



KELLY MCDONALD

AUTHOR OF THREE BESTSELLING BUSINESS BOOKS.

NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."

NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOU NEXT EVENT"

NAMED #1 ON LIST OF "26 HOT SPEAKERS"

FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

Relating, Not Translating: How to Market to U.S. Latinos

ABSTRACT:

The U.S. Census reveals that there are now more than 50 million Latinos residing in the U.S., and that Latinos are now the largest minority group in the country. By the year 2020, Latinos will account for one in five U.S. residents. Virtually every major brand, product and service is scrambling to learn how to tap into this large, lucrative and growing consumer base.

Cultivating the Latino consumer will help you grow your business, today and in years to come. But it requires more than just translating a message into Spanish: you'll need to know which is the right Latino customer for you and how to connect with this consumer emotionally, rationally and culturally. Attendees will leave with specific strategies and tactics for developing effective marketing messages targeted specifically to the Latino market.

KEY POINTS:

- Learn about the "Latinization of America" - how the exploding Hispanic population is shaping our society and culture: our music, our food, our entertainment, media and politics.
- Learn about the "size of the prize" - the scope of opportunity that the Latino market presents today and projections for the near future. Retail stats will be covered in detail.
- Learn the Four Latino Mindsets and how to identify which is the right target for your company's products/services. Best practices will be shared from other retail companies that are successfully marketing to Hispanics.
- Understand the 5 F's of Latino culture, and how to develop marketing messages that reflect these cornerstones of Latin life.
- Learn the 6 most common mistakes made in Latino marketing and how to avoid them. Do's and Don'ts will be covered in detail.