

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.



# Do-It-Yourself Hispanic Advertising

## 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)

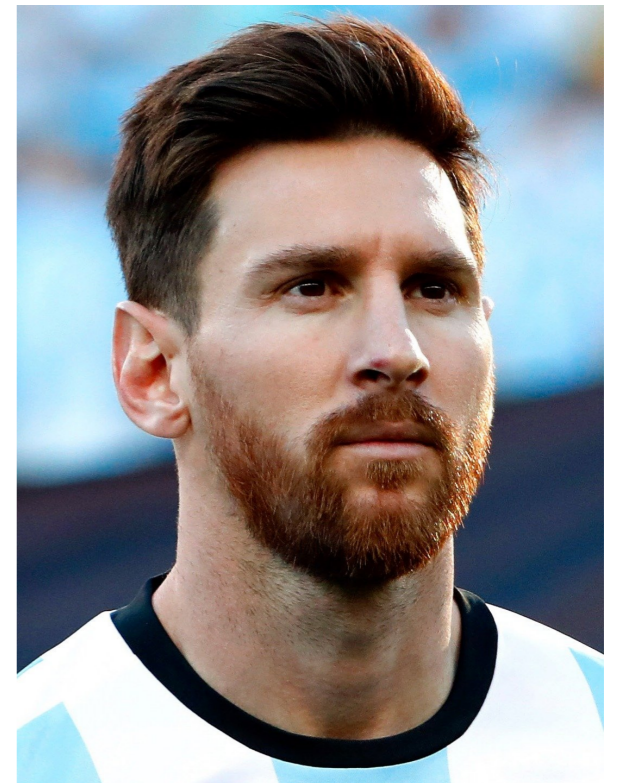
We highly recommend have a fluent Hispanic speaker go through your copy

# Do-It-Yourself Hispanic Advertising

## 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



# Do-It-Yourself Hispanic Advertising

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

# Do-It-Yourself Hispanic Advertising



**VE A TU HIJO TRIUNFAR COMO SOLDADO Y COMO CIVIL.**

En el U.S. Army Reserve, tus hijos entrenan a medio tiempo, obtienen la ayuda para obtener una carrera más el entrenamiento para salir adelante en la vida civil y militar.

Para más información, visita [goarmyreserve.com/exitoso](http://goarmyreserve.com/exitoso)

**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**

# Do-It-Yourself Hispanic Advertising

Key take away:

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

# Gracias



[gino@ginocchiogroup.com](mailto:gino@ginocchiogroup.com)

347-681-5762

[www.ginocchiogroup.com](http://www.ginocchiogroup.com)