

**MKT11**

## **Marketing Strategies to Reach Hispanic Consumers**

Felix Flores

MSU Denver, Denver, CO, USA

### **Abstract**

The Hispanic community is a crucial segment of the U.S. market, representing 19% of the total population with a 2.1 trillion dollar buying power. However, inclusive content and suitable ads are no longer sufficient. This paper suggests strategies to effectively reach Hispanic consumers in the U.S. Examining Nielsen data and relevant theories and literature, it provides essential considerations, touchpoints, and tactics for marketers to leverage when targeting this segment.

### **Conference Track**

Marketing