



IZEA

**REACHING TODAY'S
HISPANIC MARKET
THROUGH
SOCIAL MEDIA**





IN traditional marketing, brands depend on advertising to drive their message. But in today's digitally driven world, the landscape has changed. Consumers fast-forward through television commercials and ignore print ads. Now, brands need audiences more than they need ads.

They are increasingly using social media to reach those audiences. The trend is likely to continue.

That's particularly true with the Hispanic market, which consumes social media at a noticeably higher rate than the rest of the population. Across channels and age groups, Hispanics lead the way in social media usage.

At the same time, the Hispanic population is booming. There are now 52 million Hispanics living in the U.S. Moreover, one in four babies born in the U.S. is Hispanic, and U.S. Census Bureau indicates that it is the fastest growing ethnic segment in America. The Bureau projects a population growth of 167% between 2010 and 2050, compared to a 42% growth for the rest of the population. Over the next five years, Hispanics will account for 60% of the country's population growth.

The combination of social media usage and population growth makes the Hispanic market an attractive one for

**52 MILLION
HISPANICS**
CURRENTLY LIVING IN THE U.S.



1 IN 4 BABIES
BORN IN THE U.S. IS HISPANIC

brands. However, to effectively reach this market, they'll have to abandon the old way of marketing and begin reaching their audience where it lives – online.

A VIEW OF THE GROWING HISPANIC MARKET

There are many factors differentiating Hispanics from the rest of the U.S. population, but one of the most distinguishing characteristics – and one that marketers have taken note of – is that this segment is, as a whole, younger than the general U.S. population.

Presently more than 60% of the Hispanic population is under the age of 35. That's an important fact for brands and marketers to note because it means they are experiencing many important life events, including getting married, having children and buying homes. They are purchasing cars, toys and other items, while also saving money for the future.

Hispanic consumers are attractive to brands because of their present consumption and potential to remain loyal to specific brands.

The size and growth of the Hispanic market has made many manufacturers and retailers realize they must create a Hispanic marketing strategy. This strategy must pinpoint online behavior and engage decision influencers on a deeper, longer-lasting level.

SOCIAL MEDIA USAGE, POTENTIAL BUYING POWER

Hispanic buying power will reach \$1.5 trillion this year. Not only is this buying power increasing, but Nielsen studies show that Hispanic households spend more than others in the U.S. Hispanics spend 14% more on routine shopping. In addition to spending more per trip, they also tend to shop more frequently.

However, that is only part of the story. Hispanic consumers are attractive to marketers for the following reasons:

- **Loyalty.** Hispanics tend to show greater loyalty to national consumer brands than to store brands.
- **Technology and social media use.** More than half of U.S. Hispanic shoppers use technology for shopping and are more likely to use digital channels to plan their shopping experience.
- **Social ties.** Many Hispanics use shopping as a social experience. They shop with a companion nearly 80% of the time. This can include spouses, children or friends. They rarely shop alone.

Heavy technology use and strong media awareness make social media a particularly obvious choice for reaching the Hispanic market. Hispanic groups are 25% more likely than the rest of the population to follow a brand online, and 18% more likely to follow a celebrity.



Comparatively, the Hispanic population is the country's most active online demographic, creating new opportunities for reaching them. The Pew Research Center reports that 68% of Hispanic Internet users are active on social media sites like Facebook and Twitter, compared to 58% of non-Hispanics. About 23 million Hispanics use Facebook, but large numbers are also turning to Instagram, Twitter and Pinterest.

THE NEW MARKET PLACE

Advertisers have traditionally used detailed research to understand purchasing behaviors and product preference. They could then use that information to generate customer loyalty, develop a partnership with consumers and drive sales.

But that has changed with the advent of social media. Today's digitally savvy consumers are more likely to rely on information from their peers to help shape opinions and make buying decisions.

As part of the information-gathering process, consumers will go online to learn more before making purchases. Technorati's 2013 Digital Influence Report found that 31 percent of consumer buying decisions were influenced by something they had read in a blog. A 2015 report from Deloitte, "Navigating the New Digital Divide," found that social media directly influenced buying decisions for one out of three Americans - and for the Hispanic market, the power of that influence is even greater. The study found that about half of Hispanics use social media to help guide their purchasing decisions. This creates a new dynamic for brands and retailers - one that relies on social media influencers to help share their message.

"... THE RISE OF LATINA BLOGGERS REPRESENTS A NEW OPPORTUNITY FOR BRANDS TO REACH HISPANIC CONSUMERS."

Research from Nielsen indicates the Hispanic market views the Internet as a modern-day version of the town square, or "Plaza del Pueblo," where they can glean information and join the conversation. According to Natalie Boden of Boden PR in Miami, Fla., the rise of Latina bloggers represents a new opportunity for brands to reach Hispanic consumers.

(CASE STUDY)



OVERVIEW: For the campaign on its "Daisy Dream" fragrance, Marc Jacobs wanted to find an innovative way to reach the Mexican and Brazilian markets. To supplement its print advertising campaign, the company turned to social media influencer and Facebook advertising.

OBJECTIVE: To reach a younger, more socially savvy audience, Marc Jacobs knew it had to go beyond traditional forms of advertising. Using influencers as part of the media mix created an opportunity to open two-way conversations about its fragrance and to appeal to the audience in a way that felt more organic and approachable.

APPROACH: Marc Jacobs partnered with several notable social media influencers in the target markets. Since no single influencer had the reach they wanted for the entire campaign, it chose several influencers who had the highest number of followers across multiple social platforms in their desired demographic.

RESULTS: The campaign was extremely successful in launching conversations in the digital space and getting the audience talking about the new Daisy Dream fragrance. What was most surprising, however, was that the positive results continued long after the campaign had ended. Marc Jacobs reported that conversations about its product were taking place on influencer media platforms as long as six weeks after the initial campaign had ended.

ADVERTISER'S CONCLUSION: "An action from an influencer seems more honest and organic, which translates into a deeper, more influential message over traditional advertising."

“The Latina mom blogger represents millions of impressions for brands – and can build or break a reputation at the drop of a tweet,” Boden notes. “How to engage them and make them a part of the communications mix is key.”

Social media influencers create and share content online with millions of social media users. They have built their following by cultivating and sharing their own unique opinions and creative ideas, which makes them influential. Their followers place a great deal of trust in their opinions, and not only read the influencer’s content, but also are likely to engage with their own comments, retweets and likes. This approach to marketing, called “Sponsored Social,” offers all the benefits of paid distribution to an established audience with a built-in bonus of authenticity, because followers have developed a bond of trust with the influencer.

TO REACH THE HISPANIC MARKET, IT’S CRUCIAL TO HAVE RELEVANT AND RELATABLE HISPANIC INFLUENCERS.

Influencers may use blog posts, Instagram, Pinterest, Twitter, YouTube, Vine, Snapchat or Facebook – or any combination of those tools. Distributing a message via social media provides a more tailored, personalized touch than traditional advertising and allows the influencer to speak directly to their audience.

They become, in essence, a spokesperson for the brand.

By creating innovative, engaging and often humorous content, influencers can help communicate a brand’s message in a way that feels natural and conversational. To reach the Hispanic market, it’s crucial to have relevant and relatable Hispanic influencers. They must live in that space and understand the culture to ensure that brands are presented in a way that is appealing to the Hispanic market.

UNDERSTANDING THE INFLUENCER: A CASE STUDY

A social media influencer is someone who has a following but, more importantly, is able to drive action with their opinions and online offerings. They produce and share dynamic content with followers and often focus on a certain area or niche, including food, fashion,

fitness or parenting. Regardless of what topics they cover or how they deliver their message, the main thing they have in common is that their audience trusts them.

Vanessa Diaz parlayed her experience in marketing and public relations into a successful second career as a social media influencer. She launched her site, Briteandbubbly.com, seven years ago as a way to share her interests, keep in touch with friends and family, and put her creative side to work.

But it grew into much more than she intended. Today it is a colorful, lively site that looks at such interest areas as lifestyle, entertainment, food and travel. As her site grew, she began using analytics tools and analyzing blog comments to see what was popular with her audience, then began catering specifically to those interests. Because she is Hispanic, her posts embrace the culture and she ensures the products she discusses are a good fit for her audience.



In addition to reaching followers on her blog, she is active on Instagram, Pinterest, Twitter, Facebook and Google+, which gives her a variety of ways to talk about products and also allows her to reach her following in whatever form of social media with which they're most comfortable or familiar.

BUILDING TRUST

While, on the surface, a site like Briteandbubbly.com is about products, Vanessa says that the success of any influencer hinges on something larger and less tangible: the trust between an influencer and their audience. Successful influencers will base their decision on what their audience expects from them, and will try to ensure it will appeal to their followers.

In Diaz's case, that means making sure that "... the brand or product is family friendly, and it's a product or brand I would personally use and support," she says. "That's the approach I take when any brand approaches me: Can I fit this product into my lifestyle and brand aesthetic, and would I use this product?"

Because influencers tend to be extremely protective and cognizant of the relationship of trust that exists between them and their followers, they will be more selective of which brands they endorse and promote. The audience, in turn, knows the influencer has their best interest in mind.

Like taking the advice of a long-time friend, the consumer has greater confidence in the social media influencers they follow than they would in anonymous online reviews or traditional advertising.

CREATING A PROCESS

Because of the trust that they have worked hard to establish, influencers are able to launch honest online conversations – something that brands aren't able to do on their own – and can hold tremendous sway in what consumers choose to buy. Having seen how trusting the Hispanic market has become of social media, the option of using



With millions of consumers using social media each day, using sponsored social can provide the kind of reach your brand can't find anywhere else. This is particularly true for the Hispanic market, which has tremendous buying power and is likely to grow.

For a campaign to work, the target audience must be suited to social media, so it's important to know exactly whom you want to reach to decide if a sponsored social campaign is right for you. If you determine the campaign is a good fit with your brand, there are still additional considerations to ensure it is effective:

1. CHOOSE THE RIGHT INFLUENCER. Make sure that their tone and audience reach is aligned with what you want to accomplish, and be specific in what you want the influencer to include.

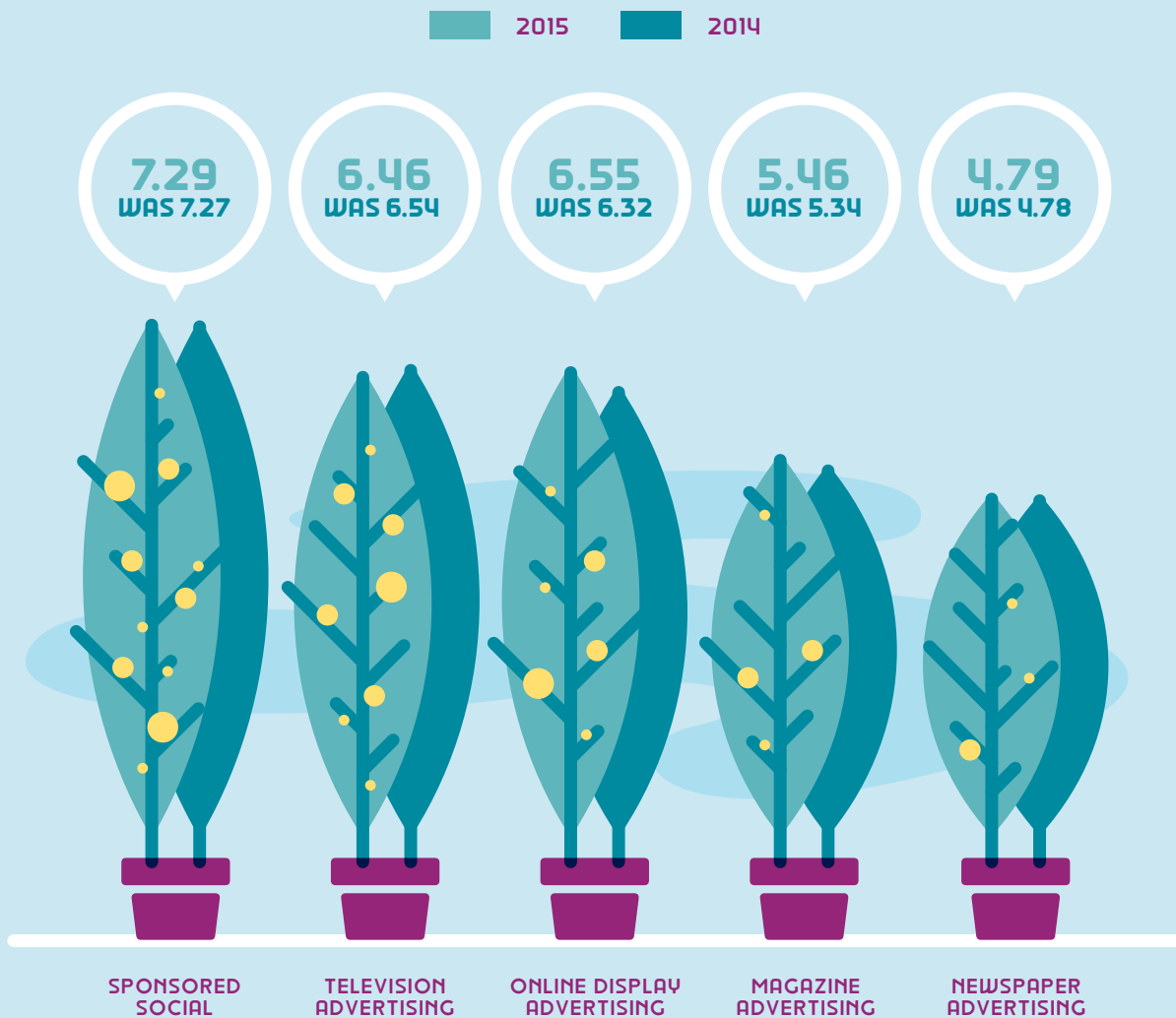
2. SPEAK TO A PASSION. As with any target group, tapping into the passion points of Hispanic consumers at just the right time is key, says Natalie Boden of BodenPR in Miami, Florida. In other words, knowing what is important to the Hispanic market – such as family, food and friends – and then speaking to them in a tasteful, relevant way can win them over and build trust.

3. REMEMBER THAT TIMING IS EVERYTHING. Boden reminds that major events that appeal to the Hispanic population – such as the FIFA World Cup, the Latin Grammy Awards and major Hispanic holidays and festivals – should all be considered so social media can stay ahead of tastes and tie your messaging to the event.

4. EMBRACE CULTURAL RELEVANCY. Failing to engage with your audience or making them feel undervalued will prevent them from connecting with your message and/or product. "Even the smallest error or stereotype can land you in the middle of a PR crisis," Boden warns.

5. ENSURE YOU'RE USING THE RIGHT CHANNEL. Knowing the demographics of different social media platforms allows you to better choose what fits your objectives. For example, Vine has a younger demographic than YouTube or Facebook, so if you're going after Baby Boomers, an influencer who uses Vine might not reach your intended audience.

2014-2015 EFFECTIVENESS OF APPROACH (1-10 SCALE)



influencers to reach them can provide inroads that could not be achieved through traditional marketing methods.

What influencers provide doesn't fit under the umbrella of traditional advertising; it's not a 30-second radio spot or a print ad; it's not advertorial articles or traditional journalism. Instead, as part of the new and growing realm of sponsored social, each influencer produces their own content about the product, which ultimately appears on their social media outlet, whether that means a Facebook post, a photo on Instagram or a Vine video.

Like any other type of marketing campaign, working

with a social media influencer requires establishing a budget and developing a creative brief that will identify your brand and campaign objectives. Working with a third-party partner who has a database of influencers is often helpful, as they can help assess needs and identify which influencers would be a good fit. Witness the success of Vanessa Diaz's blog, or Dulce Candy, the brainchild of Dulce Tejada, The Southern California-based Tejada's YouTube videos have alone garnered more than 150 million views, and she has appeared on the Today Show and more recently written a book, *The Sweet Life*.

Or consider Brenda Bird, a U.S.-transplanted Peruvian who blogs from www.BrendaBirdDesigns.com about

lifestyle and design topics, or Irina Gonzalez, a New Yorker of Cuban heritage who wrote about losing 100 pounds and continues to write about healthy eating habits from her HealthyLatinFood blog. Hispanic influencers cover many of the same topics that other bloggers do but from a slightly different perspective. Gonzalez's blog includes discussions and pictures of plantains and other fruits and vegetables that are staples - or at least should be - in Hispanic households.

Once you've identified influencers who appear to be a good fit for your audience, reach out to them with your requirements and provide your campaign brief for review. They'll send back a bid that outlines their financial requirements, and once you've reviewed the bids and what they are offering, you can choose which influencers to work with.

A typical campaign will run for 30 days, although yours may run shorter or longer, depending upon individual needs. One of the benefits of using social media campaigns is that, unlike print advertising or editorial, which needs to be scheduled weeks or even months in advance, they can be designed and deployed relatively quickly.

Sponsored social media campaigns also provide the benefits of quick results/analysis, which allow you to see what's working and what might need improvement. It may help you decide to extend a partnership with an influencer, or to change the influencers being used.

In its annual State of Sponsored Social study, the Halverson Group found that marketers who used sponsored social media found that it led other forms of advertising and marketing. Overall, the study reported, sponsored social generates an effectiveness level of 7.27 on a scale of 1-10, out-producing other forms of marketing including television advertising (6.54), online display advertising (6.32), magazine advertising (5.34) and newspaper advertising (4.78).

A third-party partner can provide specific benchmarks to help you set expectations for campaign results based on which channel is selected.

All this applies to Hispanic groups no differently than they do for others. And it's important to keep certain general principles in mind as you map out a campaign. You'll need to address Hispanic interests. A number of companies have had success timing their initiatives to holidays, special occasions. These may include sports competitions and cultural milestones. It's important to do your homework and consider the best tie between a



IS YOUR BRAND HISPANIC-FRIENDLY?

Not all brands are automatically a great fit for the growing Hispanic market. Knowing what appeals most to the market and tweaking campaigns accordingly can help reposition your brand to appeal to the Hispanic consumer base. Here are a few things to consider about your brand when targeting the Hispanic market.

1. IS IT FUN? A good sense of humor and being able to make your audience laugh is important to Hispanic users. In a culture highlighted by a sense of joy and fun, being able to engage in an uplifting way is a must.

2. IS IT DIVERSE? Remember that Hispanics come in many different shapes, sizes and even colors. Creating a campaign that only celebrates the "stereotypical" Hispanic look can be off-putting to the many Hispanics who don't fall into the tan skin/brown hair/brown eyes category. Remember to include the population as a whole.

3. IS YOUR MESSAGE MODERN? A large portion of today's Hispanic consumers - particularly the youth and millennial market - have been raised in America and speak English as their first language. Campaigns should be aimed to appeal to this new, modern generation of Hispanics and avoid stale, tired stereotypes.

4. DOES IT COVER THE "FAB FOUR"?

According to information released during the 2015 Google Hispanic Marketing Forum, the top four cultural areas of interest Hispanic consumers are food, family, holidays and traditions. Brands that keep this in mind when developing campaigns will be most likely to find success with the Hispanic market.

product and an event. You'll want to entertain but also provide substantive information. Hispanics are sophisticated consumers. They are looking to make informed buying decisions.

GROWING WITH HISPANIC SOCIAL MEDIA: A FEW FINAL WORDS

Finding success in the Hispanic market means understanding the culture and speaking to them in formats that appeal to the way they live – online and through active use of technology and social media.

The publication Latin Post observed that the brands that will do well with the Hispanic market are those who focus on building their brand stories around “culturally relevant Hispanic insights” that will better resonate with their audience. That means relying less on traditional forms of advertising – such as print and television – and telling the story of the brand through social media trusted sources. Eschewing traditional methods makes the brand (and therefore the product) feel more approachable to Hispanic consumers. And who is better equipped to provide that brand storytelling than social media influencers who already have the trust and audience base that marketers need?

The growth of the youth market – millennials – presents more opportunities as well as challenges for marketers who will need to understand the distinguishing characteristics of this age group. Unlike previous generations, the number of foreign-born millennials is

relatively small, but their cultural ties to their family and heritage remain strong.

As new platforms develop, the millennial population – and the Hispanic millennial audience in particular – will continue seeking ways to engage with brands online. Hispanic millennials are more than 66 percent likely to connect via mobile than non-Hispanics, and are twice as likely to own a tablet such as an iPad. Understanding these distinguishing characteristics is key to capturing the growing market early and developing brand loyalty for the future. Marketers will do best to seek out partnerships with influencers who can reach their target audience on the platforms where they live, whether that desired demographic is on Facebook, Instagram or Snapchat. Working with an influencer who understands the audience and can communicate with them in their own language, culturally speaking, is vital to the success of reaching this growing audience.

SUMMARY/TAKEAWAYS

The two most important components of Hispanic social media marketing campaigns are simple: it's about finding the right influencer and delivering relevant content. You want an influencer who fits your brand message and has an audience that your product appeals to.

Regardless of how large an influencer's following is, unless the influencer delivers relevant content, the response will be minimal. Ensure that those who follow your social media influencer will find your brand useful and interesting. When used properly, social media influencers can provide the perfect introduction to your brand, and drive meaningful (and measurable) results.

