Hola, this is

Do-It-Yourself Hispanic Advertising

October 14th, 2020
Do-It-Yourself Hispanic Advertising

First things first: Know your target’s nationality

• Drive around the Hispanic neighborhood
• Or even better, go to the restaurants
• Chat with the Latinos in your circle

We’re a joyful and inviting community; all efforts to know us better will produce more recognizable and unique results.
1- Google Translate, how to use it:

- **Excellent** for less personal and universal language like legal (Offer valid…, all rights reserved)
- **It’s a good start** for long form texts (website content, brochures, press releases)
- **Never** for main message (headlines and subheads in print, radio ads, Facebook posts)

We highly recommend have a fluent Hispanic speaker go through your copy
2- Choosing the right Hispanic for your images

Mexicans tend to look different from Dominicans who tend to differentiate from Argentineans

• Look at their national sports team, at their superstars
3- Be original; create a unique message and connect with the Latinos

- It’s the highest level of showing that your business cares for Hispanics
- By recognizing Hispanics with targeted messaging, you create a relationship
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English: See your child succeed as a Soldier and as a civilian
In the U.S. Army, your children train part time, and get the help to obtain a career plus the training to stay ahead as a civilian and as a Soldier.

U.S. Army Reserve
Key take away:

Get to know your Hispanic segment, not only will you get better results, you’ll enjoy it.
Gracias

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