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# THE ESSENTIAL GUIDE FOR CONTENT MARKETING TO HISPANICS



Smart marketers know the best way to reach consumers is by **creating experiences and content** that people actually want to consume. Enter content marketing, the art of creating content that is close to your consumer, your brand and your business goals—and delivered to the right audiences **through the right channels**. Smart marketers looking for growth segments will find just that in the U.S. Hispanic market online.



Explore the basic rules of using content marketing to reach the tech-savvy and fast-growing U.S. Hispanic market.



# 4 RULES

AND THE BEST-IN-CLASS HISPANIC CONTENT MARKETING EXAMPLES FROM:



# RULE #1 CREATE CONTENT SPECIFICALLY FOR HISPANICS



## HISPANICS HAVE DISTINCT NEEDS

Hispanics have unique needs shaped by their level of acculturation, language preferences, and country of origin.



## MAKE SURE YOUR BRAND OFFERS SOLUTIONS

Identify areas where their needs overlap with your brand and develop a customized content strategy that addresses their needs while driving your business goals.

**Hint: it is both about language and culture!**

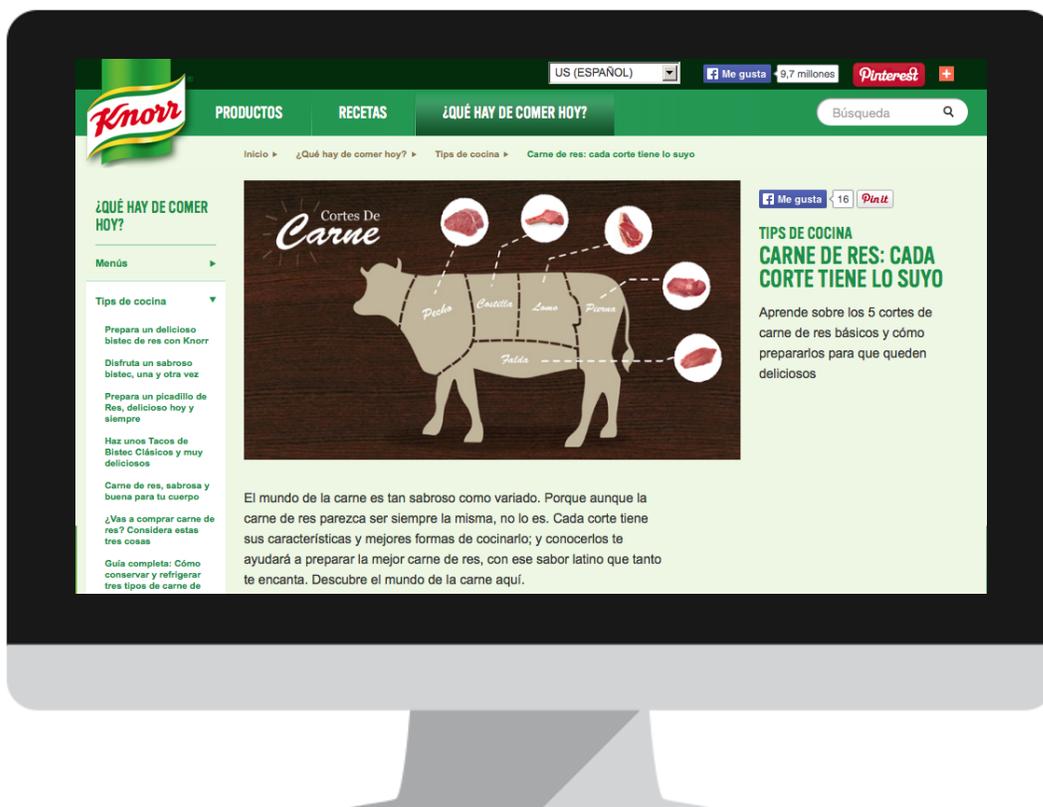


## Not lost in translation

There's nothing intuitive about translating the names of the different cuts of meats from English to Spanish and vice a versa. So Knorr came up with a clever way to address the cultural gaps by showing the images of the cuts in both

languages, and offering consumers the best way to cook them in a culturally relevant way. It is one of the many ways this brand is customizing content to address both language and culture.

**A recipe for content marketing success!** See Knorr Case Study at [www.capturagroup.com](http://www.capturagroup.com)



# RULE #2 TAKE ADVANTAGE OF THE CONTENT GAP



## HISPANICS HAVE A HARD TIME FINDING GOOD CONTENT IN SPANISH ONLINE

There is limited online content in Spanish or created specifically for Hispanics. The lack of good alternatives in their native tongue or that connects with them culturally pushes them to consume content in English, although this is often not by choice.



## FILL THE CONTENT GAP WITH CULTURALLY RELEVANT CONTENT

Create culturally relevant and Spanish language content specifically for U.S. Hispanics and capitalize on the content gap —and do it soon to maximize the opportunity. You have an audience that is thirsty for content and savvy brands can quench this thirst through a sound Hispanic content marketing approach.



## Learn from the brands that are doing it right

Allstate is a great example of how a brand has filled the Spanish-language content gap while driving business goals. Consumer-first, culturally relevant articles authored by the brand are available on their Spanish-language website and blog, and are also routinely picked up by publishers like The Huffington Post. This article talks about whether you should take your car to your local mechanic or the dealership for repairs.



# RULE #3 BE THERE FOR THEM, THEY ARE WAITING FOR YOU



## HISPANICS ENGAGE WITH BRANDS AT HIGHER RATES

Hispanics have high engagement rates with brands, making them very receptive to branded content.



## MAKE SURE YOUR BRAND UNDERSTANDS AND GET YOUR BRAND OUT THERE

Figure out where Hispanics fit in your brand story and engage them with authenticity and cultural relevance. They will reward you with high engagement and strong advocacy.



**25%**

more likely than average U.S. online adult **to follow a brand** online.



**81%**

online Hispanics **follow at least one brand on Twitter.**



**73%**

of those who **retweeted a brand** made a **purchase.**



## Connect at a cultural level

Simple and culturally connected content can unleash above-average engagement with Hispanics. Take this post from Unilever's Vive

Mejor where the brand asked consumers a very culturally relevant question: "How do you say popcorn (in Spanish)?" The post unlocked the consumer voice and users shared more than a dozen different ways to say popcorn in Spanish.

See [Vive Mejor Case Study](http://www.capturagroup.com) at [www.capturagroup.com](http://www.capturagroup.com)

## Aquí es Popcorn pero en tu país...

- Palomitas (Mexico)
- Cabritas (Chile)
- Crispetas (Colombia)
- Canchita (Peru)
- Poporopos (Argentina)



# RULE #4 GIVE THEM A REASON & A WAY TO ENGAGE WITH YOU



## HISPANICS LOVE TO CREATE AND SHARE CONTENT

Hispanics love to create and share content online with family and friends, even more so than the general market.



## GIVE THEM A VOICE AND LISTEN WHEN THEY SPEAK

All they need is a brand to value their opinion. Give them a platform to express themselves and react accordingly when they speak.



# 50%

more likely to **share web content** socially than other non-Hispanics.



# 50%

more **likely to purchase** products shared.



# 40%

of online Hispanics **create content** and provide their opinions online.

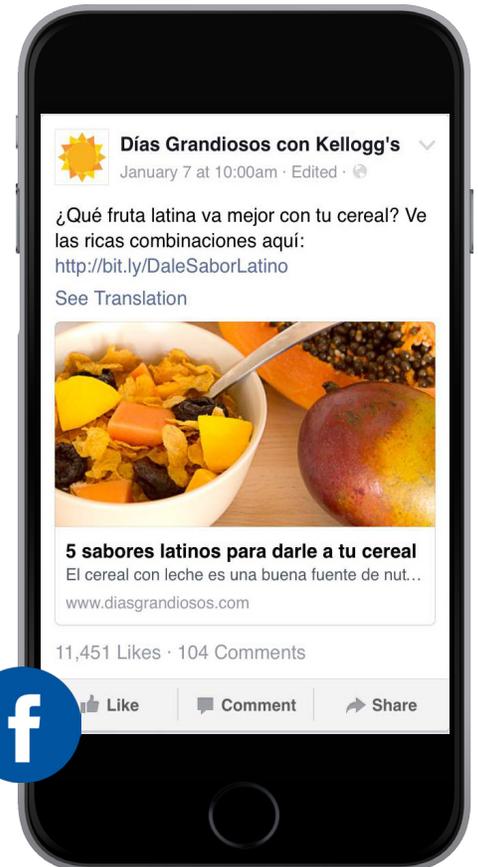


## Create content that unlocks the consumer voice

Great content marketing is all about a two way dialogue with consumers. Días Grandiosos con

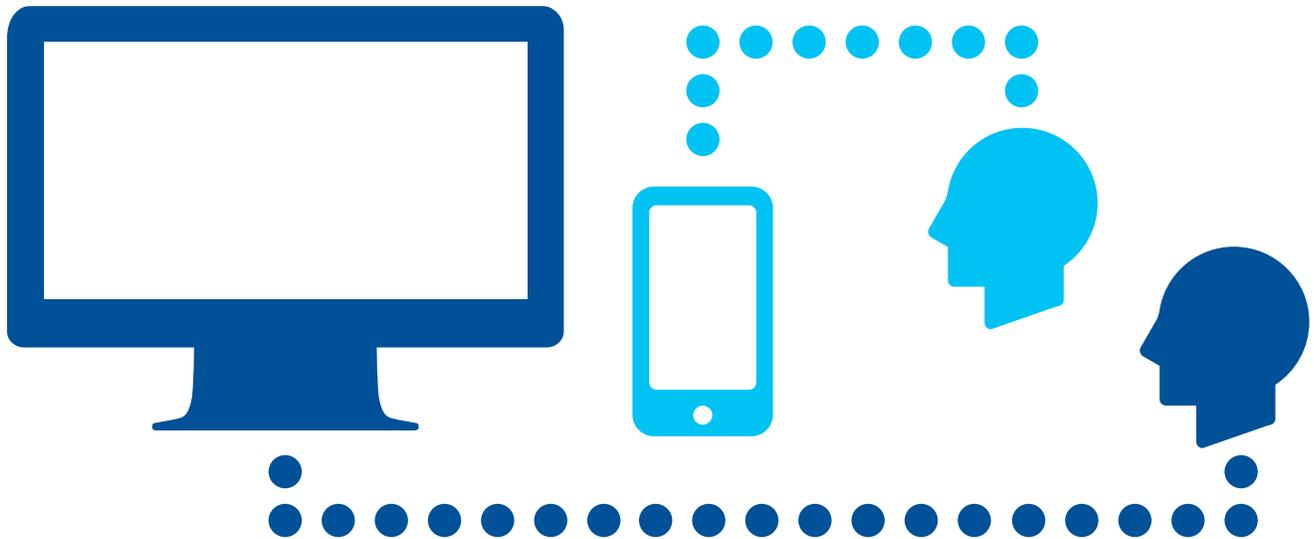
Kellogg's accomplished this by producing an article featuring combinations of cereal with Latin fruits and asking consumers what Latin fruit they like to add to their cereal.

See Dias Grandiosos con Kellogg's Study at [www.capturagroup.com](http://www.capturagroup.com)



# HISPANIC CONTENT MARKETING

## WITH A FOCUS ON DIGITAL CHANNELS



Content marketing can take many shapes and forms, from an article in Spanish that is syndicated across the web sites to a video that is served to millions of people on social media via their mobile devices. For Hispanics, the key is to **deliver culturally relevant content to the right segment and through the right digital channels.**