

# 10 CHALLENGES BRANDS HAVE BREAKING INTO THE HISPANIC MARKET.

And the solutions to address them.

# LANGUAGE BARRIERS

01

Hire a bilingual marketing staff, translate ads and content into Spanish.

Also, don't forget that the same Spanish words have different meanings across different dialects.

# CULTURAL DIFFERENCES

02

Research Hispanic cultural values and customs, adapt messaging and positioning.

# LACK OF MEDIA PRESENCE

**03** Increase Hispanic representation in ads and campaigns, partner with Hispanic influencers. Allow them to see themselves engaged with your brand.

# DON'T IGNORE GEN Z

04

Leverage digital marketing and social media favored by younger Hispanics.

# NON- TAILORED STRATEGY

05

Develop Hispanic-specific marketing plans. And for the love of Neil Patel, don't just Google Translate your copy and expect ALL Hispanics to understand what you're saying.

# DISTRIBUTION CHALLENGES

06

Build relationships with Hispanic grocery chains and retailers frequented by the demographic.

Hint: They're not ALL at Whole Foods.

# NO POP CULTURAL KNOWLEDGE

**07** Familiar with the July 2023 breakup of Rauwsalia or the rise of Peso Pluma that topped the Spotify charts after dear Benito, aka Bad Bunny, was seen hanging around Kendall Jenner? Didn't think so.

Immerse marketing teams in Hispanic culture, media, and communities.

# NO BUDGET

08

Reallocate a portion of your marketing budget specifically for Hispanic efforts.

Start small and test.

# NO KPI'S

09

While this is a standard Marketing 101 practice, set specific KPIs for Hispanic marketing efforts, track engagement and conversions.

A disproportionate percent of working class Hispanics have little to no use for desktops, so their main source of media consumption is via mobile.

# NO TRUST IN YOUR OFFER

# 10

Authentically engage the Hispanic community long-term, not just targeting for sales. Build grassroots connections.

They can smell Hispandering faster than “caldo de pollo” in 100°F weather.

# FIN

The Hispanic market, specifically the working class, has a high wall of where they spend their hard-earned dollars; often after being overworked and underpaid.

But they're also a loyal demographic that once you earn their respect, they'll be your brand ambassadors.