USING SOCIAL MEDIA & THE POWER OF HISPANICS FOR YOUR BUSINESS GROWTH

By: Fernanda Martinez for Inclusiv Conference
The Hispanic market is vital to reach your business goals, and the digital consumer is your key to unleash the power.
AGENDA

1. THE POWER OF THE HISPANIC CONSUMER
2. USAGE OF SOCIAL MEDIA
3. HOW TO REACH YOUR CONSUMER VIA SOCIAL
4. POSIBLE L.A. CASE STUDY
5. TAKEAWAYS
HISPANICS

A BUSINESS IMPERATIVE

$2.13T

Latino GDP 7th in the world bigger than India, Brazil and Canada.

69%

of projected total adult 18-49 population growth 2018 - 2028

major driver

of Minority Majority nation by 2044 (and 2028 for A18-49):

25.6% Hispanic
13.5% Black
7.1% Asian
49.5% White
4.4% Other

Hispanics accounted for nearly 63% of new U.S. homeowner gains over the past decade. Hispanics are experiencing the largest homeownership gains of any ethnic group in the U.S., a turnaround for the population hardest hit by the housing bust that could help buoy the market for years.

While Hispanics make up 18% of the U.S. population, the group accounted for nearly 63% of new U.S. homeowner gains over the past decade, according to the National Association of Hispanic Real Estate Professionals. New homeowners include people buying first homes and those coming back into the market after a foreclosure.

Link to the Article: Here

By Laura Kusisto & Ben Eisen - July 15, 2019
The Wall Street Journal
The Growing Power of Los Angeles Hispanics

<table>
<thead>
<tr>
<th>Hispanic L.A. DMA</th>
<th>7.1</th>
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<tbody>
<tr>
<td>Total Dallas FW DMA</td>
<td>7.0</td>
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<tr>
<td>Total Atlanta DMA</td>
<td>6.1</td>
</tr>
<tr>
<td>Total Boston DMA</td>
<td>5.8</td>
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<td>4.5</td>
</tr>
<tr>
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8.9 Million Hispanics live in the Los Angeles DMA\(^1\)

48% of the Total Population

Since 1990... Hispanics have accounted for 102% population growth\(^1\)

<table>
<thead>
<tr>
<th>1990</th>
<th>2000</th>
<th>2010</th>
<th>2019</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.6</td>
<td>6.5</td>
<td>7.8</td>
<td>8.9</td>
<td>9.6</td>
</tr>
</tbody>
</table>

The Los Angeles DMA Hispanic +2 Population is Bigger Than...\(^2\)

2+ Population in Millions

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In Los Angeles County Alone...

The **economic impact** of Latino Households is **$60.1 Billion** in revenues for local firms and support 443,770 local jobs.\(^3\)

<table>
<thead>
<tr>
<th>2000</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>7%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Sources:

1: Geoscape 2019 Population Estimates
2: Nielsen 2019 UEs
3: An Economic Profile of the Latino Community in Los Angeles County, Los Angeles County Economic Development Corporation, February 2017
### Meet the L.A. Hispanic Banking Customer

#### Age

<table>
<thead>
<tr>
<th></th>
<th>18-34</th>
<th>35-49</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>37%</td>
<td>31%</td>
<td>31%</td>
<td></td>
</tr>
</tbody>
</table>

27% of N.H. 22% of N.H. 51% of N.H.

#### Language

89% speak Any English away from home

78% speak Any Spanish in the home

#### Tech Savvy

92% Currently use a smartphone
94% Have internet access

90% of Non-Hispanic

89% of Non-Hispanic

#### Credit Card Use

82% Used a credit card in the last 3 months

94% of Non-Hispanic

96% of Non-Hispanic

Source: Scarborough Los Angeles, CA 2018 Release 2, Base: A18+ who use any Bank or Credit Union
**HISPANICS ARE GROWING BANKING SERVICES**

% growth of financial services users 2013-2018

<table>
<thead>
<tr>
<th>Service</th>
<th>Hispanics</th>
<th>Non-Hispanics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Banking</td>
<td>84%</td>
<td>24%</td>
</tr>
<tr>
<td>Bank Users</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Checking Account</td>
<td>36%</td>
<td>8%</td>
</tr>
<tr>
<td>Savings Account</td>
<td>14%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Hispanic Contribution

- Online Banking: 54%
- Bank Users: 67%
- Checking Account: 68%
- Savings Account: 53%

Source: Scarborough Los Angeles, CA 2013/18 Release 2 Total, Base: A18+
Interested in your products

80% are interested in learning how financial services/products can help them achieve life goals vs. 78% of non-Hispanics

84% of Spanish Only/Mostly
77% of Both Equally
75% of English Mostly

Source: Univision Hispanic Financial Journey Study, Conducted Online by Harris Poll in June – July 2017
They need YOUR GUIDANCE & more information

21% don't know where to get the best financial information vs. 12% of non-Hispanics

39% are afraid of making the wrong decision vs. 30% of non-Hispanics

Source: Univision Hispanic Financial Journey Study, Conducted Online by Harris Poll in June – July 2017
Feel Undervalued

51%

feel very or somewhat or undervalued by the financial services industry

vs. 46%

of non-Hispanics

Source: Univision Hispanic Financial Journey Study, Conducted Online by Harris Poll in June – July 2017
SOCIAL MEDIA AND THE HISPANIC CONSUMER
WHY SOCIAL MEDIA?
Hispanic consumers are young, digitally connected, and socially engaged

39.5M
Hispanics in social media

Over-index for use on YouTube, Instagram, Twitter with a 85% reach on Facebook

77%
Of Hispanics that have used social media in the last 30 days

10.5hr
Hispanic users spend nearly 10.5 hours per week using internet on their smartphones. Vs. 8.4 TM

66%
Spend more time/week watching video via smartphone than TM

5x
Likelihood of Hispanics sharing content on social media over non-Hispanic whites

1 in 2
1 in 2 Smartphone video viewers look for culturally-relevant content

Source: eMarketer: US Hispanics and Digital Usage: How They Differ from Non-Hispanics And From One Another June 2017; Facebook Source: Facebook IQ “Gains in Translation: What Your Language Choices to US Hispanics” October 2016; Think with Google “How Hispanic consumers engage with YouTube” August 2016; Univision and Magna Contextual Targeting for the Hispanic Mindset Study January 2018
WHERE TO FOCUS YOUR SOCIAL STRATEGY

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

- **1.59 billion daily active users** on Facebook on average for June 2019
- **2.41 billion monthly active users** on Facebook as of June 30, 2019
- Instagram’s **1 billion monthly active users**, more than **500 million** of them use the platform **every day**.
- More than 2.1 billion people use Facebook, Instagram, WhatsApp, or Messenger every day on average

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

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### Use of different online platforms by demographic groups

<table>
<thead>
<tr>
<th>% of U.S. adults who say they ever use the following online platforms or messaging apps</th>
<th>YouTube</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>LinkedIn</th>
<th>Snapchat</th>
<th>Twitter</th>
<th>WhatsApp</th>
<th>Reddit</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. adults</td>
<td>73%</td>
<td>69%</td>
<td>37%</td>
<td>28%</td>
<td>27%</td>
<td>24%</td>
<td>22%</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>Men</td>
<td>78</td>
<td>63</td>
<td>31</td>
<td>15</td>
<td>29</td>
<td>24</td>
<td>24</td>
<td>21</td>
<td>15</td>
</tr>
<tr>
<td>Women</td>
<td>68</td>
<td>75</td>
<td>43</td>
<td>42</td>
<td>24</td>
<td>24</td>
<td>21</td>
<td>19</td>
<td>8</td>
</tr>
<tr>
<td>White</td>
<td>71</td>
<td>70</td>
<td>33</td>
<td>33</td>
<td>28</td>
<td>22</td>
<td>21</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>Black</td>
<td>77</td>
<td>70</td>
<td>40</td>
<td>27</td>
<td>24</td>
<td>28</td>
<td>24</td>
<td>24</td>
<td>4</td>
</tr>
<tr>
<td>Hispanic</td>
<td>78</td>
<td><strong>69</strong></td>
<td><strong>51</strong></td>
<td>22</td>
<td>16</td>
<td>29</td>
<td>25</td>
<td>42</td>
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<tr>
<td>Ages 18-29</td>
<td><strong>91</strong></td>
<td><strong>79</strong></td>
<td><strong>67</strong></td>
<td>34</td>
<td>28</td>
<td>62</td>
<td>38</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>18-24</td>
<td>90</td>
<td>76</td>
<td>75</td>
<td>38</td>
<td>17</td>
<td>73</td>
<td>44</td>
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<td>25-29</td>
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<td>84</td>
<td>57</td>
<td>28</td>
<td>44</td>
<td>47</td>
<td>31</td>
<td>28</td>
<td>23</td>
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<tr>
<td>30-49</td>
<td>87</td>
<td>79</td>
<td>47</td>
<td>35</td>
<td>37</td>
<td>25</td>
<td>26</td>
<td>31</td>
<td>14</td>
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<tr>
<td>50-64</td>
<td>70</td>
<td>68</td>
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<td>27</td>
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<td>65+</td>
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<td>15</td>
<td>11</td>
<td>3</td>
<td>7</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.

PEW RESEARCH CENTER
MUST DO’s WHEN CREATING CONTENT

BE AN EXPERT & RELATABLE

Money isn’t always an easy subject. Consumers look to financial services brands for guidance on complex topics they don’t know much about.

QUALITY

What makes you stand out from the rest? What makes you UNIQUE! Find your niche and provide great quality content.

ENGAGE

Interacting with your audience will help you learn more from what they like and don’t and help you target your content for growth.

CONSISTENCY

Post with purpose and consistency. Create a schedule, see what works, Schedule content ahead of time. Promote your content, Natively + Paid
SOCIAL KPI METRICS

WHAT IS YOUR MARKETING OBJECTIVE TO MEASURE SUCCESS (PAID)
(Key Performance Indicators)

REACH & AWARENESS
It indicates how far your message is actually traveling -- how many eyes it’s getting in front of.

TARGET AUDIENCE
Are you reaching qualified people? Target your content with Paid Social to reach the right consumer. Audience is looking for relatable content & how you can help them with your needs. Find your audience.

ENGAGEMENT / VIDEO VIEWS
Who is liking, commenting, sharing your content. How many people are watching 3sec or more of your video.

LEADS & ATRIBUTION
How many of engaged fans are actually interested in making a purchase from your company? Pixel Tracking and Attribution will allow you to measure what content is performing best/ in what platform.
POSSIBLE L.A. CASE STUDY
POSSIBLE LA

SOCIAL KPI's (Key Performance Indicators)

7.4 M IMPRESSIONS
3.6 M REACH
1,128 POSTS
47K ENGAGEMENTS

Source: Tweet Binder March 2018 – June 25, 2018
TYPES OF SOCIAL CONTENT

- Snackable Pieces
- Testimonial Videos
- Facebook Live with experts and business owners
- Live Workshops
TYPES OF SOCIAL CONTENT

ARTICLES

PARTNERSHIPS

INFLUENCER

AMPLIFICATION

MOTIVATIONAL

POSTS

FINANCE

TIPS / STORIES
TYPES OF SOCIAL CONTENT

SOCIAL STORIES

ONSITE SOCIAL ENGAGEMENT

SWEEPSTAKES

EVENT SUPPORT & ONSITE COVERAGE
TAKEAWAYS
KEY TAKEAWAYS

1. U.S. Hispanics are large in scale, financially viable and driving population and financial services growth.

2. Hispanics want to be smarter with their money and are seeking guidance and knowledge in social media to achieve their financial goals.

3. Use social media to reach, inform and engage with your consumer. Make sure your are measuring for success!

4. Don’t be intimidated by Social.