



Why Marketing to Hispanics using  
Social Media Spanish works

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# What is SMS (Social Media Spanish)?

- Management of entire social media presence in Spanish
- Creation of custom bilingual Facebook tabs and applications
- Growth strategy focused on Hispanic Market
- Day-to-day management of Spanish social media forums (*posting, responding, brand monitoring*)
- Measurement and analysis of social media activity involving Hispanics

# Why SMS with DK?

- We create a detailed Social Media Spanish Strategy
- We create, respond to, and post strategic content
  - ✓ *Client provided content is adapted by our native born speakers to natural Spanish within 24 hours*
  - ✓ *We create content that resonates with Hispanics*
- Client communication provided through regular weekly reporting
  - ✓ *Engagement, Growth, Reputation*
- Our talented staff keep up on the latest Hispanic trends as well as social media technology
- We help our clients understand the diverse Hispanic market as well as help them reach their target clientele for effective long term relationships

# What are the Benefits of SMS?

- SMS enables our clients to fully engage with their Hispanic clientele
- Establish a strong presence for any firm in the Hispanic Market
- Increase brand awareness
- Increase visits to website and store
- Promote loyalty programs
- Boost sales
- Well-targeted promotions
- Streamlined customer service

# Do Hispanics Use Social Media?

**YES!**

Social media is an excellent forum to engage in discussion with Hispanics and build your brand!

- Hispanic demographics go online more frequently than the general market to find product info<sub>1</sub>
- Hispanic demographics are often very brand loyal
- Hispanics are very socially active and chat and share experiences about products and brands<sub>1</sub>

# Why is the Hispanic Market important?

- Largest growing area of the US population
- Rapidly growing purchasing power (by 2013 US Hispanic purchasing power should exceed \$1.3 trillion)<sub>2</sub>
- Currently 50 million Hispanics in the US (17%)<sub>1</sub>
- By 2050 1 out of every 3 Americans will be Hispanic (33%)<sub>3</sub>
- The Hispanic population is young (roughly 47% under 35) and is very active online<sub>1</sub>

# Why is Social Media an attractive way to target Hispanics?

- Hispanics are a very social group with high usage of social media<sub>2</sub>
- Hispanics use Social Media in higher levels than other groups (*an est. 17% of twitter users are Hispanic*)<sub>4</sub>
- Hispanics are younger and adopt online trends more quickly
  - ✓ *57% of Hispanics always go to the internet to find deals as opposed to 43% of the general market*
  - ✓ *More Hispanics learn about brands, compare prices, and make final decision online than general market*<sub>1</sub>
- Hispanics trust online product rating very highly (*72% prefer an online rating over a friends' opinion*)<sub>1</sub>

# How Businesses Will Engage the Hispanic Market

- Using SMS will give companies the best available medium to effectively market to the Hispanic population
- Using SMS will help create engaging and interesting posts which make sense to a Hispanic consumer
- SMS will help businesses build brand awareness in Hispanic demographics
- Companies can provide Hispanics with customer service quicker & more efficiently through Twitter<sub>5</sub>

5. Companies such as @TeamTurboTax provide customer response within 4 minutes via Twitter - <http://ht.ly/28EhU>