

Phillips MediaSource WhitePaper

3 Challenges to Connecting with the Hispanic Community

The Hispanic community, it's the fastest growing and most coveted consumer group in the nation. Given this potential, why are so many businesses failing to create brand content that targets Hispanic audiences directly and skillfully? Here are 3 challenges, as well as some tips for addressing them:

1. It takes more than Google Translate for your content to speak their language

Too often, businesses confuse Hispanic-targeted content with Spanish-language content. While Pew found that, of the 50.5 million U.S. Hispanics, nearly 75 percent still speak Spanish at home, it's quite a different story online.

In fact, according to data from the 2013 AdAge Hispanic Fact Pact, 42.9 percent of U.S. Hispanics prefer to consume online content only in English (and that percentage is certain to rise as successive generations become increasingly accepting of English-language Hispanic-targeted content).

The most important thing to remember when creating targeted content is that U.S. Hispanics are a diverse and heterogeneous demographic. There is no "one-size-fits-all" Hispanic content strategy. Hence, in order to imbue your content with cultural relevance for a specific target audience, you'll need to take the time to discover the nuances of that audience's values, concerns, and lifestyle.

2. Your content lacks relevance and engagement potential this audience seeks

Even if your content is culturally relevant, it still needs to stand out in a sea of traditional media. Image-based search and discovery is proving immensely popular as an enriched user experience, especially for consumers accessing the Internet through mobile devices.

U.S. Hispanic consumers are more likely to be using mobile devices than the average consumer, so the introduction of visual content is particularly important when targeting the Hispanic demographic. In addition, visuals are an efficient and effective way to convey the cultural relevance. Appeal to the ears, not just the eyes.

An efficient model delivers content across at least five screens: web, smartphones, tablets, connected TVs, and digital out-of-home screens.

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3. You're afraid to dive in

Like any form of content marketing, Hispanic-targeted content marketing requires an investment of time and resources. Simply put, according to AdAge, the companies producing the most content for the mainstream Hispanic media — such as Genomma Lab International, Procter & Gamble Co., and T-Mobile US — are the same companies finding the most success in building long-term relationships with U.S. Hispanic consumers.

Not surprisingly, these investments are trending upward overall. According to analysis by the AHAA, ad spend growth rates in 2012 (as of June) had increased by 20.7 percent for the Hispanic market, compared to just 1.7 percent in the non-Hispanic market.

For its 2013 Hispanic Fact Pack, AdAge surveyed Hispanic consumers about their engagement with brands on social sharing and networking websites. According to the data, 23.7 percent of Hispanics enjoy following brands and companies on the web, compared with just 19.6 percent of non-Hispanics.

In other words, not only is content marketing successfully driving positive brand engagement among Hispanics, it's doing so with a higher success rate (proportionally) than among non-Hispanics. Hence, as a demographic, U.S. Hispanics seem to be favorably predisposed to content marketing. But if you're merely dabbling in Hispanic content marketing or pursuing it half-heartedly (or perhaps on the cheap), you're unlikely to ever realize the benefits of that cultural predisposition.

And with researchers expecting Hispanics to constitute a full 30 percent of the U.S. population by 2050, that's an awful lot of missed potential.

Let's talk.

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