



## 4 reasons why you should target the Hispanic Market ASAP!

U.S. Hispanic population is more than 56 million strong And **\$1.5 trillions** is the most recent estimate of the huge purchasing power the American Hispanic community will have by the beginning of 2016, according to a very respected report.

However, many retailers, including large ecommerce companies, fail to take the most rudimentary steps to target this burgeoning sector. These include steps like localizing their online content and translating e-shopping sites.

Here are four reasons why adapting your content for the Hispanic community makes plain business sense:

**1. It's what the consumer wants.** According to a recent survey, the vast majority of respondents worldwide are more likely to buy from a website in their native language. The obvious conclusion is that people prefer to shop in their own language. In fact, there's no reason America's Spanish-speaking community would be any exception.

**2. It's cost-efficient.** The cost of translation is very low in comparison to the potential increase in sales, and in most cases, the return on investment is nearly immediate. Some of the largest U.S. enterprises allocate a percent of their overall budget on professional localization, while enjoying some 50% annual revenue from non-native English speaking consumers. Even if businesses doubled their budgets to translate websites and other marketing material, the cost-benefit would still be a no-brainer.

**3. Cultural adaption translates into increased sales and brand reputation.** By tailoring your content for the American-Hispanic community, you're conveying the message that your business understands and respects the community's cultural diversity. In other words, it's not just translation that is key here, but the *cultural adaption* of content that is keenly sensitive to local nuances and customs that will truly make your product or service and your overall brand attractive to consumers.

**4. It works.** Even businesses that serve the "larger American public" can still make localization a priority. With web content translated and *audio spoken into Spanish* to the Hispanic community, it is clear that success can be traced, at least partially, to this strategy. I hope you're convinced: When it comes to the Hispanic community, there's plenty of money that's being lost in translation -- or, in this case, the lack thereof.

SOURCE: Nielsen report