an insight into what potential Hispanic customers care about and where to find them.



# Marketing Guidelines for the Hispanic Market



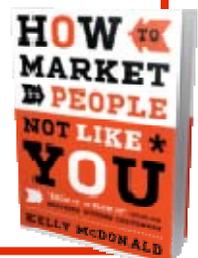
# Utilize the Right Language

## Acculturated or Unacculturated

Identify the acculturation level for your target so you know whether you should target them in English or Spanish. This is key. If you are not sure, consider developing all of your marketing materials as bilingual pieces, in both English and Spanish. This is particularly important for direct mail pieces. In most media, like TV, Radio or Newspapers, the listener or reader is selecting the media, and they know it's either in English or in Spanish. When you send a communication to somebody's house, you are making an assumption about them, so cover your bases and make your direct mail pieces bilingual.

## Should You Utilize Regional Spanish?

There are some regional differences between Spanish spoken by those in Mexico, for example, than Puerto Rico. If you are targeting a specific group, and you are absolutely sure that you will only be reaching that group, by all means use regional Spanish corresponding to that area. Otherwise, we recommend that you utilize standardized Spanish that can be understood by everyone, regardless of their background.



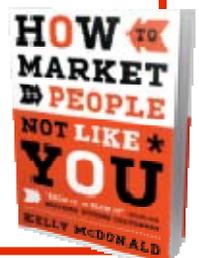
# It's More Than Just Language, It's About Culture

When appealing to Hispanics, it's more than just about communicating in Spanish. You need to appeal to your target's culture in order to be successful.

To do this, keep in mind the 5 F's. The 5 F's are the bedrock of Hispanic culture:

- **Family:** Hispanics are very family oriented. They tend to have larger families (more children) and consider extended family part of the their "close family".
- **Faith:** Even though other religions are making inroads in this community, most Hispanics are overwhelmingly Catholic. God and faith are key in Hispanic culture.
- **Friendship:** Hispanics like spending time with other Hispanics, and they tend to be very social.
- **Food:** Social and family activities revolve around food (family dinners, barbeques, etc.)
- **Fútbol (soccer):** While Hispanics do follow other sports, they are passionate about soccer.

Do your research and learn everything you can about the culture of your local Hispanic community.



# Focus Products

McDonald Marketing's primary research identifies the following products as focus products ideal to target the Hispanic market:

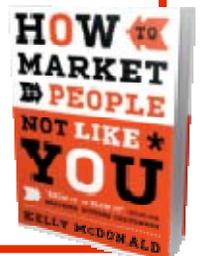
## Auto Insurance Products

- Focus on providing products that provide a good value, but cover the legal minimum requirements

## Life Insurance Products

- Whole Life Insurance is more appealing than term, especially when benefits are fully explained.
- Family Term or any family focused products do very well with Hispanics, since they tend to have larger families.

In addition to Auto and Life Insurance products, Annuities were also identified as products that can be successfully marketed to potential Hispanic customers. Many don't have a 401K or any retirement accounts, so this can be a good alternative.



# Don't Just Translate -*Transcreate*

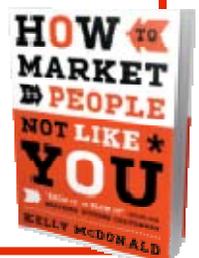
Suppose your target customer speaks a language different from your own (in this case, Spanish). To communicate most effectively with this customer, you'll probably want to take a good look at creating marketing messages in their native language. How do you do this? Most people think that simply translating a message from one language to another will do the trick. But there's more to consider. There are times when it makes sense to translate, and there are times when you must "transcreate." Translation works well when there is little or no nuance to a message, i.e. when what you are communicating is very black and white and there is no "interpretation" of the message, such as:

- Open Monday through Friday
- We accept Visa and Mastercard
- Exit here
- Two forms of identification are required

You can see how there is no cultural "nuance" to any of the above phrases. To "transcreate" means that you express the same *meaning* of something in one language, but not necessarily word for word or even close to that of the first language. Transcreation is called for in any of the following situations:

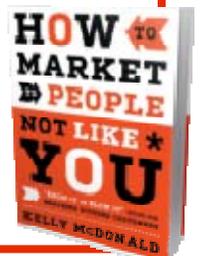
- When the phrase in one language is meaningless in another language
- When the phrase in one language is unfamiliar or confusing in another language
- When a phrase does not have cultural relevance in another language or culture

That's why it's important to work with a native Spanish speaker when creating marketing communications so you can make sure your message will be understood.



# Encourage Referrals In Your Marketing Materials

- Anecdotally, agents report tremendous referral business from Latino customers
  - Ready to do business, less shopping around
- The Latino community is tight and they rely on each other for information, opinions and recommendations for products and services
- Develop programs that encourage referrals
  - Discounts or rewards for referrals, etc. etc.

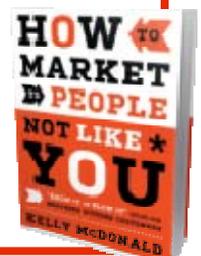
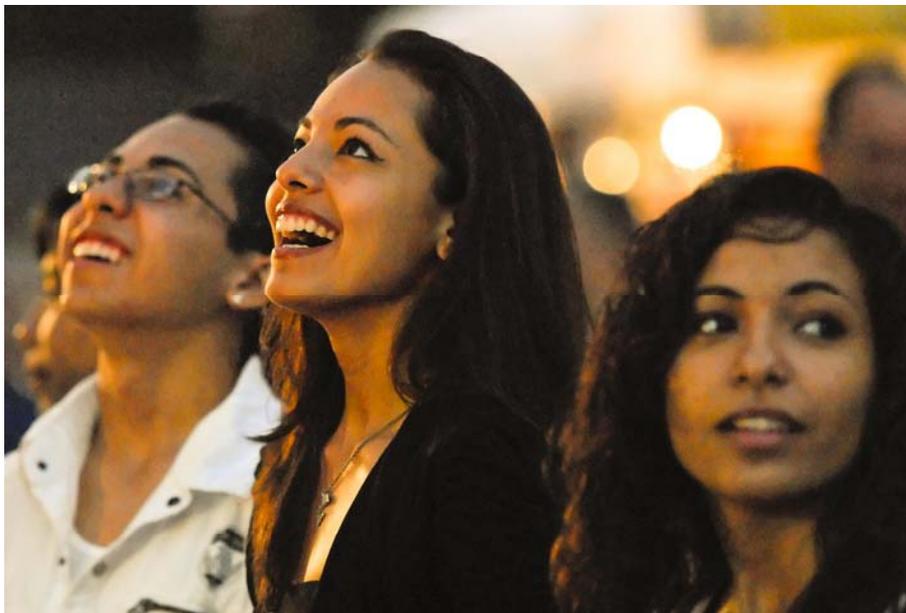


# Don't Let a Language Barrier Stop You

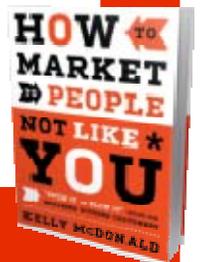
While speaking Spanish will definitely take you a long way with foreign-born Hispanics, you can still market to this group even if you don't speak Spanish. Several groups or organization, such as the local Hispanic Chamber of Commerce, will likely conduct most of their business in English.

Hispanic Households also tend to be multi-lingual, so there usually is someone in the household who can translate information into Spanish.

As long as you treat people with respect and they can tell that you are genuinely interested in helping them get the best products that will help them protect their family's future, you will be successful with this target.



# 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!

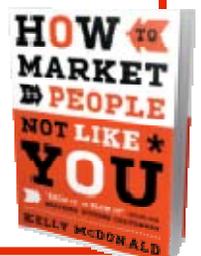


## It's Imperative Today!

Social media is not going away, so the faster you “make friends” with it the better. You should , at a minimum, be active 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 business grow.



# “Doing It Right” Example: Farmers Insurance

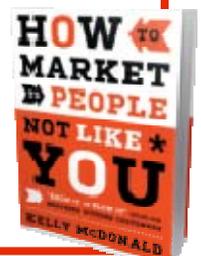
## Leveraging Their Human Capital

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



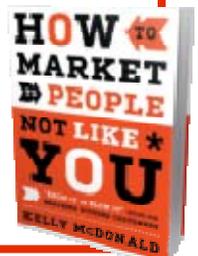
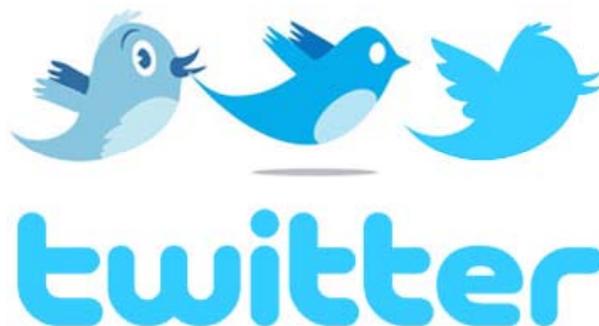
# The Most Powerful Way to Tweet

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 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.

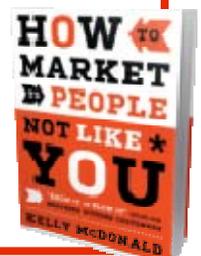
## Develop an Editorial Calendar

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.



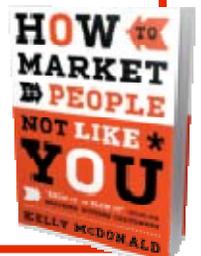
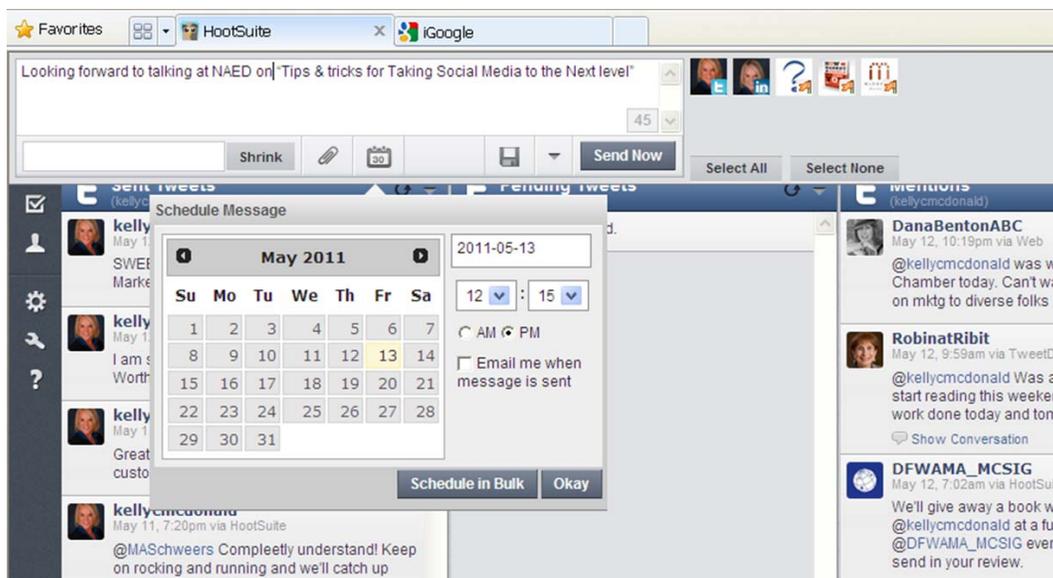
# Utilize Online Tools

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.

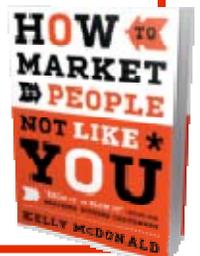


## Establish Internal Guidelines

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.



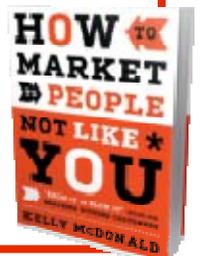


# What to Do if You're "Flamed"

"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

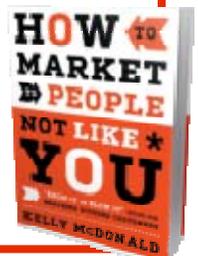
- Assign the development and implementation of social networking to someone interested in it in your agency
- Stay with it – the more you use it, the more it works
- Post tips, insider hints, etc. – give your knowledge away and watch your fans grow
- Maintain the conversation
  - Keeps readers coming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

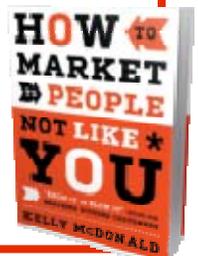
- Lack of presence is seen as uncaring, unresponsive
- Say something, even if it's just to thank them for their comments

- 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 Hispanics Via Social Media

## Hispanic Targeted Accounts

Develop accounts targeted to this group:

- Hispanic “Facebook Page”
- Hispanic Twitter account

## Content Should Be Different

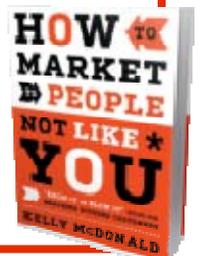
While you can duplicate some of the same content from your regular (English) accounts here, make sure that you mostly post content specifically tailored to this group.

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

Also remember that Hispanics care about what happens in Latin America, so follow the news there and comment when appropriate.

## Language Is Important

Don't limit yourself to one language unless you are absolutely sure that your target is unacculturated (Spanish) or fully acculturated (English). When in doubt, post everything in both English and Spanish.



# “Doing it Right” Example: NBA Develops “éne-bé-a”

## éne-bé-a (NBA) Hispanic Social Media Pages

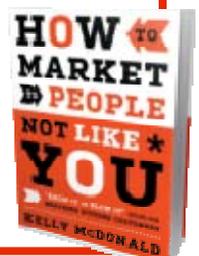
The NBA is at the forefront of reaching Hispanics via social media. The league has launched a Spanish-language platform, called éne-bé-a (the phonetic pronunciation of NBA in Spanish).

The platform, which has a Facebook page and Twitter account, also launched its own campaign. The campaign, called *Emoción* (emotion), leveraged their social media channels to keep fans engaged during the lockout.

They also did a very smart thing: they cross-promoted their Spanish language platforms to their English-speaking Hispanic fans.



Source: From “NBA’s social media initiatives exemplary for reaching Hispanic sports fans”, National Sports Journalism Center



# Reaching Hispanics Via Social Media

## Identify Hispanic Pages

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

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

**Latinos Love Dallas** Friends Message

Buzz Creator at Best Place to Work  
Lives in Dallas, Texas  
From Dallas, Texas  
Knows English, Spanish Language

About Friends Photos Map 12 Likes 549

**Latinos Love Dallas** 3 hours ago

Creative Juice Online is working inconjunction with Latino Fashion Week invading Dallas for the 1st time and this coming Friday, 8/10 with be "Models Night Out" at Jorges TexMex Cafe in One Arts Plaza 10pm-1am benefiting Austism Speaks Dall...See More

**LATINO Fashion WEEK** presents

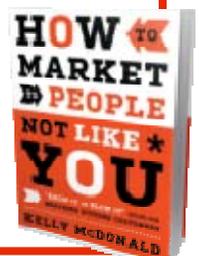
Activity Recent

Latinos went to LATINO CONCERT AFTER PARTY @FOUNDATION ROOM!

Latinos liked Cafe con Leche Dallas.

Latinos created the event The Latino Party Summer Bash at Glass Uptown.

More Recent Activity



# “Like” and Repost Information from Local Hispanic Media

## Identify Local Hispanic Media Pages

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

**La Que Buena 94.1FM**  
10,617 likes · 361 talking about this

Radio Station

About Photos Events Videos Twitter

Highlights

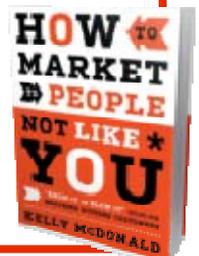
La Que Buena 94.1FM shared Miguel Angel Sanchez's photo.  
7 hours ago

Buenas tardes estoy tomandome una pepsi next con mis radio escuchas de 94.1 La Que Buena a hora disponible en tu tienda mas cercana con dos sabores nuevos cherry vanilla y mango paradise

4 Friends  
Like La Que Buena 94.1FM

Likes See All

- okcorral fort worth Club Like
- Farwestdallas Club Like
- DJ Pato QueBuena Public Figure Like
- Univision Noticias 2 friends also like this. Like
- Lorenita Que Buena 1 friend also likes this. Like



# Consider Facebook Ads to Target Hispanics

## Target Hispanics via Facebook Ads

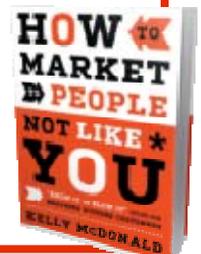
Facebook allows you to target Hispanics with their ads. When you set up an ad on Facebook, it will give you options to target who sees that ad. One of the options is “Hispanic” (under “Broad Categories” → “Ethnic”).

The screenshot shows the Facebook Ads targeting interface for a page named "McDonald Marketing". The "Choose Your Audience" section is highlighted with a yellow box. It includes the following settings:

- Location:** United States (Country selected)
- Age:** 13 - 25 (Require exact age match: unchecked)
- Gender:** All
- Broad Categories:** Ethnic (1) is selected, with "Hispanic (US)" checked in the sub-menu.
- Connections:** Anyone
- Friends of Connections:** Target people whose friends are connected to

On the right side of the page, the "Audience" section shows a total of 3,901,340 people, broken down into three categories:

- who live in the United States
- 25 years old and younger
- who are in the category Hispanic (US)

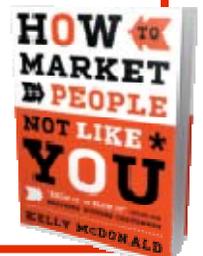
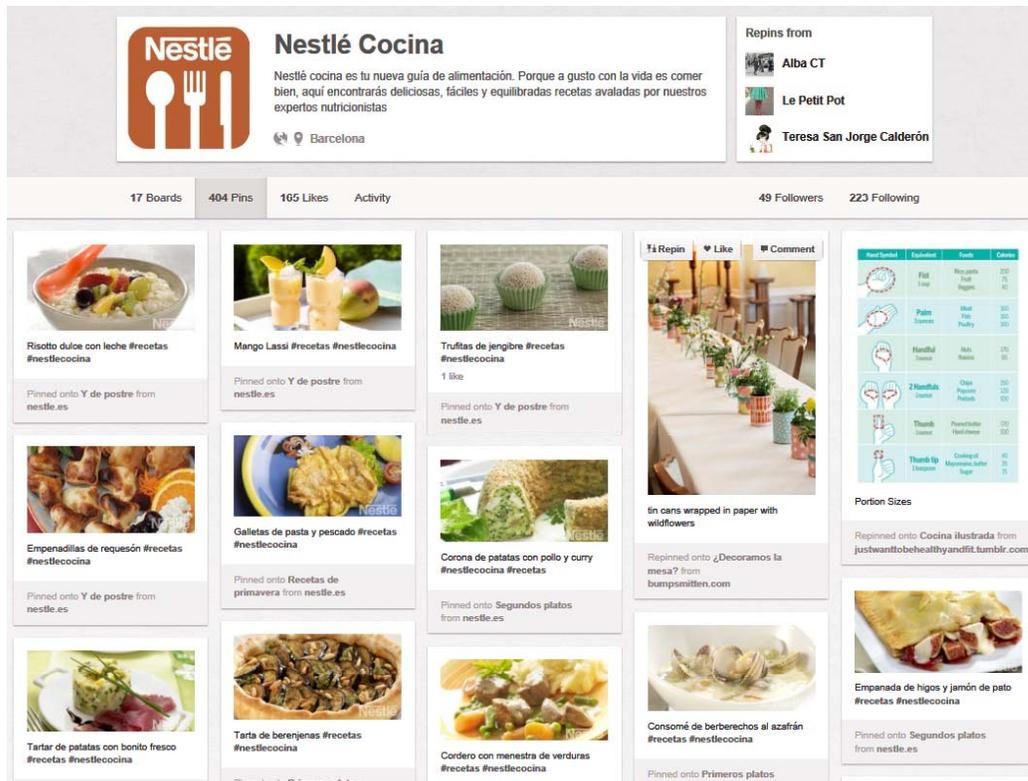


# With Hispanics, It's All About the Right Content

Post content targeted to Hispanic interests along all social media platforms and you will catch the attention of Hispanics.

## “Doing it Right” Example: Nestle Recipes on Pinterest

Nestle has had a lot of success reaching Latinas online by providing recipes that appeal to Hispanic tastes on Pinterest in Spanish. Many of their recipes get re-pinned again by subscribers, so Nestle is not just reaching them, but also reaching their friends.



# Hispanic Marketing Guide

Tools & Strategies for Successfully Reaching Your Local Hispanic Market

Developed for the IIABA by McDonald Marketing, 2012

