



***Creating a Social Buzz – Using Social Media to Reach and Influence Hispanics***

August 9, 2010

# Social Media Overview

# The Social Media Opportunity

Social media has fundamentally changed mass marketing by providing an unprecedented opportunity to establish **scalable** and **deep** relationships with consumers.

# Changing Your Approach

Effectively leveraging social media involves shifting how most marketers think about their trade.

## Shift from “Push” to “Pull”

Social media requires a compelling enough value proposition that a consumer will choose to “pull” info from your organization . . .

. . . as opposed to simply “pushing” unwanted advertising or content on them.

# 1-9-90 rule

*take action escalator*



## Focus on experience rather than a campaign:

You do not "launch" a social media campaign -  
you *begin* a social media effort.

There is no finite start or end date.

## Find the right agency that knows its role

Agencies should be conduits to the community you are nurturing and help you *listen*, learn, direct co-creation and facilitate the discussion.

## **Embrace loss of control**

The most effective social media programs encourage consumer co-creation and creativity.

## Test & Learn

There is no exact roadmap for social media programs.

You should look to fail cheaply and quickly and use iteration to figure out as quickly as possible what works.

**Social Media is much more  
than Facebook or Twitter**

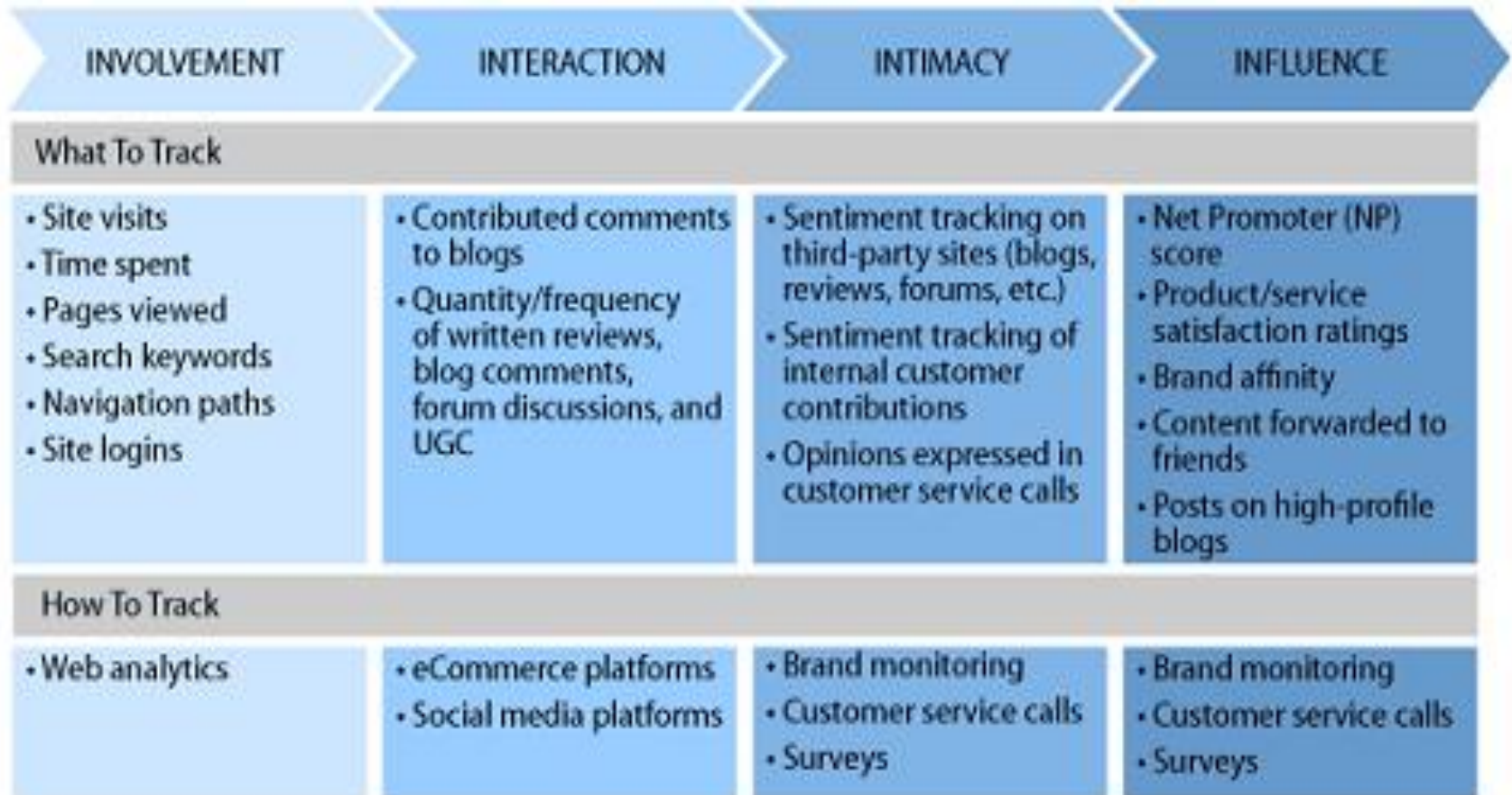
# 16 Platforms

Social Networks	Reviews and Ratings	Video Sharing	Customer Feedback
Document Sharing	Local Events	Music	Wikis
Picture Sharing	Online Forums	Social Bookmarking	Blogging
Crowdsourcing	Micromedia	Social Aggregators	Widgets

# Two important frameworks to consider

# The Engagement Model

# Four-Step Engagement Model

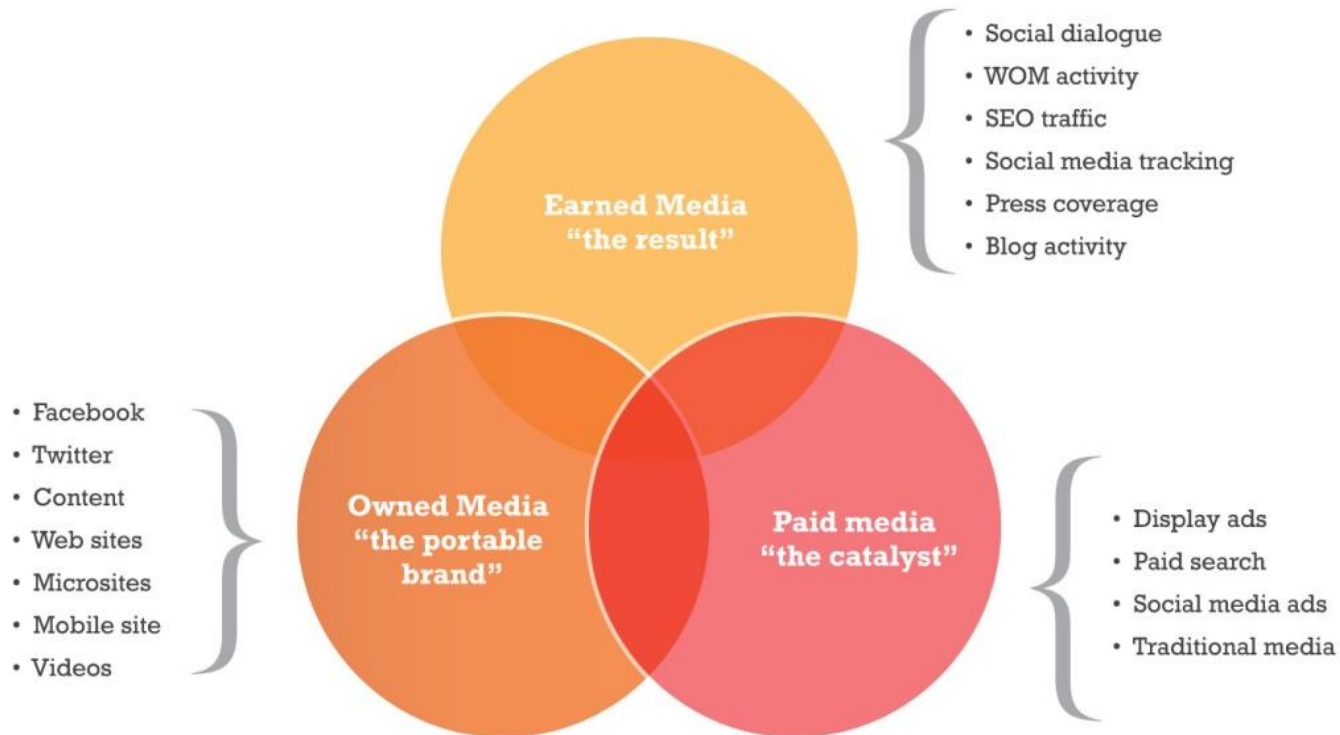


# 4 “I’s”

- **Involvement** – tracks site visitors, time spent, page views etc.
- **Interaction** – measures the contributions to blogs, photo and video creation and uploads, transactions or other activations, etc.
- **Intimacy** – tries to understand consumer attitudes, perception, and feelings about a brand through surveys or monitoring technology
- **Influence** – measures the likelihood that consumers will recommend or advocate products or brands

# The Holistic Media Model

# Holistic Media Model



Source: Forrester Research, "The Role of Digital Agencies in the Adaptive Marketing Era", April 2010

# Hispanics and Social Media

# Hispanics Have Larger Social Networks

- The average Hispanic household has 3.1 people while the average non-Hispanic household has 2.3 people.
  - Hispanics HH have 35% more people than non-Hispanic HH
- Hispanics have larger extended families / broader definition of kin.
  - Concept of “family” extends beyond nuclear family to aunts, uncles, cousins
  - Neighbors, second-cousins, godparents, “comadres”/”compadres” are part of Hispanic extended families
- Mexican-Americans tend to be very familistic in attitudes and behaviors, using kin for social and emotional support (Mindel, 1980).
- Once in the U.S., most Hispanic immigrants live in densely Latino communities.

Source: Center for Reproductive Health Research and Policy, Department of Obstetrics, Gynecology and Reproductive Sciences / The Institute for Health Policy Studies, UCSF

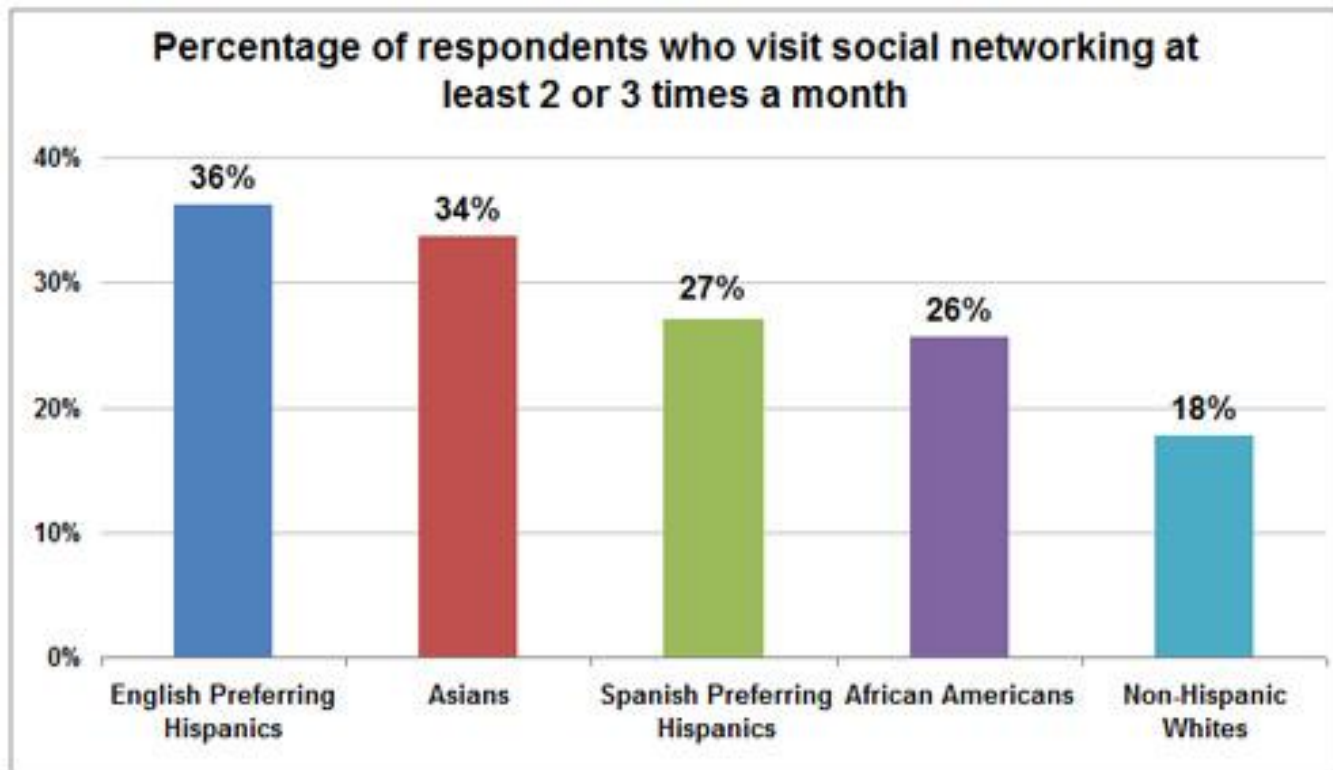
Source: 2007/2008 Nielsen and Simmons Market Research Bureau

# Hispanics Have Organic Social Networks

- Social media is second nature to Hispanics
- Latinos were social and talked to each other when “tweeting” was something only birds did
  - What else do you call vecinos, hermanos and parientes?
-

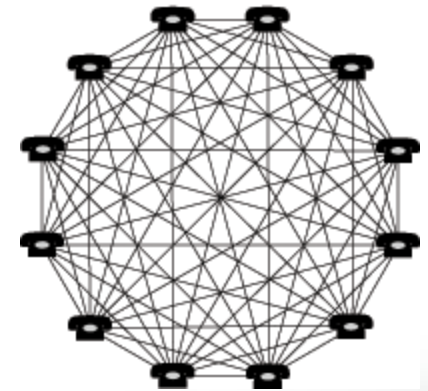
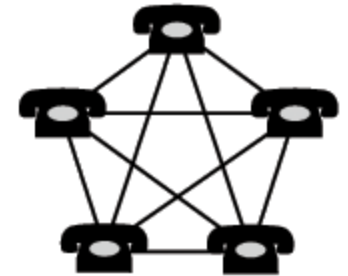
# Hispanics over-index on social media

- They spend more time on social networks than all other groups



# The Network Effect & Social Media

- Social networking sites are prime examples of the network effect
  - The more people register onto a social networking website, the more useful the website is to its registrants.
- Since social media functions well as a low-cost communications tool, it has enjoyed a direct network effect with Hispanics
  - e.g. When an initial group of Hispanics begin using Facebook, the fact that they have larger “offline” social networks drives exponential growth along these pre-existing networks.



# Powerful Hispanic “network” effect

- Larger “organic” or offline Hispanic social networks results in a larger Hispanic network effect on social media platforms
  - When a Hispanic mom comments on a new product on Facebook, it will be read by a larger group of network of familia, amigas, and commadres.

# Hispanic “Influentials”

- There exists within the Hispanic community a group of people who
  - Are promoters of brands
  - Possess an unusually high knowledge of certain product / service categories
  - Have high social influence
  - Are effective communicators
  - Enjoy new things and have a propensity to trial new products & services
  - Have social networks 3-6 times larger than the general Hispanic population

# Hispanic e-fluentials

- Influential Hispanic online consumers (“e-fluentials”) use the Internet to not only connect with friends and family but also share views about products and brands in higher proportions than other e-fluentials.
  - Spend more time interacting with others online (30 hrs/week) compared with general-market e-fluentials (25 hr/week)
  - Have more offline interaction in face-to-face conversations – 30 hours vs. 21 hours.
  - Communicate in person, on the phone, or online with more family members, friends and coworkers each day – 58 people vs. 45.
    - Among female Hispanic-fluentials, the number jumps to 68



# Hispanic e-fluentials Behavior

- How they are more influential online:
  - Some 66% of Hispanic-fluentials forward product recommendations by email, compared with just 28 percent of general-market e-fluentials
  - About half (49 percent) of Hispanic-fluentials use blogs to tell others about product experiences; 39 percent of general e-fluentials do so
  - 84 percent are eager to warn others about problems with products and services (72 percent of general-market e-fluentials do so)

# Developing a Social Media Strategy

# Begin with a Plan

# Start with Listening

Listening = New Techniques + Insights



OBSERVATION



ONLINE PANELS



VOC SURVEYS



CROWDSOURCING



IN-HOME  
INTERVIEWS



CONVERSATION  
MONITORING



TREND  
SOURCING



INFLUENCER  
OUTREACH

# Understand Your Audience

- Planning for interaction requires a deep behavioral view into consumer goals and digital behavior
- Personas
  - user archetype
  - synthesized from ethnographic research (gathered from “listening” techniques listed above) and Web data



# Find the Shared Ideal

- What are the common values your brand, product or company and Hispanic consumer share?
  - identify ideals where your target Hispanic consumers and brand/company align – *personality traits, values, benefits, and/or attributes.*
- Ideal = Central Idea → story you want to tell



# Develop a Social Media Roadmap

- Prioritizing is key
  - Personas and “listening” research will provide insight into which platforms are most viable/appropriate for your particular target
- Social Media is free (of hard costs) but resource intensive
- Prioritize 1-3 platforms per phase, usually in a 6 month – 2 year timeframe



# Developing the Infrastructure

# Launch Owned Media Platforms

- Customize, brand & populate Priority 1 platforms
- If feasible, develop a **Social Media Style Guide**
  - ensures a consistent voice, tone, and standard of quality for content
- E.g. Facebook page, Twitter feed, blog...

# Identify & Staff Social Media Team

- Social Media programs are resource-intensive and require unique skill-sets
  - Leveraging your MarCom team can work in the interim, but isn't a long-term strategy
- You need to identify and staff key roles
  - Social Media Editor(s)
  - Community Manager(s)
  - Integration points with existing operations (e.g. customer service, HR, etc.)

# Hispanic Social Media Strategies for Retailers

# Retailer Goals

# Upper Funnel



Drive in-store traffic



Drive e-commerce Web traffic

## Lower Funnel



Increase in-store purchases  
(\$ per visit / size of avg. basket)



Increase online purchases  
(\$ avg. shopping cart purchase)

**How can retailers leverage social media to achieve these goals within the Hispanic market?**

# Using Social Media to Build a Word of Mouth Campaign

# A Typical Problem for Hispanic Retailers

- A retailer, with an established presence in the U.S., has decided that they want to pursue the Hispanic market.
  - A consumer market they had previously ignored
- U.S. Hispanics are generally unfamiliar with their brand and/or products and services but open to using them.
- They now need a Hispanic marketing consultant or agency to help them enter the Hispanic market.

# The Bigger Problem

- After doing some research to understand everything about the Hispanic market vis-à-vis this company's products or services, they arrive back at where they started:
  - Hispanics are generally unfamiliar with the products or services because they did not use them in their home country
  - No member of their large social network (family, friends) has recommended the product

# The Hispanic “Vicious Cycle”

- The brand/product/service is in the conundrum of the “Hispanic vicious cycle.”
- Hispanics would be willing to try the product if recommended or used by a family member or friend.
- The fact that their family and friends are also unfamiliar with the product means that they will just continue to never purchase it.

# Reversing Vicious Cycle into Fortuitous Cycle

- Breaking this vicious cycle can be difficult, but the results can turn the tide and result in a fortuitous cycle.
- The Hispanic “Fortuitous” cycle
  - Product usage by a small group of Hispanics is amplified by word-of-mouth recommendations and advice
  - Results in a multiplier effect and potentially rapid growth in the market.

# Turning the Tide

- So how does a marketer help their clients break the “Hispanic vicious cycle” and convert it into a positive fortuitous cycle?

# Two-Part Approach: Trial + WOM

- Use the engagement model, applied as a two-part marketing and communications strategy that simultaneously emphasizes trial with word-of-mouth (“WOM”) activity.
- There are some general guidelines that can be used as an effective framework.



# Driving Trial Activity

- Numerous potential tactics:
  - online coupons
  - street-level hand-outs
  - direct mail
  - in-store trials
- The goal is to generate involvement that leads to Interaction
- ***More important than the vehicle for delivering the trial is providing a culturally relevant context in which to try to the product.***



# Trial: Context is Key

- The context of the trial activation will have to be adjusted to cultural tendencies of the Hispanic market.
- This context will involve everything from the messaging on the trial materials, to whom, and when and where the trial is offered.



# Building Word of Mouth (WOM) Campaign

- Simultaneously, to flip the Hispanic vicious cycle into a fortuitous cycle, an effective word-of-mouth strategy needs to be developed and executed.
- Effective WOM marketing starts with sparking conversations (or “Intimacy” and “Influence”).
  - Not simply driving awareness or even trial
- ***Getting people to talk about a brand, product or service.***



# WOM: Start with *Insights*

- Identify the key insights that will get Hispanics to talk about the product
  - Uncover strategic insights that contribute to **the idea** – the sound, motivating, and relevant thought to be communicated



# WOM: Start with *Insights*

- Identify the key insights that will get Hispanics to talk about the product.
  - Uncover strategic insights that contribute to the idea – the sound, motivating, and relevant thought to be communicated
- Insights will drive the messaging, but what and who will generate that spark.
  - The **spark** starts the real, invaluable conversation and fortuitous cycle of Hispanic WOM activity



# WOM: Finding Influencers

- The “who” that is critical to igniting conversations are Hispanic Influencers.
- People who:
  - have high social influence and are effective communicators
  - enjoy new things and have a propensity to trial new products
  - have social networks 3-6 times larger than the overall Hispanic population
- ***Hispanic e-fluentials***
  - Use research to create demographic profiles of them
  - Focus on “seeding” conversations with them
- But how do we reach them?



# WOM: Generating the *Spark*

- The best ways to spark conversations is with digital media, social media and experiential programs.
  - Traditional, broad reach media should support (when possible) in an “air cover” role



# WOM: Generating the *Spark* with Digital Media

- With Digital media we can target consumers with the type of precision that is necessary to pinpoint and reach Hispanic Influencers.
  - Think Hispanic e-fluentials



# WOM: Generating the *Spark* with Social Media

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- Social media tactics and programs allow Influencers, and then other consumers, to virally spread information at the click of a “POST.”

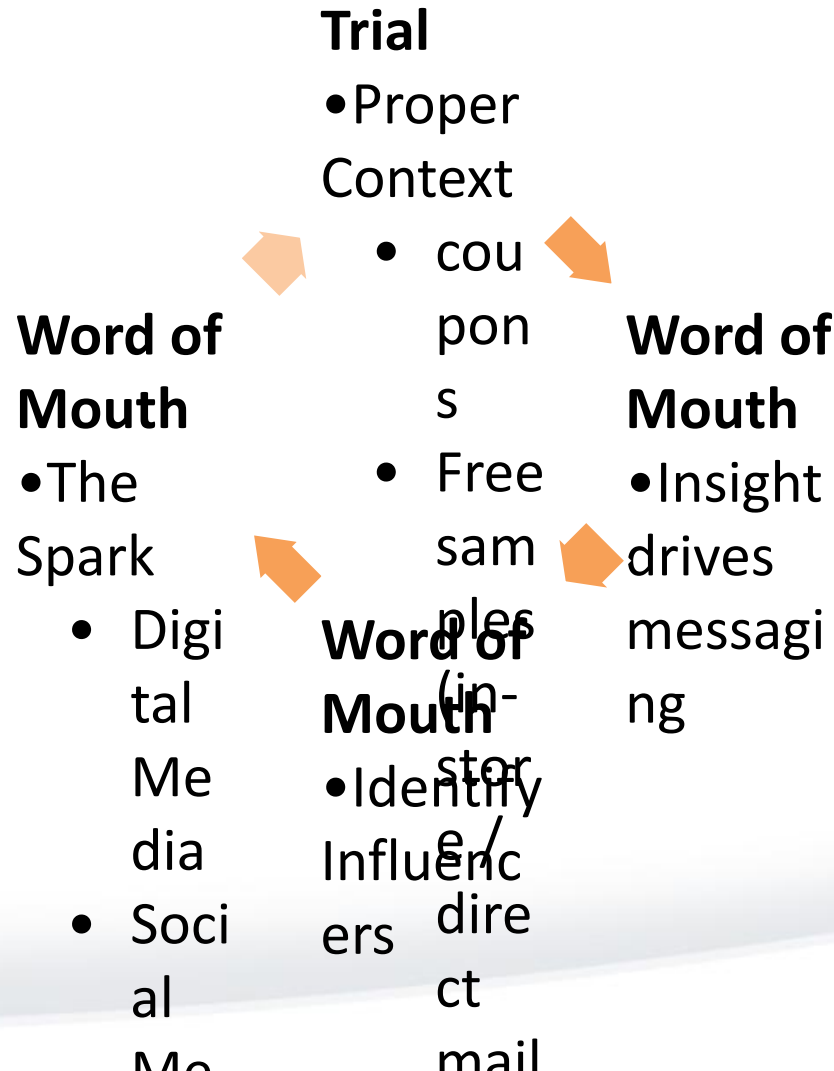


# WOM: Generating the *Spark* with Experiential Marketing

- Experiential marketing provides the opportunity for one-to-one interaction with Influencers and closes the gap on technology usage.



# What the Fortuitous Cycle Looks Like



# Using Engagement Model to Measure Success

- Measure everything against 4 I's

## **Trial**

- Involve  
ment

- Interac  
tions

**Word of  
Mouth –  
“Influen  
cers”**

- Influen

**Word of  
Mouth –  
“Spark”**

- Intimac

# Building a Hispanic Online Community

# An Online Community?

- Social media platforms now provide retailers with the ability to build *virtual communities* of consumers that have “opted in” to have a relationship with them.
- **Online Community** = the most valuable “customer list” we have yet seen in the marketing world

How can a retailer build a Hispanic online community?

# Before you do anything, make sure you have a foundation in place

1. Have a plan (aka “Social Media Strategy”)
2. Develop the infrastructure (platforms + resources)

# How to build a Hispanic online community

# Build Your Base

- Develop a Content / Editorial Plan
  - Where will this content come from?
  - How often?
  - What language?
- “Seed” initial discussions (i.e. content)

# Leverage Paid Media as a “Catalyst”

- Paid media should be viewed as a luxury instead of a requirement.
  - But it can play an important role in build your initial community
- Launching performance ads targeted to Personas to build “Friends,” “Followers,” or “Members.”
  - Within social media (i.e. Facebook ads, LinkedIn ads, etc.)
  - Using paid search (Google, Bing) to target Personas

# Start a Dialogue with Key Influencers

- Try to identify key "influencers" in the Hispanic community who have some connection to your stores, brand, and / or story.
  - E.g. "Mami Bloggers," "Latinistas," etc.
- Personally connect with them and invite them to be involved in your community.
  - Your goal is building a community and facilitating conversations.

# Syndicate Content

- A well-run community will produce a steady stream of content.
- Take advantage of all the technology available to integrate and distribute it to other platforms and affinity communities.
  - Allow people to subscribe to RSS feeds. Integrate your Facebook page Wall with your Twitter stream.
  - Make your content portable and easily accessed, on as many platforms as possible.

# Measure Earned Media Results

- The results of your Hispanic online community initiative will come in the form of **Earned Media**.
- Track earned media results by leveraging tools to create a dashboard of measurements:
  - Reviews / ratings
  - Blog / forum mentions
  - Tweets
  - Volume
  - Consumer sentiment
  - Web analytics

# Conclusion

# Social Media is like air...

- We're beyond discussing whether it's relevant to your business
  - Whether in the general or Hispanic market
- The question is how far do you want to go?

# Test & Learn

- The point of this presentation is to provide some frameworks.
  - Not a definitive “roadmap to success”
- Every company, and retailer, is different.
  - Your successful Social Media program will differ from your competitors
  - The key is to test the waters and adjust based on actual experience (not just data)

# 1<sup>st</sup> Mover Advantage

- The good news:
  - Most of you will be 1<sup>st</sup> movers in your industry if you take on Hispanic social media
- The bad news:
  - Be prepared for “misses” – just learn from them

# Q&A

# THANK YOU!



@jrvilla



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# A little about Sensis

# this is sensis.

precision advertising agency  
combining digital and traditional  
leveraging social and mobile  
to engage a multicultural world

Sensis is a full service advertising agency that specializes in digital and multicultural marketing

# who we reach

Our people are as diverse as the markets we reach.

We artfully combine traditional and digital media to engage hard-to-reach audiences.



# capabilities

Web sites	Digital Advertising	Branding / Collateral
<ul style="list-style-type: none"><li>• Web site Design</li><li>• Content Management Systems</li><li>• E-commerce</li><li>• Web / Desktop Applications</li></ul>	<ul style="list-style-type: none"><li>• Digital Strategy</li><li>• Banners / rich media</li><li>• Video</li><li>• Email</li><li>• Search Marketing</li><li>• Gaming</li><li>• Analytics</li></ul>	<ul style="list-style-type: none"><li>• Brand Architecture</li><li>• Logo design</li><li>• Brochures / Inserts</li><li>• Content development</li><li>• Brand books</li><li>• Digital guidelines</li></ul>
Social Media	Campaigns	Mobile
<ul style="list-style-type: none"><li>• Social Networking</li><li>• Blogging</li><li>• Content Sharing / Distribution</li><li>• Widgets</li><li>• Influencer Outreach</li><li>• Tracking &amp; Reporting</li></ul>	<ul style="list-style-type: none"><li>• Traditional / Integrated (TV, radio, OOH, print)</li><li>• Multicultural</li><li>• Experiential / Events</li><li>• WOM / Buzz / PR</li><li>• Account Planning</li></ul>	<ul style="list-style-type: none"><li>• Messaging (SMS/MMS)</li><li>• Mobile Web sites</li><li>• Mobile Apps</li><li>• Mobile Advertising</li><li>• Mobile Video</li></ul>

# clients



# the Sensis approach

- multicultural
- digital branding
- performance marketing
- igniting conversations

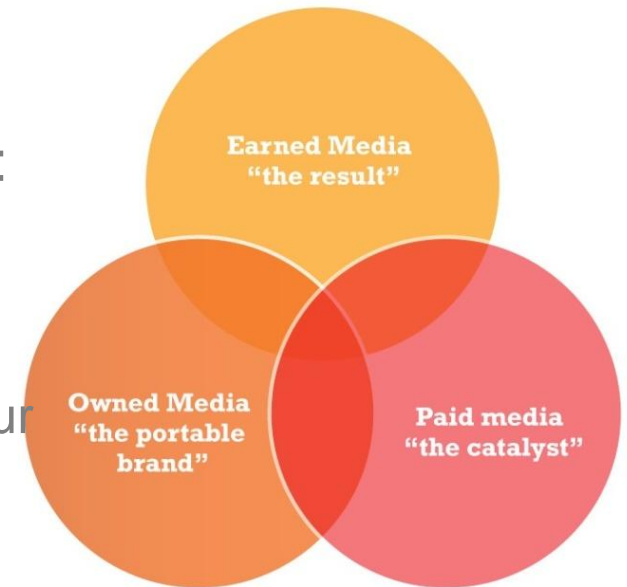
# multicultural

- We believe that multicultural markets are becoming the mainstream for most clients
- Multicultural marketing is no longer about buying in-language media
- Effective multicultural advertising requires powerful insights based on emotion, behavior, and lifestyle



# digital branding

- Building a powerful brand in 2011 requires understanding how it will live digitally
- Consumers, particularly multicultural ones:
  - Trust one another more than they trust marketers
  - Connect using social media
  - Determine what is relevant, and will avoid your communication if they don't want it
- We approach branding holistically across traditional, digital and the Paid-Owned-Earned media spectrum



# performance marketing

- Marketers are being held accountable for every cent they invest.
- All marketing, whether direct response or branding in nature, should be quantifiably measured.
- All our work starts with projections, is measured by results, and is optimized based on data.

# igniting conversations

- “One-way” messaging is out
  - brands can’t talk “down” to consumers
- Consumers talk to each other about brands
  - and have the power to build brands “up”
- We are built around sparking conversations among multicultural consumers





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