

2-8 HISPANIC MARKETING IN ONLINE AND MOBILE FORMATS

The Hispanic market is the fastest-growing ethnic segment and bears considerable economic importance. It is being heralded as the last true growth opportunity. From 2010 to 2050, the Hispanic population in the United States is expected to grow by 167 percent, compared to 42 percent for the total population. For many consumer packaged goods, Hispanics are expected to be the sole driver of sales growth. According to the vice president of advertising and sales of Univision, all of the growth in beverage sales will come from Hispanics and the growth in automotive sales for Hispanics is expected to be double that of non-Hispanics. According to Monica Gill, senior vice president of public affairs and government relations at Nielson:

Latinos are emerging as a powerhouse of economic influence, presenting marketers an increasingly influential consumer group that can translate into business impact. The key is to recognize that today's modern Latino is "ambicultural" with the ability to seamlessly pivot between English and Spanish languages and to embrace two distinct cultures. Understanding how to connect with this unique consumer profile will be key to successful engagement.

Each year, *Advertising Age* publishes its Hispanic Fact Pack, which provides valuable information about the sought-after demographic to marketers in many industries. The following five tables provide insights from the report as they relate to Hispanic use of social media, mobile marketing, and online purchasing.

HISPANICS AND SOCIAL NETWORKING

Tables A and B provide information about Hispanics' use of various social networking websites and how those websites affect the segment's attitudes. Table B details additional information about Hispanic attitudes relative to those of non-Hispanics.

HISPANICS AND MOBILE MARKETING

Tables C and D display information about the mobile platform preferences of Hispanics and the activities in which this segment engages. The activities in Table D are further broken down into generational groups.

Social Networking: Largest Multiplatform Web Properties among U.S. Hispanics by Unique Visitors

TABLE

A

Rank	Properties	Unique Visitors in Thousands	Percent Reach (%)	Hispanic Composition	
				Percent (%)	Index
1	Facebook	31,463	82.1	15.9	104
2	Twitter	18,892	49.3	16.3	106
3	LinkedIn	8,577	22.4	12.5	81
4	Pinterest	7,394	19.3	12.6	82
5	Tumblr	6,480	16.9	16.5	108
6	AddThis	3,476	9.1	14.4	94
7	Yahoo Profile	2,475	6.5	14.7	96
8	Goodreads	2,149	5.6	13.7	89
9	Quizlet	1,813	4.7	17.6	115
10	Ask.fm	1,504	3.9	27.9	182
Total Internet: Hispanic all		38,332	100	15.3	100
Social media/social networking		34,429	89.8	15.5	101

Note: Percent reach here is the percent of all Hispanic Internet users (38.3 million). Multiplatform data include both desktop and mobile platforms and are inclusive of website, video, and app content.

Source: ComScore, May 2014, <http://comscore.com>.

Attitudes Toward Social Media
TABLE B

People Who Agree	Percent Hispanic (%)	Percent Non-Hispanic (%)	Percent of All (%)
I am more likely to purchase products I see advertised on a social sharing/networking website.	10.9	8.3	8.6
I am more likely to purchase products I see used or recommended by friends on social sharing/networking websites.	18.3	17.8	17.8
I like to follow my favorite brand or companies on social sharing/networking websites.	23.5	20.2	20.6
Social sharing/networking websites are a way for me to tell people about companies and products that I like.	23.9	20.2	20.8
I sometimes post ratings or reviews online for other consumers to read.	18.2	17.8	17.9
I pay attention to ratings and reviews posted online by other consumers.	27.1	29.3	28.9
I often click on links or items posted by other people on social sharing/networking websites.	29.0	33.8	33.1
I often access social sharing/networking websites from different devices.	29.8	33.1	32.6

Mobile Platform Share among Hispanics
TABLE C

Smartphones			
Rank	Platform	Share (%)	Audience
1	Google (Android)	55.9	16,995
2	Apple (iOS)	38.1	11,582
3	Microsoft (Windows)	3.2	986
4	Blackberry	2.5	773
5	Symbian	0.1	38
6	Other	0.1	20
	Total	100.0	30,405

Tablets			
Rank	Platform	Share (%)	Audience
1	Google (Android)	56.4	8,414
2	Apple (iOS)	47.0	7,011
3	Microsoft (Windows)	2.8	423
4	Blackberry	0.7	101
5	HP	0.6	87
	Total	100.0	14,925

Note: Share based on three-month averages ended May 2014. Audience is in thousands.

Source: ComScore, 2014, <http://comscore.com>.

Smartphone User Activities in the Last Seven Days
TABLE D

Category	Percent Who Used This Function in the Last Week (%)						
	Hispanic	Non-Hispanic	Hispanic Millennials	Non-Hispanic Millennials	Hispanic 35+	Non-Hispanic 35+	All Users
Camera	51.5	51.6	54.2	53.4	48.4	50.5	51.5
Download app	66.4	61.3	66.8	62.1	65.9	60.8	62.1
E-mail	79.4	82.2	78.7	83.3	80.1	81.6	81.8
GPS	41.3	38.8	42.5	43.2	40.0	36.2	39.2
IM/chat	38.1	23.1	39.4	24.3	36.6	22.4	25.4
Listen to music	37.9	30.2	41.4	33.9	34.0	28.0	31.4
Play games	52.0	50.1	54.5	50.8	49.1	49.8	50.4
Read newspapers/periodicals	17.3	16.6	19.0	17.5	15.3	16.0	16.7
Social network/blog	74.1	69.3	77.1	73.2	70.8	67.0	70.0
Talk	91.6	92.0	91.4	92.0	91.8	92.0	91.9
Messaging	93.4	91.5	93.8	90.6	93.0	92.1	91.8
Visit websites	91.6	88.0	91.0	89.0	92.2	87.5	88.6
Watch/download/stream video	52.2	37.2	58.0	42.6	45.7	34.1	39.5

Source: Experian Marketing Services, 2014, <http://experian.com/marketing-services>. Data based on Experian Marketing Services' Simmons Connect Study, Fall 2013, for the dates of October 2013 through January 2014.

HISPANICS AND ONLINE PURCHASES

Finally, Table E illustrates the purchase behavior of Hispanic consumers relative to that of all American adults. This purchase behavior is further subdivided into the particular type of device.

Discussion Questions

1. What are the opportunities and challenges facing marketers that are targeting the lucrative Hispanic market through online and mobile marketing?
2. Based on the information in Tables A, B, C, D, and E, develop an overall marketing strategy for targeting the Hispanic market.

3. Based on the information in Tables A, B, C, D, and E, develop an advertising campaign including (i) overall positioning strategy and core theme, (ii) key advertising copy points, (iii) visual elements, and (iv) key media outlets.
4. Based on the information in Tables A, B, C, D, and E, develop training materials for entry-level marketing professionals (specifically those working for a company whose target segment is or includes Hispanic consumers) to enhance their interactions with consumers and to enhance their selection of media outlets when communicating with consumers.

Source: G. Llopis, "5 Steps to Capturing the Hispanic Market—The Last True Growth Opportunity," *Forbes*, September 3, 2013, www.forbes.com; and Crain Communications, Inc., "Advertising Age, 11th Annual Hispanic Fact Pack," *Advertising Age*, July 28, 2014.

Purchases via Device by Category:

TABLE E

Category	Percent Who Have Purchased Using a . . . (%)					
	Personal Computer		Tablet		Cell Phone	
	Hispanic	All Adults	Hispanic	All Adults	Hispanic	All Adults
Apparel/accessories	54.0	59.4	52.3	47.4	36.8	29.4
Electronics	50.9	51.6	51.8	41.5	31.5	20.8
Food	22.3	22.7	32.7	23.1	15.1	11.8
Stocks/bonds/mutual funds	12.9	14.0	19.7	15.1	6.5	6.2
Tickets to movies/events	45.5	45.1	40.8	34.1	19.4	15.4
Toys/games	38.1	33.4	43.7	34.9	17.6	11.7
Travel services/reservations	52.4	58.5	40.2	32.6	17.2	10.7
Auction items	24.0	24.5	26.9	25.6	21.2	13.9
Charitable donations	17.4	16.7	18.5	16.3	16.8	11.0
Books	41.9	43.0	43.7	45.8	14.6	13.9
Music	36.3	37.5	48.0	41.6	23.8	17.0

Source: *Experian Marketing Services*, 2014, <http://experian.com/marketing-services>. Data based on Experian Marketing Services' Simmons New Media Study, for the dates of January 26, 2014, through February 2, 2014. Base of device owners for each device (e.g., 54 percent of Hispanics who own a computer have purchased apparel/accessories using their computer vs. 59 percent of all computer owners).