Marketing to the American Hispanic Population with an Emphasis on Using the Internet

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Many people believe Hispanic Americans are a low-income group. However, the Hispanic population is among the fastest-growing ethnic groups in the United States, and for the most part, they have money to spend. Some businesses have begun promoting their products to this group, but they are still the minority. The Hispanic American market is an opportunity most businesses cannot afford to miss. One of the best ways for them to reach this group is through the internet.

My research mainly helps companies understand the benefits from marketing to online Hispanics. It also discusses why it is important, potential problems, and how it can be done correctly. The paper discusses this by use of statistics taken from various studies done on Hispanic consumer behavior and internet usage, as well as insight from multiple Hispanic marketing professionals. Several examples of Hispanic internet marketing campaigns are included. In addition, other issues are discussed such as Spanish versus English websites, common mistakes committed when targeting Hispanic’s, communication methods, commonly marketed products, illegal immigration issues, and segmenting the Hispanic population. The paper concludes businesses can benefit from targeting Hispanics online.