

# How to Engage Latinx Audiences



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**Status quo and intentions are not  
good enough...**

**Innovation + investments are  
critical to success**

# Cultural Shift

- Do not profit from pain: show people with dignity, empowerment and respect.
- Actively remove white savior imagery.
- Ensure active consent and safety of all people featured.

# Multicultural communities are not a monolith

Develop a deeper understanding of each audience

# Don't Make Assumptions, Do Your Homework



# Demographic Attributes

Age

Gender

Race

Location

Ancestry

Language

Income

Political  
Affiliation

Food, Music,  
TV, Films,  
Books

Influencers  
They Follow

# Approach

Prepare



Plan/Test



Scale

# Approach

1. Identify critical business goals.
2. Make the case for innovation and investment up and down the organization and build the budget.
3. Define the target audience and be specific: choose one audience and speak to their needs and add value. Lead with audience research if possible.
4. Establish short and long-term KPIs and benchmarks and create space for innovation and success.
5. Create the campaign with culturally relevant stories and creative and deploy your test.
6. Scale budget and campaigns based on learnings from tests.

# Campaign Phases

- **Phase 1:** Develop campaign goals, creative themes, messages and media plan.
- **Phase 2:** Build audiences with strategic targeting, grow pool of followers, website visitors and SMS subscribers.
- **Phase 3:** Test a wide range of creative.
- **Phase 4:** Scale up reach and optimize media plan by developing lookalike models of the audience developed in phase 2.
- **Phase 5:** Evolve creative based on testing.

# Example: Listos California, Emergency Preparedness Campaign in California

- **The need: Reaching and engaging diverse communities via digital channels in rural parts of California**
- **Priority audiences:**
  - **Young Latinx, Black and AAPI communities and highly targeted districts in California**
  - **Media plan reflected the demographic attributes of those districts**

# Winning Creative

**Listos California** with Self-Help Enterprises. Sponsored

CALIFORNIANOS: Prepárense para emergencias y desastres naturales. Regístrense para recibir alertas de Listos California en su celular.



Building a culture of preparedness in the Golden State!

LISTOSCALIFORNIA.ORG  
#CALIFORNIAFORALL  
#NATIONALPREPAREDNESSMONTH

FORM ON FACEBOOK  
**PASO 1. Obtener alertas en su celular.**

Sign up

This creative features a stylized map of California with a pink, rounded character holding a megaphone. The background has red and blue wavy lines. A play button icon is centered over the character.

**Listos California** Sponsored

CALIFORNIANS: Be ready for emergencies and natural disasters. Sign up NOW for text alerts from Listos California on your phone.



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#NATIONALPREPAREDNESSMONTH

FORM ON FACEBOOK  
**STEP 1. GET ALERTS ON YOUR PHONE**

Sign up

This creative is identical to the Spanish version, featuring a pink character with a megaphone on a map of California.

**Listos California** Sponsored · Paid for by Listos California

CALIFORNIANS: Staying ready for emergencies is an act of ❤️. Sign up NOW for text alerts from Listos California on your phone.



About this ad

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#CALIFORNIAFORALL

FORM ON FACEBOOK  
**STEP 1. GET ALERTS ON YOUR PHONE**

Sign up

This creative depicts a diverse group of people in various cultural outfits (sombrero, poncho, etc.) standing together. A banner at the bottom reads "Our Culture". The background is green with cacti and a sun.

**Listos California** Sponsored · Paid for by Listos California

Los CALIFORNIANOS siempre estamos dispuestos a ayudar a la comunidad 🤝🇺🇸. Así somos. Sigue a **Listos California** ahora para estar listos para emergencias y desastres naturales.



About this ad

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#CALIFORNIAFORALL

**Listos California**  
Mobilizing Californians to get ...

Follow

This creative shows a group of people, including a man with a water jug, a woman holding a child, and others, gathered around a table labeled "STAY BOX".

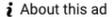
# Multicultural Creative

**Listos California**  Sponsored · Paid for by Listos California · 

Anyone in CALIFORNIA can get the COVID-19 vaccine 📄 for FREE, even if you are undocumented or don't have insurance.

Get the facts NOW.

#EndThePandemic 🙏

 About this ad



[vaccinateall58.com](https://vaccinateall58.com)

[covid19.ca.gov](https://covid19.ca.gov)  
**Learn How to Get the COVID-19 Vaccine** ✓

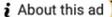
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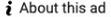
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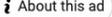
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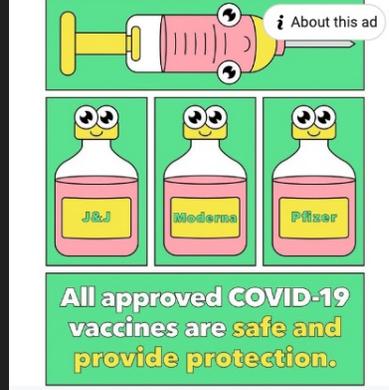
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**Learn about the COVID-19 Vaccine** ✓

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# Video

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Need to find affordable housing during these difficult times? Watch this InformaGente video NOW for helpful resources >>

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 **Arap Bethke and California Business,...**

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CALIFORNIANOS: no importa su status migratorio, usted esta garantizado tratamiento para COVID-19. Miren este video YA para saber más.

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youtube.com  
 **George Hernandez y Promotora de Salud**

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# Critical Factors for Success

**Paid media integration with**

- **Social media**
- **Billboards**
- **Traditional media**
- **Local artists that represented diverse communities**
- **Community activations and events**
- **Trusted celebrities and experts**

# Results

- Engaged hard-to-reach Latinx and diverse communities with life-saving emergency preparedness content.
- Built a social media presence from scratch.
- Grew audience reach across social, website, search and SMS.
- Recruited thousands of people to complete the emergency preparedness course via SMS.
- Educated millions of people on emergency preparedness.

# Questions Preguntas