



ON WE GO!



HOMEWORK  
*Module 2*



Your Marketing Campaigns TODAY

Select a current campaign you are implementing today; a promotion, a mailer, a social media campaign. If you are stuck, select a recognized and popular campaign, relevant in your industry.

1. Campaign Name?
2. Media & Channels being leveraged? Radio, TV, Print, Social, Events?
3. Length of Campaign?
4. Dollars Invested?
5. Expected Outcomes?
6. Success or progress to date?



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Blue Sky!

NOW, Let's RAMP IT UP: Think BLUE SKY! If money were no object, how would you change the campaign to engage Hispanics and capture this booming market?

Brainstorm, WITHOUT RESTRICTION! Doodle and draw if you like (notice the absence of lines!) And THINK BIG!



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TOP 10 THINGS TO DO

Using our TOP 10 THINGS TO DO, how would these tactics apply to your BLUE SKY CAMPAIGN?

1. Facebook Presence: How can you enhance your page to attract Latinos?
2. Start Winking: Who on your team is equipped to communicate, in Spanglish? Or Spanish? Consider Outsourcing this portion of your messaging if not, Start Recruiting and Source Future Bilingual & Bicultural Employees from Diverse Outlets- Specially Sales People!
3. Brand Influencers: Let's find a Spokesperson for Your Brand! Which Celebrity Would Work for You? Is it Jennifer Lopez? Remember, Blue Sky!! Money is No Object!



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Top 10 Things to Do – CONTINUED...

4. Geographic Analysis: From the prior homework, you know the size of the Latino Opportunity in your Geography- So, let's go THERE and be present!!
  
5. Radio Engagement- Spend some time learning about the local radio Stations and DJs and allocate some of your Marketing Spend there.
  
6. Hispanic Outreach- Events, Festivals, Partner Events—Get out into the community!
  
7. Culturally Appropriate Messaging: How can you change, update, repurpose your Message to engage Hispanics? Remember: is it Tacos, or Plantains?



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OPPORTUNITIES

8. Market Research: You already have a leg up on this... but engage a Market Research firm (check out our Resource Guide for some vetted partners!) to learn the "nitty-gritty"- Get Focus Groups of Un-Acculturated and Fully Acculturated Latinos and those in the middle too: Conduct them in Spanish if necessary. HEAR what your potential clients are Saying!
9. Language: Since our Pool of Money is LIMITLESS ☺!! ... (And you have learned what your clients are saying and WHAT LANGUAGE they prefer,) let's get redesign your Materials, Social Media Banners, Posts... Say HOLA! To This New BIG Opportunity!

And... #10...

Segmentation: You already segment your prospects, clients, and referral sources, so now do the same for the Hispanic Opportunity, based on your geography, staff, potential client opportunity.