

MULTICULTURAL MARKETING STRATEGY

We have created strategic partnerships within organizations to grow and engage Latino audiences and also developed targeted messaging to penetrate the Latino market efficiently and effectively.

BRANDING

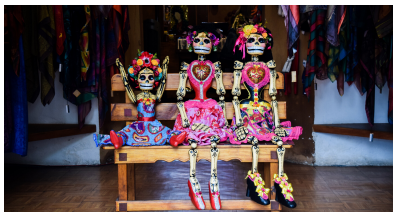
- Content strategy
- Multicultural digital and social media strategy

MARKETING

- Market entry or engagement strategy
- Strategic introductions and partnership management

PUBLIC RELATIONS

- Cultural consulting for Latino events
- Public and media relations
- Cultural counseling



HISPANIC STATISTICS

- Hispanic buying power in Arizona will surpass \$57 billion by 2022
- From 2017-2018, Hispanics accounted for more than half of the U.S population increase
- U.S. Hispanic buying power will reach nearly \$2 trillion by 2022
- Hispanics' median wealth is expected to continue to rise steadily through 2024
- Hispanic digital spending grew by 14.3% in 2018
- 61% and 62% of White and Hispanics respectively used social media daily

HOW DO WE DO IT?

Engaging with the Latino market is more than doing literal translations for general market messaging and campaigns. It involves an understanding of the culture, motivations, needs, and behaviors to ensure that your purpose is resonating with your intended audience.

MULTICULTURAL CREATIVE DIRECTION & PRODUCTION

Simply translating a marketing campaign to Spanish is not enough to attract Latinos. Given the demographic shifts in the Southwest and the rest of the country, organizations are having to enhance their strategies to promote inclusivity and diversity. This approach doesn't only help reach targeted ethnic groups, but it is effective with other groups as well. Our bilingual and bicultural creative team develops creative messages that resonate with today's diverse "general market." We can develop creative campaigns in Spanish and English for public relations efforts, digital media, and social media.

"ARE YOU READY TO GROW BY REACHING THE LATINO MARKET BUT YOU DON'T KNOW WHERE TO START? PERHAPS YOU HAVE NOT ACQUIRED THE CONTACTS, DON'T HAVE THE AWARENESS OF DISTRIBUTION CHANNELS, OR YOU ARE UNSURE OF THE RIGHT TONE AND MESSAGE TO USE."



LINDA NORQUIST, MBA OWNER

Linda is a marketing and digital media strategist who understands the importance of creating culturally relevant campaigns to connect brands and organizations to the explosively growing Hispanic market in the US.