

HISPANIC MARKETING CHECKLIST

HOW TO RESONATE WITH YOUR HISPANIC AUDIENCE

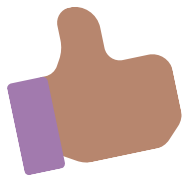
“...marketers must adjust to the stages of transition and Hispanics’ new sense of bicultural identity rather than wait for Hispanics to assimilate into the larger 'melting pot'.”

Dr. Felipe Korzenny, PhD.



SEGMENT INTO ACCULTURATION STAGES

Create multi-dimensional approaches by blending **Hispanic-dominant, Anglo-dominant, bicultural, and “new identity”** groups with shopping habits, digital consumption behaviors, life stages, and lifestyles.



POST ON MOST FREQUENTED CHANNELS

Hispanics spend 78% of their time on **Facebook** and 71% of video time on **YouTube**. **Instagram** ranks third at 65%.



USE LATINX IN THE RIGHT CONTEXT

Only **1-3%** of Hispanics prefer to be described as Latinx. However, this term has a special meaning in **diverse minorities** and usage will evolve over time.



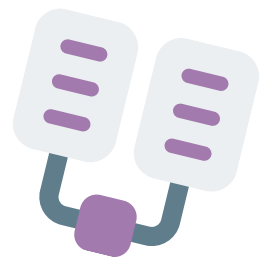
SELECT IMAGERY BASED ON DATA

80% of Hispanics say most ads **stereotype** them. Strive to depict **worldviews** and **values** rather than tangibles (e.g., clothes, foods, etc.) and avoid assumptions.



DESIGN BILINGUAL LAYOUTS

66% of Hispanics say they pay attention to **bilingual ads**, a reflection of their bicultural identity, and the overall Hispanic experience.



PARTNER WITH A TRANSLATION COMPANY

The translation process goes beyond transferring a message from language A to language B.

Sources:

[Hispanic Marketing: The Power of the New Latino Consumer](#)
[H. Code's Hispanic Digital Fact Pack](#)
[Pew Research Center on the term Latinx](#)
[Casanova/McCann's study: The Truth About Latinx](#)

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