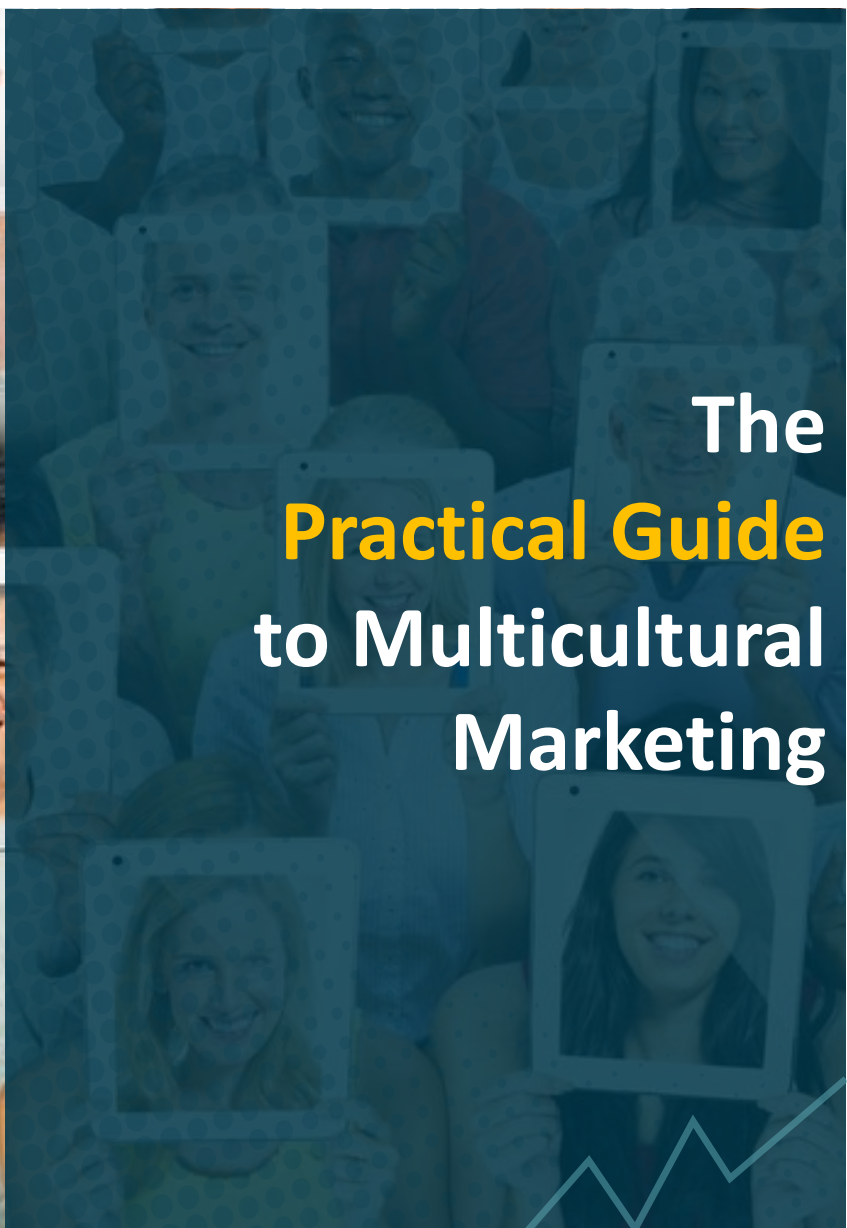




# The **Practical Guide** to Multicultural Marketing





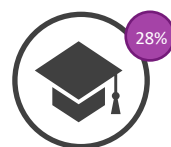
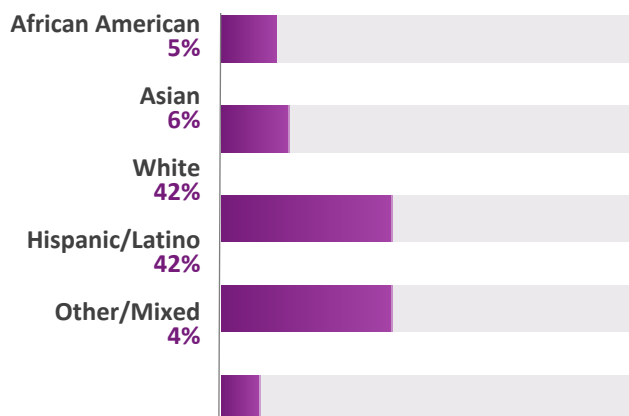
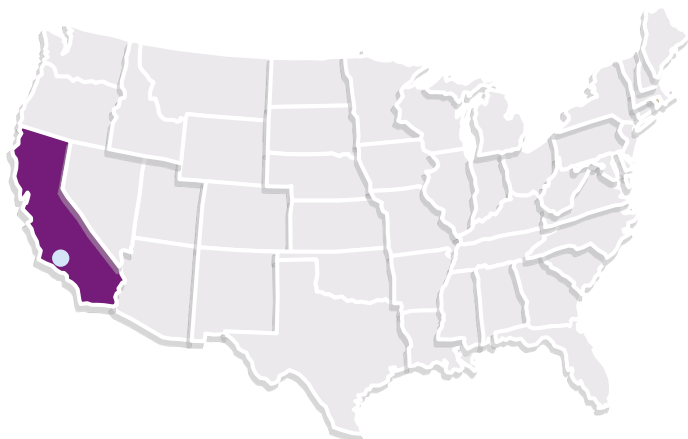
# Today Marketing *Means Diversity*

## *How to Effectively Reach Hispanics, Millennials, Gen Z's and Other Consumer Segments in Los Angeles*

Los Angeles has one of the largest multicultural and multigenerational makeups. You can dramatically increase your bottom line by appealing to the diversity in our communities and being culturally relevant. We can no longer advertise with the same 'one size fits all' images and text. It turns away more consumers than engages. In this report we'll address the **TOP 4 STRATEGIES** of multicultural and multigenerational marketing and review the best strategies to enable you to:

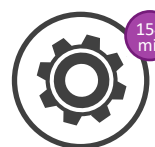
1. Know what your **consumer cares about**
2. Your consumer location is SO important
3. Different consumers **consume content differently**
4. Provide a personalized experience by speaking the language of your target consumer

### City of Los Angeles: Multicultural and Multigenerational



College Degree or higher

28%



Total miles traveled past week

154 mi.



White Collar occupation

44%



Female

51%



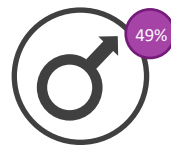
Time spent traveling to and from work each day

35 min



Blue-collar occupation

22%



Male

49%



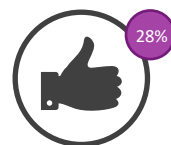
Drive alone or carpooled

90%



Employed

65%



Millennials (born 1981 to 1996)

28%



Gen Z (born 1997 to 2012)

\*\*0%



# Marketing Strategies

## *Problems & Solutions*

1

### THE PROBLEM NO ONE IS TALKING ABOUT

Nobody wants to say it, but let's address the elephant in the room - what so many marketing experts who talk growth strategies won't tell you...

### THE PROBLEM IS **WHAT YOU'RE SAYING AND HOW YOU'RE SAYING IT**

It's not a fun reality but it's true. It's what you're saying, how you're saying it, and where you're saying it. In order to get your message in front of potential customers. You must speak the language, navigate the generational divide of your customer and deliver content where and how they consume it.

2

### YOUR MARKETING EFFORTS **ARE NOT CONNECTING**

This is for a couple of reasons:

- ❖ White noise - your message is too bland or too like what other businesses are advertising or posting, speaking solely to a general market.
- ❖ Repetitive – you're putting out the same type of message repeatedly. Maybe your agency is just changing a photo on an ad to a different market segment. That may have worked before, but now people see right through it and they don't feel cared for, in some cases they feel pandered to.

3

### THE ONLY WAY THEY KNOW YOU CARE

Talk to them with language in their culture and deliver tailor-made targeted content. Get new customers engaged and in turn gain visibility in their world, and build a relationship. Successful campaigns must be characterized by:


- ❖ **Cultural Empowerment**
- ❖ **Relatable References**
- ❖ **Genuine Emotion**
- ❖ **Diligent Research**

Market customization helps companies focus their resources for optimal success. Many people of Asian descent are known to be early adapters of new technology and have above-average incomes. As a result, companies that sell electronic products, such as AT&T, spend more money segmenting and targeting the Asian community.



# Multicultural & Generational Marketing is HUGE

*Get ahead of evolving demographic trends*



Industry experts suggest it's time to PUT MORE focus on MULTICULTURAL CAMPAIGNS. Those participating will reap significant rewards and increase their customer lifetime value.

1/4th

## Buying Power

Hispanics, African Americans, and Asian Americans hold one-quarter of the buying power in the United States. In places like Los Angeles County that translates to \$111 Billion dollars.\*

94%

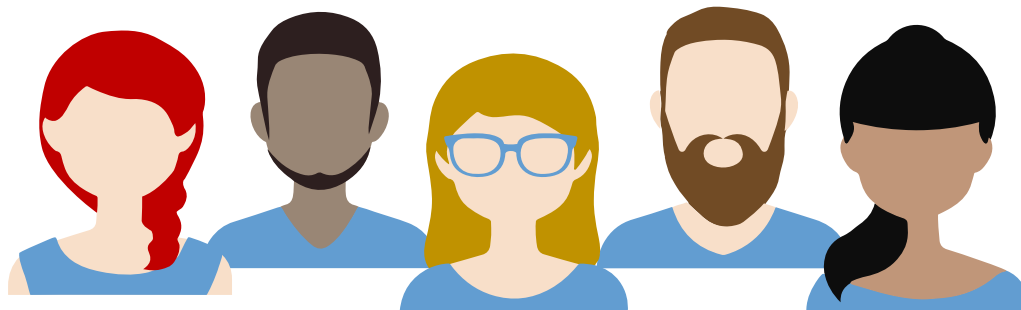
Of consumers **disengage with companies** that send mistargeted messages. As an example, with an email campaign, once a customer disengages it can take up to 300 days to bring back a customer.\*\*

60%

## Millennials Shoppers

Millennials are the first generation to grow up with smartphones and other connected devices. It's no wonder then that these devices dictate their shopping habits. A recent survey showed that 60 percent of millennials are **using mobile apps** to find coupons or discounts on food.\*\*\*

Talk to them through targeted advertising. But you must learn **who they are, where they are, and how they consume content at every touchpoint** in the customer journey.



\*Los Angeles Area Chamber of Commerce, New American Economy Population Growth Report, 2017

\*\*ActiveCampaign.com

\*\*\*CompuCom





# STRATEGY #1

## *Know What Your Customers Care About*

Knowing your audience is central to any marketing strategy. Before you can deliver your marketing message effectively you need to know who you're delivering it to, where you're delivering it and what they care about.

### Market Research Shows:

- ❖ **Millennials**, according to a 2019 Business Wire report, prefer shopping online and care more about social and environmental issues being addressed by the brands they buy from. Social responsibility has an influence on their purchasing.
- ❖ According to GlobeWeb Index, **35% of Hispanics** say they prefer **ads that reflect their culture** with Hispanic consumers aged 15-34 being less likely to prefer Spanish over English.
- ❖ As reported on Forbes in 2019, **Baby Boomers** care more about cost savings and **prefer in-store shopping**. They are willing to drive up to 10 miles for lower prices.
- ❖ In a 2019 Bloomberg report, **African Americans** are 20% more likely than the total population to say they will “**pay extra for a product that is consistent** with the image I want to convey.”
- ❖ **Gen Z does not trust advertising** and relies on authenticity from sources such as their peers and influencers. Influencer marketing is key to reaching this generation, according to a 2019 Gen Z report by marketing authority Greg Sterling.
- ❖ **Gen Xers care about great customer service** according to BigCommerce.com. Providing timely responses and rectifying issues quickly can **make a Gen Xer become a repeat customer** and provide positive reviews.





## STRATEGY #2

### *Why Consumer Location Is So Important*

Knowing the location of your consumers allows you to display relevant content to them by various forms of marketing. Depending on the strategy, this opens the door to a variety of advertising options like geofencing which is a location-based marketing approach.



- ❖ **DIGITAL ADVERTISING** Set up a virtual location or radius (geofencing) so that you can market to people within that specific area via platforms such as **Facebook, Google, TikTok and Snapchat**.
- ❖ **RADIO** Target specific areas within the city with well-crafted radio ads on platforms like iHeart and Spotify during specific events and **direct your target audience to take action**. Over 92% of Americans listen to the radio each week.
- ❖ **OUT OF HOME (OOH)** Angelenos travel 154 miles on average every week. Advertising on billboards, buses, bus shelters, and rail are effective in brand awareness and recall. Targeting the right audiences through geofencing in strategic locations, **OOH drives nearly 4x more social/digital activations**, per ad dollar spent, than any other media. As added value, 1 in 4 Americans has posted an OOH ad onto Instagram expanding your reach but not your wallet.



BILLBOARDS



DIGITAL



POSTERS



DIGITAL POSTERS



WALLS



BUS EXTERIOR



BUS INTERIOR



BIKE SHARE



TRANSIT SHELTERS



RAIL



LIFESTYLE CENTERS



PARKING



MOBILE

**MOBILE ADVERTISING:** Mobile platforms present the unique advantage of providing the exact information at a specific time and place that prompts the users to take instant action.



## STRATEGY #3

### *Different Consumers Consume Content Differently*

We all don't eat the same meal every night in the same place. In order to deliver the right message to the right audience about your brand, you need to know where and how they are consuming their content. Diversifying your content will attract more customers and increase your ROI!

#### ❖ Facebook & Instagram Facts

- California has the largest population in the US of Facebook users at 2.5 million.
- 73% of U.S. teens say Instagram is the best way for brands to reach them about **new products or promotions**.

#### ❖ Streaming Services are where it's at! 52% of African American consumers and 45% of Hispanic consumers use streaming services to get their music, radio, and podcasts. **Advertising here is a great opportunity.**

#### ❖ YouTube is the second largest search engine after Google. 75% of Hispanics use YouTube when they want to learn about a product. YouTube also now ranks at the top of results on Google.

#### ❖ Hire a Blog Writer. Millennials are 247% more likely to be influenced by blogs on social networking sites. Blogs on industry topics are a great way **to introduce your business or product to Millennials.**

#### ❖ There are **87 million Millennials** on LinkedIn with 11 million in decision-making positions.

#### ❖ Advertising on Search Engines 90% of searchers haven't made their mind up about a brand before starting their search.



Reach new customers through targeted messaging posts and ads on social media. You just need to adjust your strategy to cover specific segments of Angelenos with specific messaging.



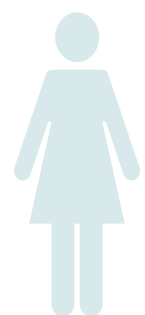


## STRATEGY #4

*80% of customers are more likely to purchase from a brand who provides personalized experiences*

The way you CONNECT WITH CONSUMERS IS DIFFERENT BASED ON ETHNICITY, GENDER AND DEMOGRAPHIC. It's a missed opportunity to not use the power of business analytics and real-time data to develop your marketing message and strategy.

- 1 Segment your target consumers by age and ethnicity. Each age and ethnic group has different priorities. For example:



Hispanic  
Millennial



55+ Baby  
Boomer



Gen Z

- 2 Do research to learn the most effective way to reach out to these groups. Mailers are a great solution for ages 55 & up as better pricing is more important; but a Hispanic segment cares more about delivering deals via mobile apps.



Hispanic  
Millennial



55+ Baby  
Boomer

Evaluate your current reach and the avenues you are using to carry your message. Is your message generalized or specific to these consumer segments. How are you reaching them? Is your message designed to create an emotional reaction? How are they engaging with your message?



Gen Z Female



African American Male







# Where Should You Focus Your Attention?



**BY FRAMING A CULTURAL SEGMENT WITHIN THE 'TOTAL MARKET', YOU CREATE A POWERFUL SENSE OF INCLUSION.**



# Solutions You Can Achieve!

## *Industry Success Stories*

### Winner “The 5 Best Ads” from the U.S. Hispanic Awards

**Pepsi and Burger King Argentina's "Rejected," by We Believers:** An offbeat video was created for PepsiCo and Burger King which features personable but not glamorous actors who were rejected at a casting call for rival cola and fast-food brands but are welcomed by Pepsi and Burger King. The message is "Why would you choose a brand that wouldn't choose you?"

[Source: U.S. Hispanic Award](#)

### Social Media Contest

Northeast Credit Union has run many social media contests including one they targeted towards local college students called Love Your Campus. A contest where students could win a \$100 gift card and also **pick an organization at their school** to receive a \$100 donation. To enter participants had to post a photo of them on their campus to their social media account with the hashtag #LYCampus, tag Northeast Credit Union, and follow the Northeast Credit Union account. By having people post on their own social media accounts their followers learned about the contest and participated and shared as well.

[Source: Social Media Contest](#)

The only surefire way to create a connection and a feeling of inclusion with multicultural audiences is to build a relationship with your existing and potential customers. Relationships are personal. Is your marketing letting them know you care?

Are you getting results  
from your media buys?  
**We've got the  
customers you're  
looking for.**

As multicultural experts, our proven success strategies will change your business. Reach out to us for a targeted strategy at [info@wickedbionic.com](mailto:info@wickedbionic.com) or call **424-259-1230** and see how our agency can help.