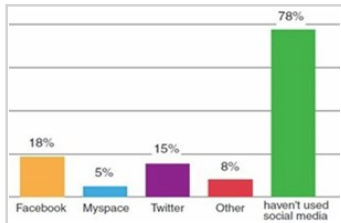




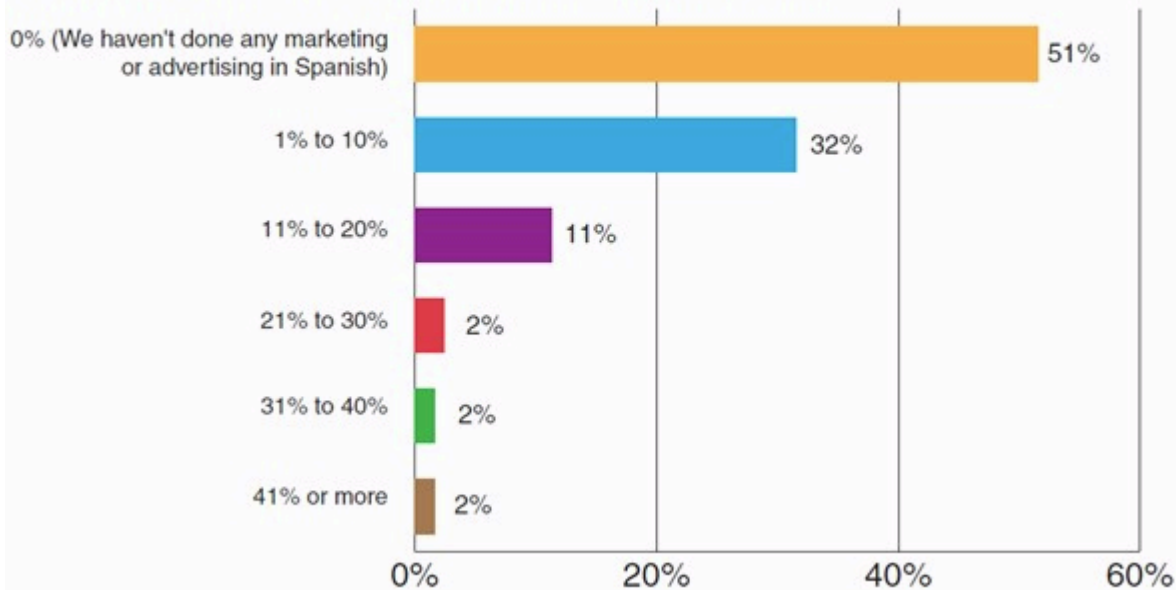
Hispanic Consumers an Untapped Opportunity

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Although most US businesses recognize the growing influence of [Hispanic consumers](#), over one-half (51%) of those surveyed don't market to Latino consumers in Spanish, and 82% have no plans to begin or increase existing efforts aimed at Hispanics in the next 12 months, [according to](#) a survey from Orci.

In the past 12 months, approximately what percentage of your marketing and advertising has been in Spanish?



Source: Orci 2010 Marketing Trends Survey

Nearly one-third (32%) of businesses surveyed say they invest only 1-10% of their budgets on Spanish-language advertising, while 11% say they invest 11-20% of their budgets.

The Hispanic population comprises more than 15% of the US population and is expected to reach 50 million at the time of the 2010 Census, up 42% since the last Census in 2000.

In addition, the Hispanic population is expected to account for \$1 trillion dollars of spending in 2010.*

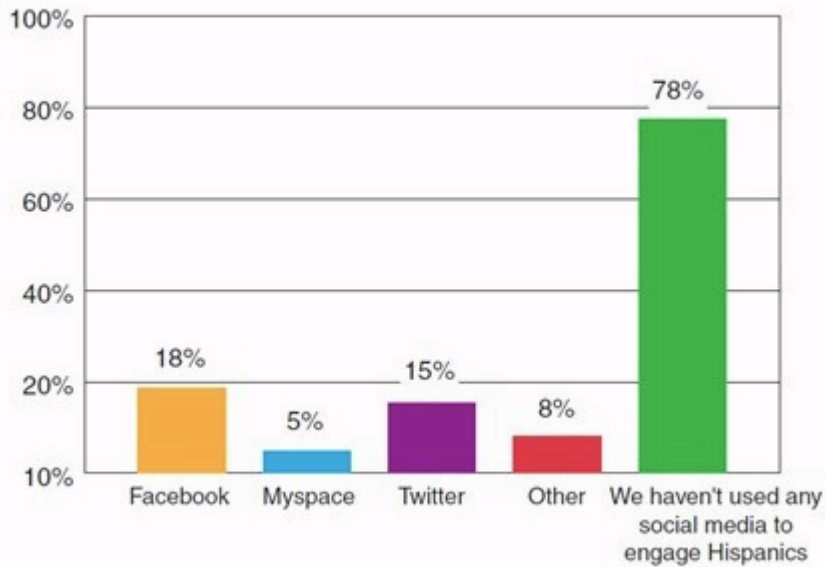
Below, other findings from the 2010 Hispanic Marketing Trends Survey, which polled 125 senior marketing executives on their views about the Hispanic market.

Social Media Use

Nearly 80% of Latinos engage in some type of social media; among ethnic groups in the US, Hispanics are the heaviest users of the Web via their cell phones, according to Orci.

Still, most companies are not taking advantage of the business opportunity: Over three-quarters (78%) of US businesses don't use social media to engage Hispanics:

Within the past 12 months, we have used the following social media to engage Hispanics (check all that apply):



Source: Orci 2010 Marketing Trends Survey

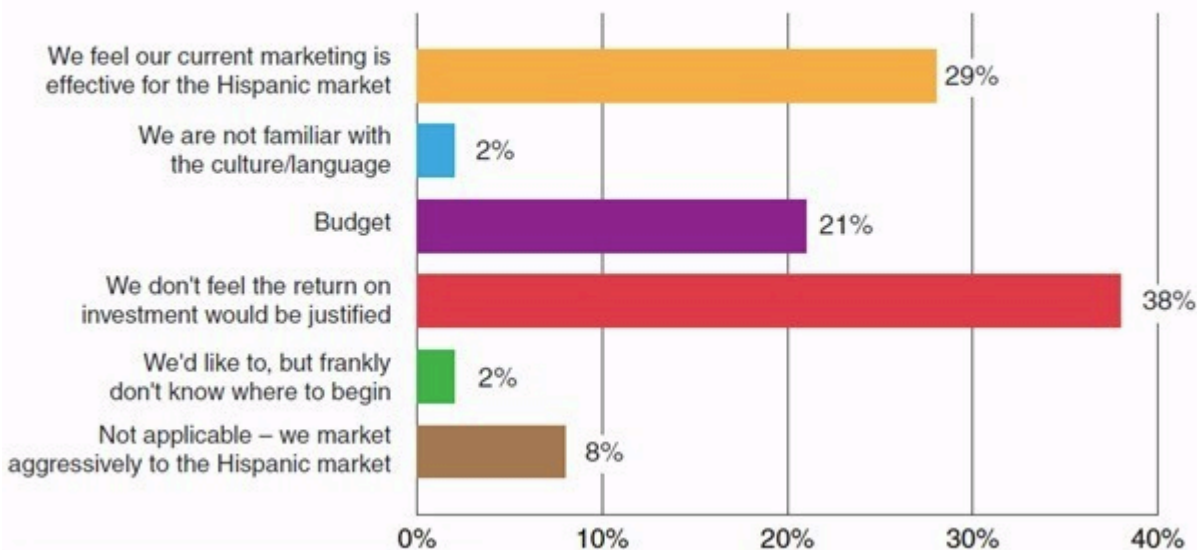
Of those companies that use social media to engage Hispanics, 18% use Facebook, 15% use Twitter, and 15% use MySpace.

Still, nearly three-quarters (74%) of companies say they do not know whether social media is a viable way to reach the Hispanic market; 21% say social media is viable.

Lack of ROI Cited

The primary reason cited for not marketing to Hispanics is return on investment: 38% of businesses say investments in marketing to Hispanics would not be justified, while 21% cite inadequate budget resources.

The primary reason we don't market more to the Hispanic market in the U.S. is:



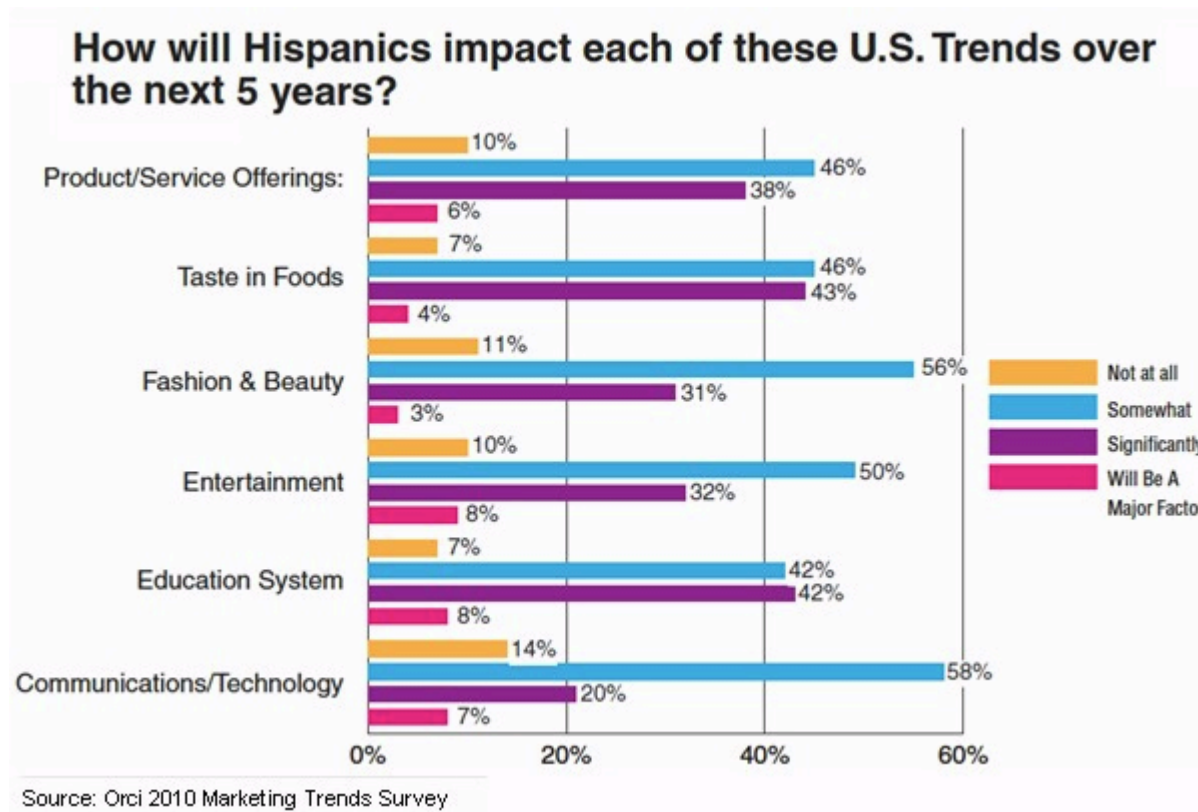
Source: Orci 2010 Marketing Trends Survey

Looking for great digital marketing data? MarketingProfs reviewed more than 200 research sources and selected 64 of the best to create the [Digital Marketing Factbook](#) a 144-page compilation of data and 110 charts, covering email marketing, search

engine marketing, and social media. Also check out [The State of Social Media Marketing](#), a 240-page original research report from MarketingProfs.

Impact of Hispanics on American Culture

Over one quarter (27%) of businesses say Hispanic consumers will have a major or significant impact on communications and technology trends in the next five years; 58% say they Hispanics will somewhat influence trends.



Similarly, over one-third (34%) of businesses say Hispanic consumers will influence fashion and beauty trends in the next five years; 56% say Hispanics will somewhat influence those trends.

* US Hispanic purchasing power is projected to reach as much as \$1 trillion by 2010, according to estimates by HispanTelligence analysis of data from the US Bureau of Economic Analysis.

About the data: Findings are from the 2010 Hispanic Marketing Trends Survey conducted by Los Angeles-based Hispanic advertising agency [Orci](#), which polled 125 senior marketing and advertising executives of B2B and consumer Fortune 1000 businesses in the US. The survey was conducted in February 2010.



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