

**SOCIAL MEDIA**  
**SPANISH**

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A SERVICE OF DK WEB CONSULTING

# Why Marketing to Hispanics with Social Media Works

Presented by Social Media  
Spanish (SMS)

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# Content

- Why Market to Hispanics?
- What Channels for Marketing to Hispanics?
- How to Market to Hispanics w/ Social Media?
- Case Studies
- Recommendations



# Why Market to Hispanics

- Rapidly growing purchasing power (by 2013 US Hispanic purchasing power should exceed \$1.3 trillion)<sup>1</sup>
- Average Household Income is \$50K+ and growing<sup>2</sup>
- Current Population of 50 Million (17%)<sup>1</sup>
- By 2050, 33% of Americans Will be Hispanic<sup>3</sup>

1. 2010-2011 Hispanic Social Media Guide, Hispanic PR Blog

2. Hispanic Cyber study 2010, AOL Advertising 2010

3. MSNBC - America in 2050



So there's a lot of Hispanics with PP.  
How do we Market to them?

- Not just the traditional methods



# Hispanics are younger and adopt online trends more quickly

- 46% of Online Hispanics are under 35<sup>2</sup>
- 32% of Hispanics access the internet through smart phones compared with only 20% of the General Market<sup>4</sup>
- Hispanics are nearly twice as likely to search the internet with an iPhone compared with the general market<sup>4</sup>



# More Hispanics learn about brands, compare prices, and make final decision online than general market

- 57% of Hispanics always go to the internet to look for deals compared to 43% of the general market<sup>2</sup>
- 72% of Hispanics prefer an online product rating over a friends opinion<sup>2</sup>
- 17% of US Hispanics are Twitter Users<sup>5</sup>



# Hispanics are a very social group with high usage of social media

- ▶ 10% of online Hispanics have recently checked in compared to 3% of white Americans<sup>6</sup>
- ▶ 54% of Hispanics regularly use Facebook compared with only 43% of white Americans<sup>4</sup>



# Marketing to Hispanics with SM Makes Sense – So how do we do it?

- Who are they
- What forums
- Content
- Who will manage
- Research
- Things not to do



# Are all Hispanics the same?

- No, Hispanics are quite diverse
- 5 main groups of Hispanics today
- Must consider which groups you are marketing to for your campaign



# Hispanics in the US

- **Americanizado**

English dominant (nearly no Spanish)  
Born in US; 3<sup>rd</sup>+ generation  
Few Hispanic cultural practices

- **Nueva Latina**

English preferred (some Spanish)  
Born in U.S.; 2<sup>nd</sup> generation  
Some Hispanic cultural practices;  
often “retro-acculturate”

- **Bi-cultural**

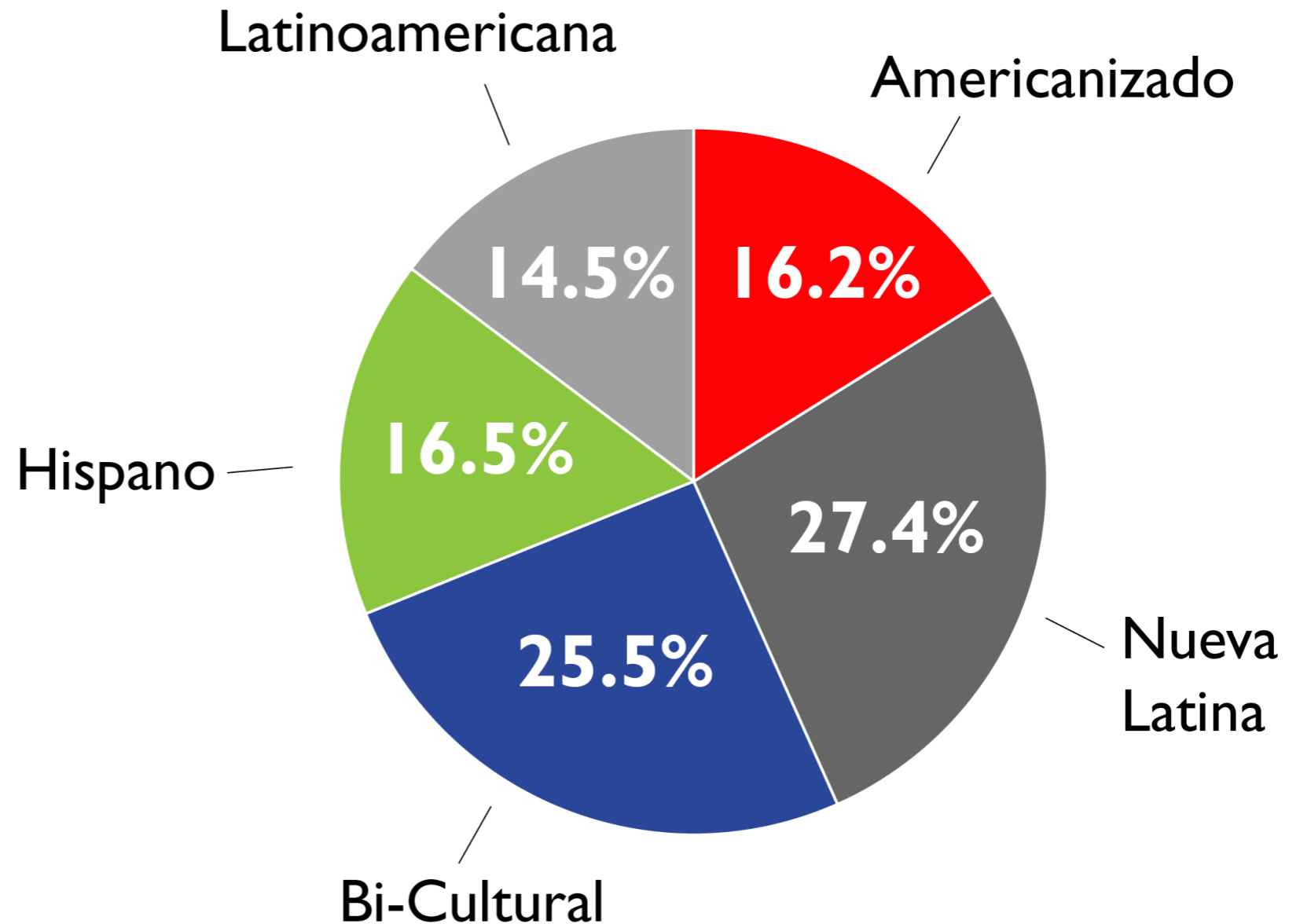
Bi-Lingual (equal or nearly)  
Immigrant as child or young adult  
Many Hispanic cultural practices

- **Hispano**

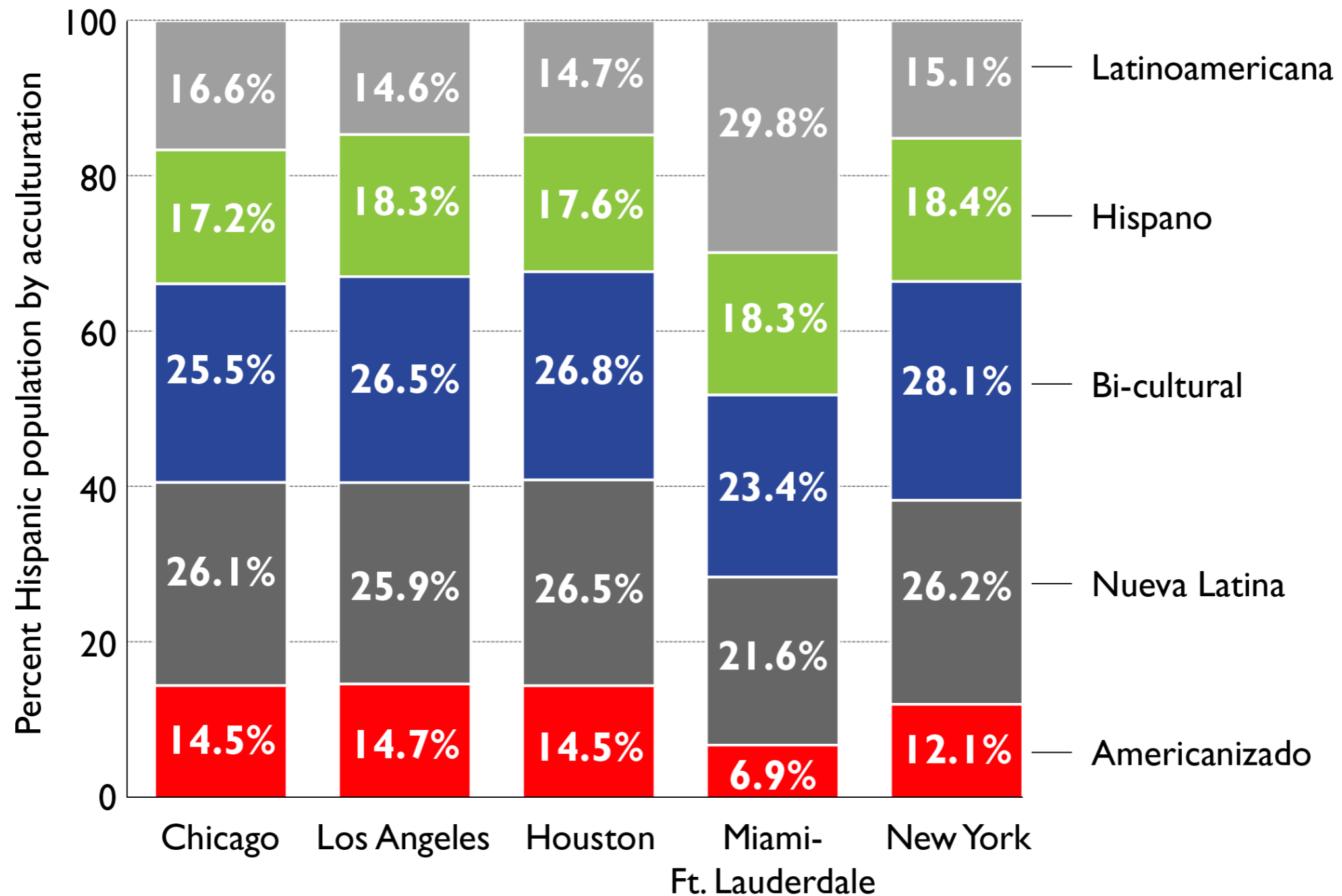
Spanish preferred (some English)  
Immigrant as adult, in U.S. 10+ years  
Pre-dominant Hispanic cultural practices

- **Latinoamericana**

Spanish dominant (nearly no English)  
Recent immigrant as adult (less than 10 years ago)  
Primarily Hispanic cultural practices  
Identify with home country more so than U.S.



# Geography Matters



Source: America's Latino Future, 2015 and Beyond, Geoscape, American Marketscape DataStream



# Which Forums

- ▶ For US Hispanics, Facebook and Twitter are key



- ▶ Facebook – Robust for marketing purposes



- ▶ Twitter – Hispanics over index on Twitter use

- ▶ Other Forums have their strengths



- ▶ MySpace – Traditionally popular with Hispanics

- ▶ Que Pasa – Growth spurt; 10 % growth in October



- ▶ Orkut – Dominates Brazil for social networking

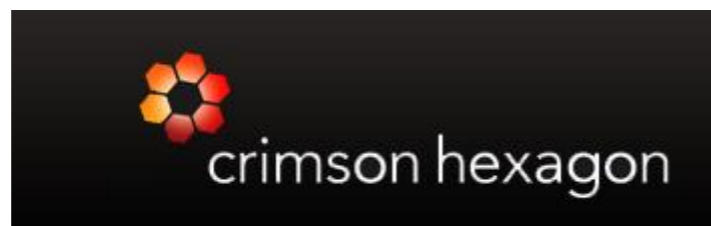


- ▶ MiGente – Community specifically for Latinos



# What is the right Content

- Finding the interests of your Hispanic market can be difficult
- Not just a straight translation from English
- Data from Hispanic marketing and PR firms
- Social Media Listening Tools can help



## Who manages it?

- Community Manager must have experience working with the Hispanic community
- In House Talent or Hire an Agency?
- Must be Consistent Resource



## 3 Things Not to do

- Hire arbitrarily
  - *“Hector from accounting can run this campaign, Im pretty sure he speaks Spanish...”*
- Posting inaccurate Spanish and outdated content
  - Grammar is essential, accents, No Google Translate
- Spanish profile with links to English pages
  - *What good does it serve the Spanish speaker?*



# Brands Marketing to Hispanics on SM



# Case Studies

- ▶ NBA
- ▶ Being Latino
- ▶ Degree Men



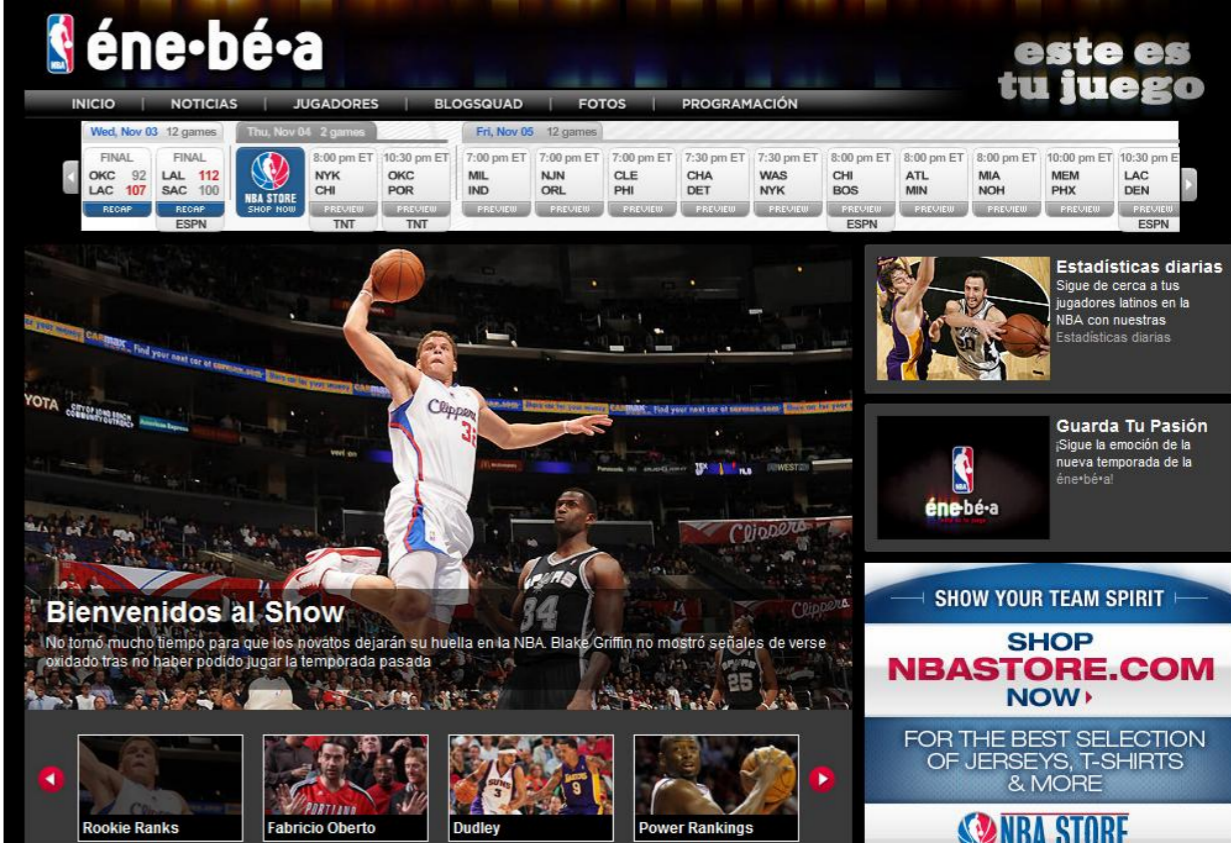
# éne•bé•a (página oficial de la NBA)

- ▶ Model for Hispanic Social Media Campaign
  - ▶ 250K+ Facebook Fans
  - ▶ 25K Mi Pagina Friends
  - ▶ 2K Twitter Followers
  - ▶ 1K MySpace Friends



# éne•bé•a (página oficial de la NBA)

- ▶ Why the name?
  - ▶ Natural Spanish
  - ▶ Search-ability



The screenshot shows the homepage of the éne•bé•a website, which is the Spanish-language official site of the NBA. The page features a dark theme with a prominent basketball game image in the center. At the top, there is a navigation bar with the site's logo and the slogan "este es tu juego". Below the navigation bar, there is a section for game schedules and results, including a table with columns for dates and game times. The main content area includes a large image of a basketball player in action, with the text "Bienvenidos al Show" and a short paragraph. To the right, there are several promotional banners, including one for "Estadísticas diarias" and another for "Guarda Tu Pasión". At the bottom, there are four small thumbnail images for "Rookie Ranks", "Fabricio Oberto", "Dudley", and "Power Rankings". A large banner for "NBA STORE" is also visible on the right side.

**éne•bé•a** este es tu juego

INICIO NOTICIAS JUGADORES BLOGSQUAD FOTOS PROGRAMACION

Wed, Nov 03 12 games Thu, Nov 04 2 games Fri, Nov 05 12 games

FINAL	FINAL	8:00 pm ET	10:30 pm ET	7:00 pm ET	7:00 pm ET	7:00 pm ET	7:30 pm ET	7:30 pm ET	8:00 pm ET	8:00 pm ET	8:00 pm ET	10:00 pm ET	10:30 pm ET
OKC 92	LAL 112	NYK CHI	OKC POR	MIL IND	NJN ORL	CLE PHI	CHA DET	WAS NYK	CHI BOS	ATL MIN	MA NOH	MEM PHX	LAC DEN
RECAP ESPN	RECAP ESPN	NBA STORE SHOP NOW	PREVIEW TNT	PREVIEW TNT	PREVIEW	PREVIEW	PREVIEW	PREVIEW	PREVIEW	PREVIEW	PREVIEW	PREVIEW	PREVIEW ESPN

**Bienvenidos al Show**

No tomó mucho tiempo para que los novatos dejarán su huella en la NBA. Blake Griffin no mostró señales de verse oxidado tras no haber podido jugar la temporada pasada.

Estadísticas diarias  
Sigue de cerca a tus jugadores latinos en la NBA con nuestras Estadísticas diarias

Guarda Tu Pasión  
Sigue la emoción de la nueva temporada de la éne•bé•a

SHOW YOUR TEAM SPIRIT

SHOP **NBASTORE.COM** NOW

FOR THE BEST SELECTION OF JERSEYS, T-SHIRTS & MORE

**NBA STORE**

Rookie Ranks Fabricio Oberto Dudley Power Rankings



# éne•bé•a (página oficial de la NBA)

- ▶ Engaging Content
  - ▶ Questions to Fans
  - ▶ Player Interviews
  - ▶ Photo Captions



The image shows a screenshot of the Facebook page for 'éne•bé•a (página oficial de la NBA)'. The page features a cover photo with the NBA logo and the text 'éne•bé•a esto es tu juego www.nba.com/enebea'. The page has 241,433 likes and is followed by Carla Briceno and Mugiwara No Luffy. The main content area includes a post titled 'Destacados Zaps del 3 de noviembre [HQ]' with a video player and a post titled '¿Quién será el Novato del Año 2010-11?' with a photo of a basketball player. The page also has a search bar at the top and a navigation menu with options like Wall, Info, Photos, Notes, Events, and Video.



## Being Latino

- ▶ 47K Fans
- ▶ Organic Growth Only
- ▶ English is the language here
  - ▶ Spanglish Common
  - ▶ Engagement with the US-born Hispanic is the goal



# Being Latino

- ▶ Engaging Posts in English
  - ▶ Margarito vs. Pacquiao
  - ▶ Marco Rubio
  - ▶ Earthquake



# Degree Men

- Named (Siempre Enfrenta el Reto)
- Sponsor of the Mexico Men's National Soccer Team
- Sponsor of Andres Guardado
- Advertising Spend at Kickoff
- 40K Fans on Facebook



# Degree Men

- Advertising strategy
- Rotating ad graphics



# Degree Men

- Engaging Content
  - [World Cup Photo Tagging](#)
  - [Wallpaper Download Giveaway](#)
  - [What MLS team does Rafa Marquez play for?](#)



# Recommendations

- › Research is a crucial part of the campaign
- › Engaging content must be delivered accurately and consistently
- › Posting in Spanish should not be straight translation
- › Campaign not always in Spanish – who is the audience?
- › Use Social Media to support Hispanic Mktg
- › Partner with agencies or hire individuals that understand Hispanic community





We look forward to your questions!

Presentation is posted on the blog:

<http://socialmediaspanish.com/blog>

# References

- ▶ 1 - 2010-2011 Hispanic Social Media Guide, Hispanic PR Blog
- ▶ 2 - Hispanic Cyber study 2010, AOL Advertising
- ▶ 3 - America in 2050, MSNBC
- ▶ 4 - America's Latino Future, 2015 and Beyond, Geoscape, American Marketscape DataStream
- ▶ 5 - Twitter Usage in America 2010, Edison Research
- ▶ 6 - SIMM 16 Hispanics, African Americans & Asians More Digital-Savvy than Whites, BIG Research
- ▶ Geo-Social Survey Data, Pew Research Center



# References

- Personal Interviews and Webinars
  - éne•bé•a – Saskia Sorrosa
  - Being Latino – Lance Rios
  - Degree Men – Wally Sabria

