



USHispanics

& Facebook

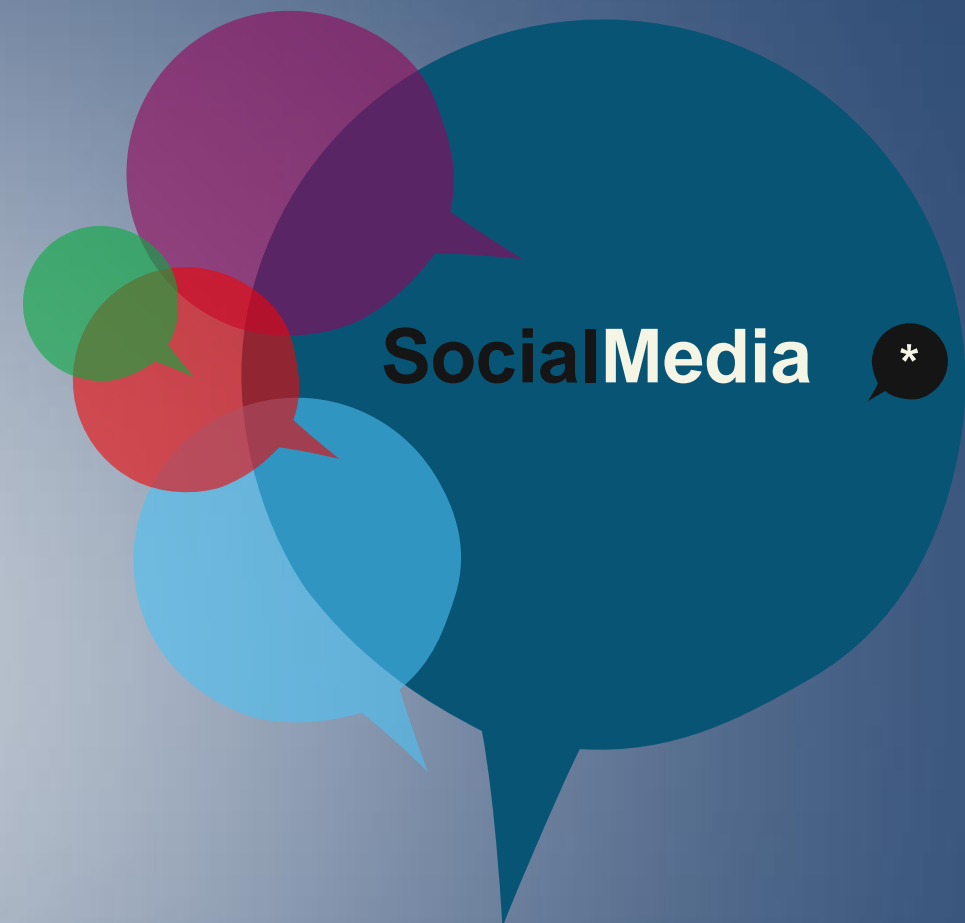
The Generation of Growth

EC Hispanic Media

ABOUT US

EC Hispanic Media is a multiplatform media company based in Los Angeles, CA that has helped large and small businesses reach US Hispanic grassroots shoppers through mobile, social, print, online, event and custom multimedia solutions for more than 25 years.

Through its own proprietary media platforms and additional media sources, EC Hispanic Media ensures that companies are able to reach niche targeted markets including Latina Moms and Families, Hispanic Millennials, Upscale Latinos, and more in local markets nationwide through the media platforms they use most and in their preferred language.



THE SURVEY METHODOLOGY!



MOTIVATION

Brands are targeting US Hispanics through Social Media. Learning the ways in which Hispanics interact with social media provides insights to strategically connect with them.



STRATEGY

We found US Hispanics in the general Facebook Eco-system, not just in “Spanish language” properties. (questions in Spanish)



PURPOSE

Our survey’s goal was to understand and address points of interest for US Hispanics through content, topics, frequency, behaviors and decision influencers in Facebook.



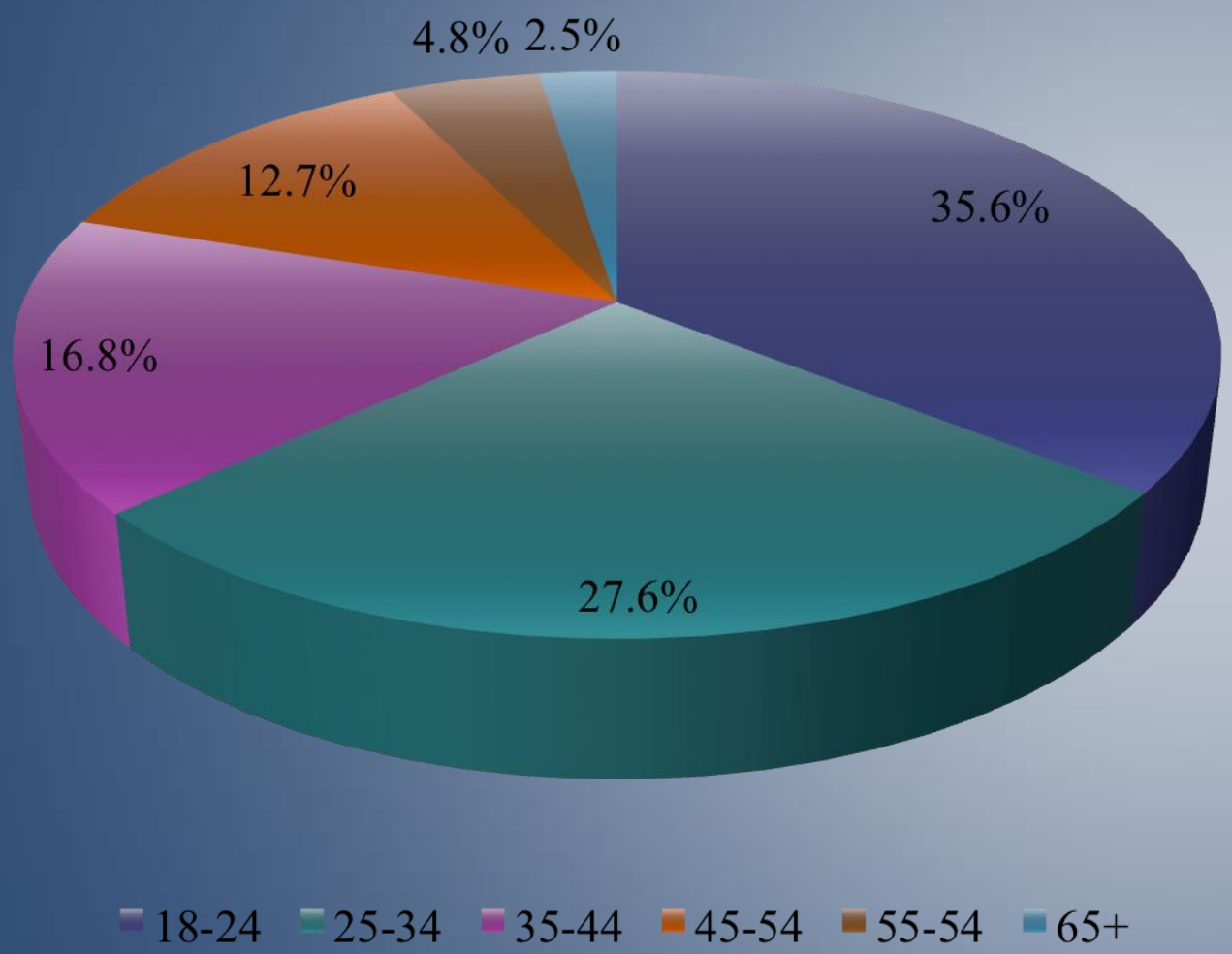
EXECUTION

We broadcast our invitation to participate in the survey in our partners’ Facebook properties, reaching a universe of over 2 million people

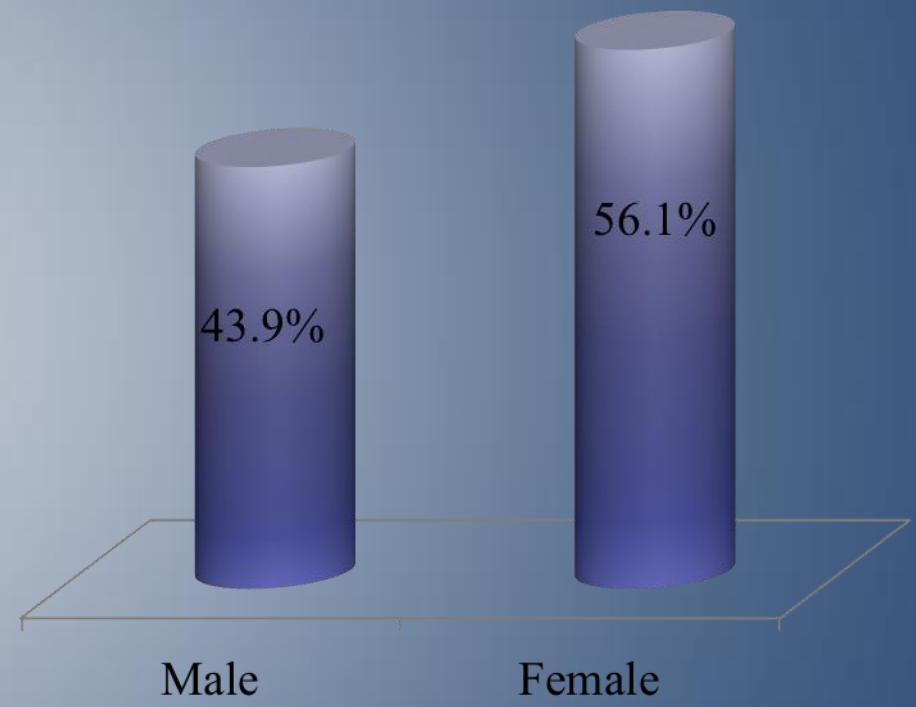
Based on data from surveys conducted in Facebook using the Brand Satisfaction Platform in coordination with Applied Marketing Strategies and LoudDoor from October 25 to December 31, 2013, among a sample of 400 adults, age 18 and older. Surveys were conducted in Spanish in Facebook and US residents only. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 5.0 percentage points.

DEMOGRAPHICS

Age



Gender

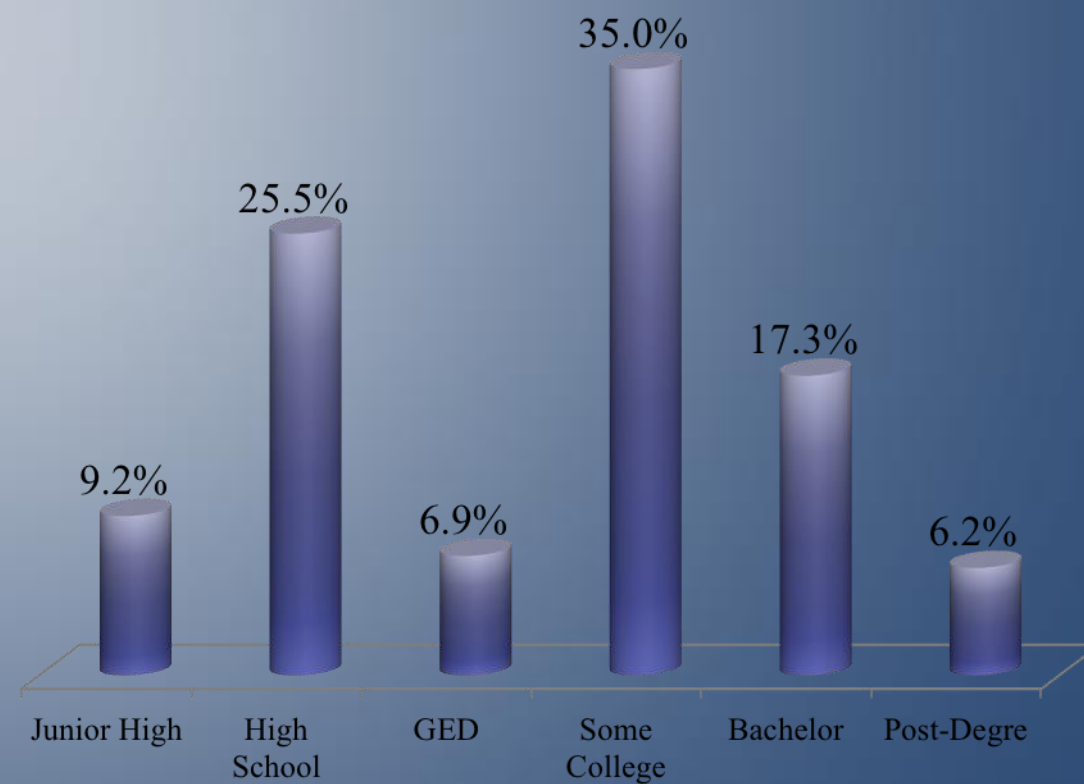


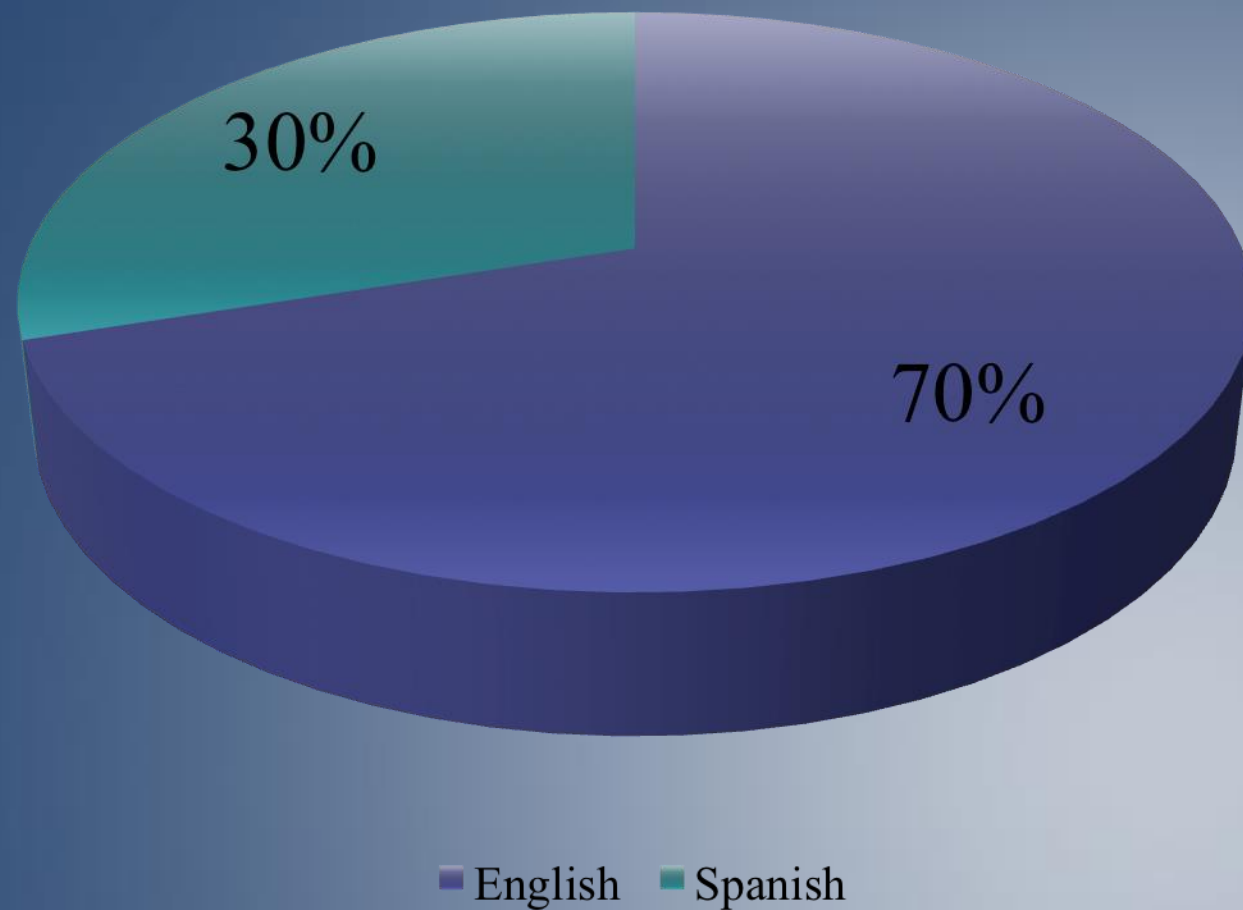
Demographics, cont...

Income



Education



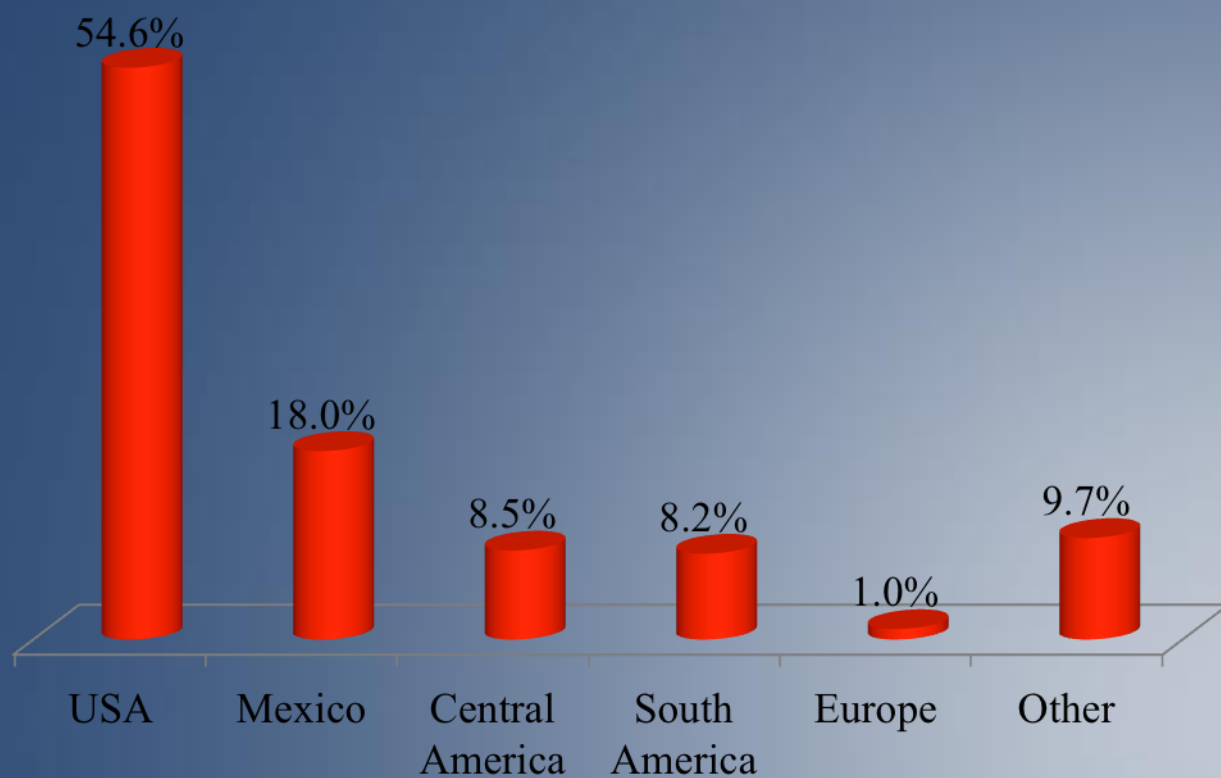


70%

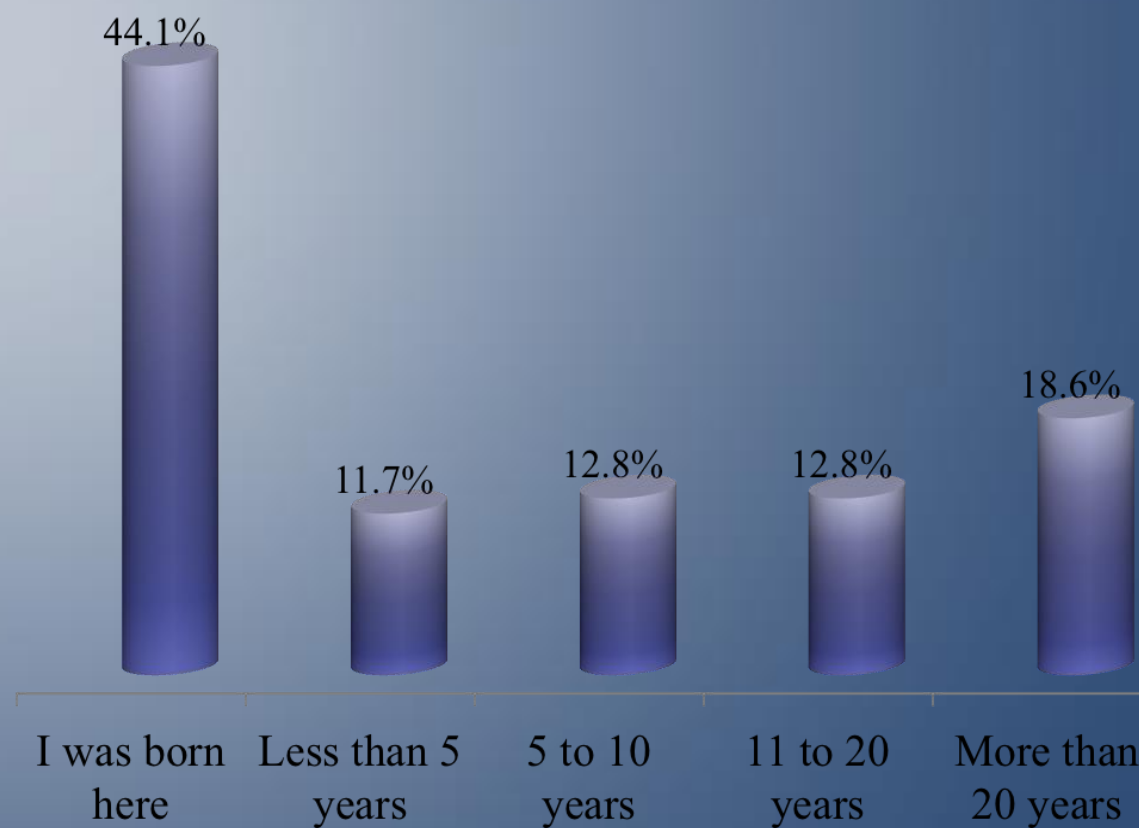
US Hispanics use
Facebook in **English**

**WHEN YOU USE FACEBOOK, IN WHICH LANGUAGE
DO YOU USE IT?**

Where were you born?



How long have you lived in the US?

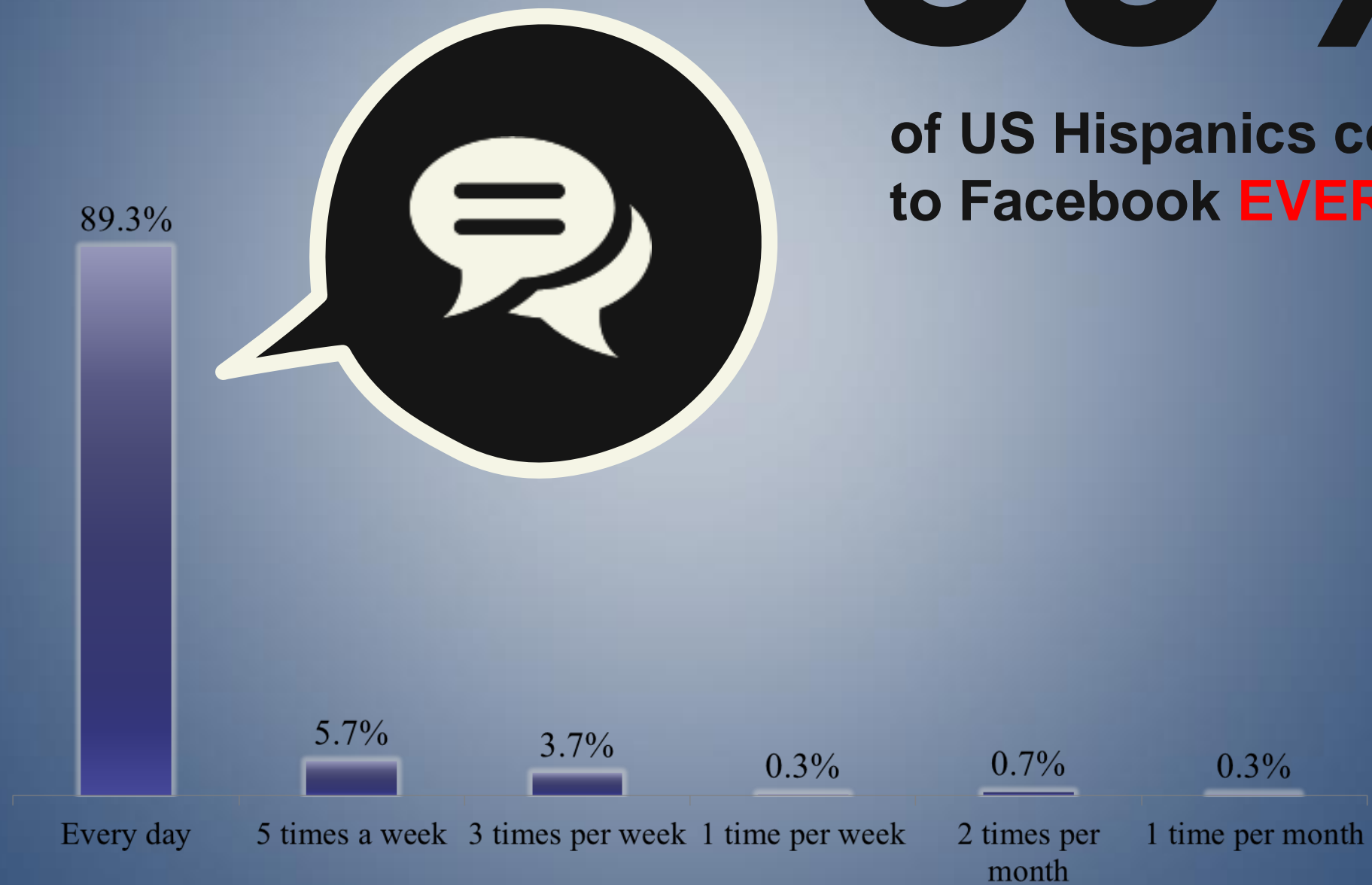


An acculturated market

HOW OFTEN DO THEY CONNECT?

89%

of US Hispanics connect to Facebook **EVERYDAY.**

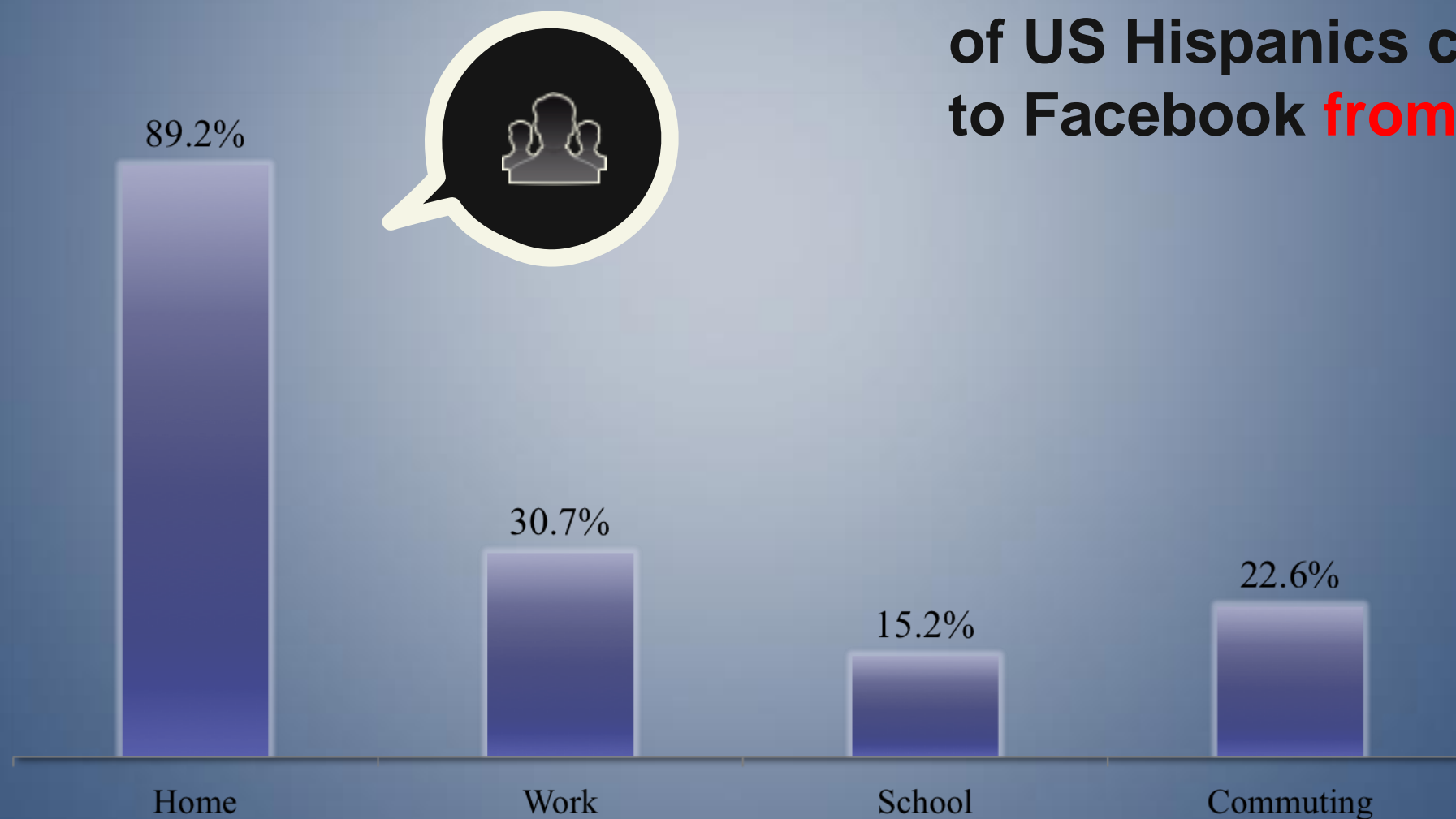


Compared to 63% of the general market that logs into Facebook everyday. [Pew Research Center](#) December 30, 2013

WHERE ARE THEY CONNECTING FROM?

89%

of US Hispanics connect
to Facebook **from home.**



78%

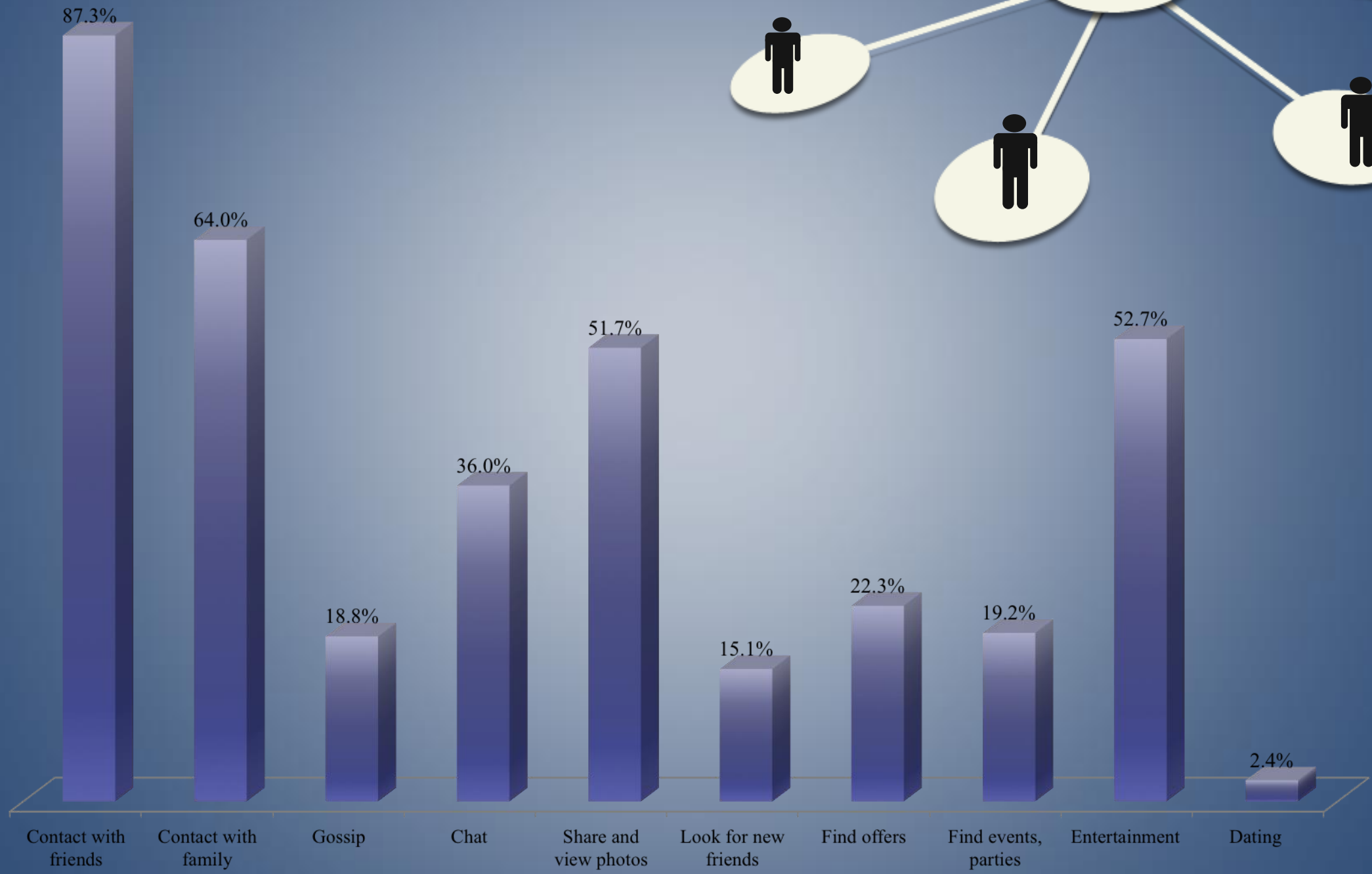
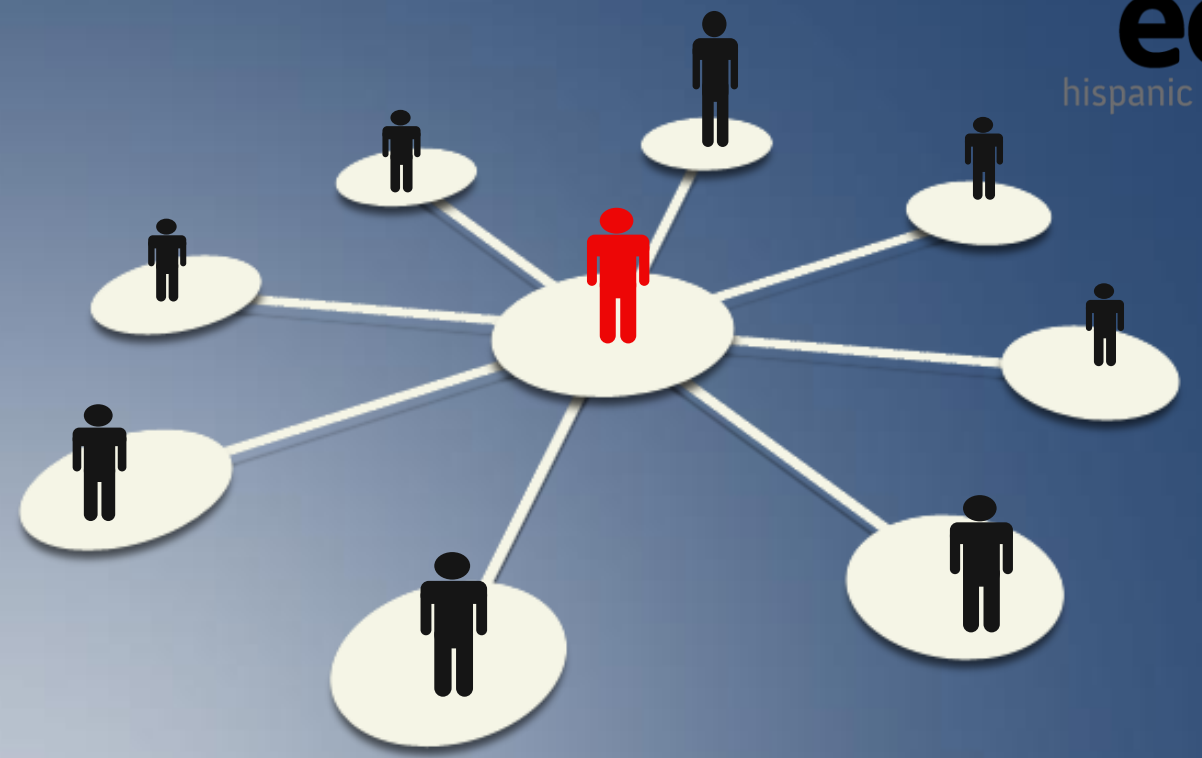
US Hispanics access Social Media using their smart phones. It is time to think about **Mobile Social Media!**



41% REPORT USING AN ANDROID DEVICE, 30% AN IPHONE AND 7% OTHER MOBILE DEVICES.

Tablets are also gaining popularity in the market with 15% using iPads and 10% other tablets.

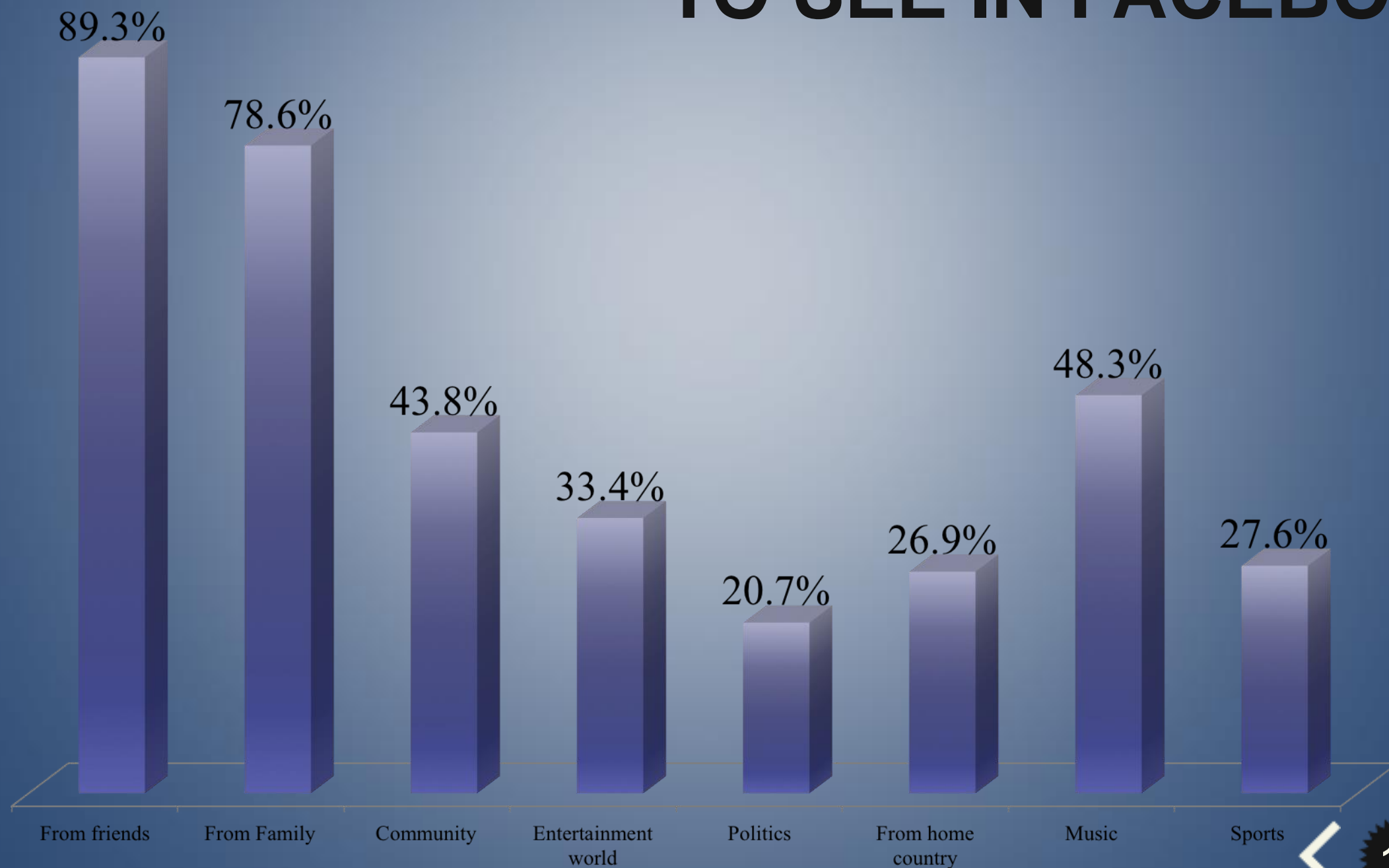
WHY DO THEY CONNECT?



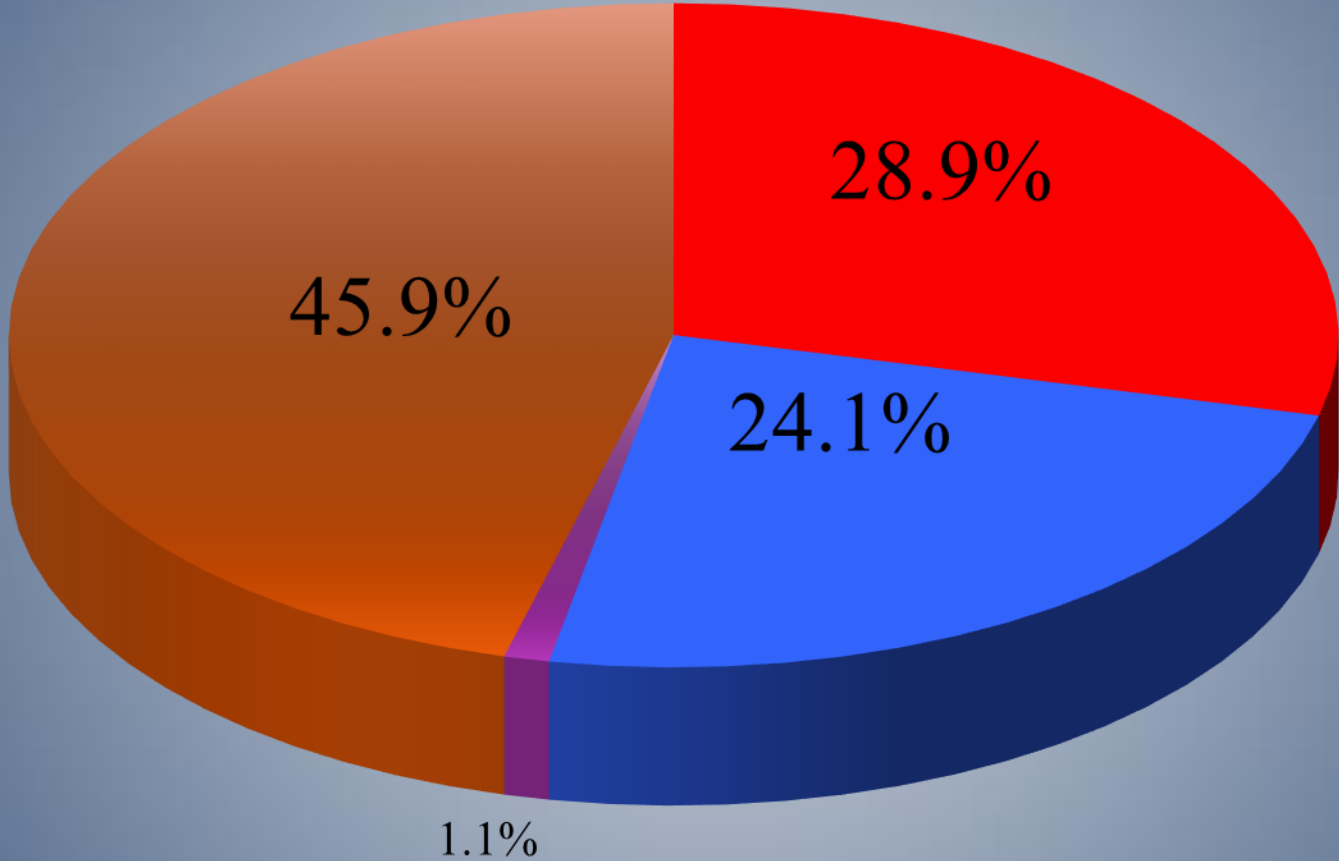
ITS ALL ABOUT FRIENDS AND FAMILY!



WHAT TYPE OF CONTENT DO YOU LIKE TO SEE IN FACEBOOK?

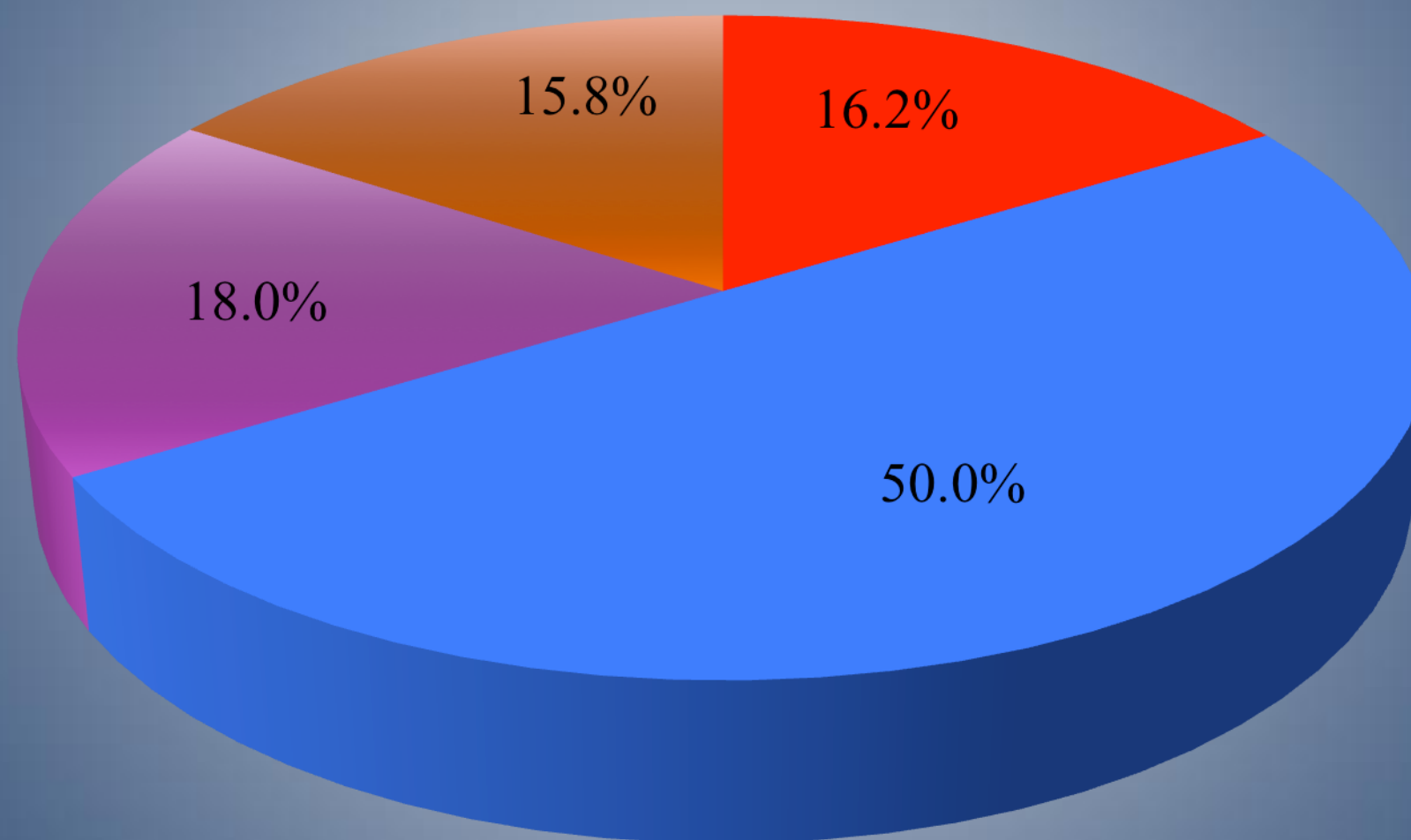


IN POLITICS DO YOU CONSIDER YOURSELF:



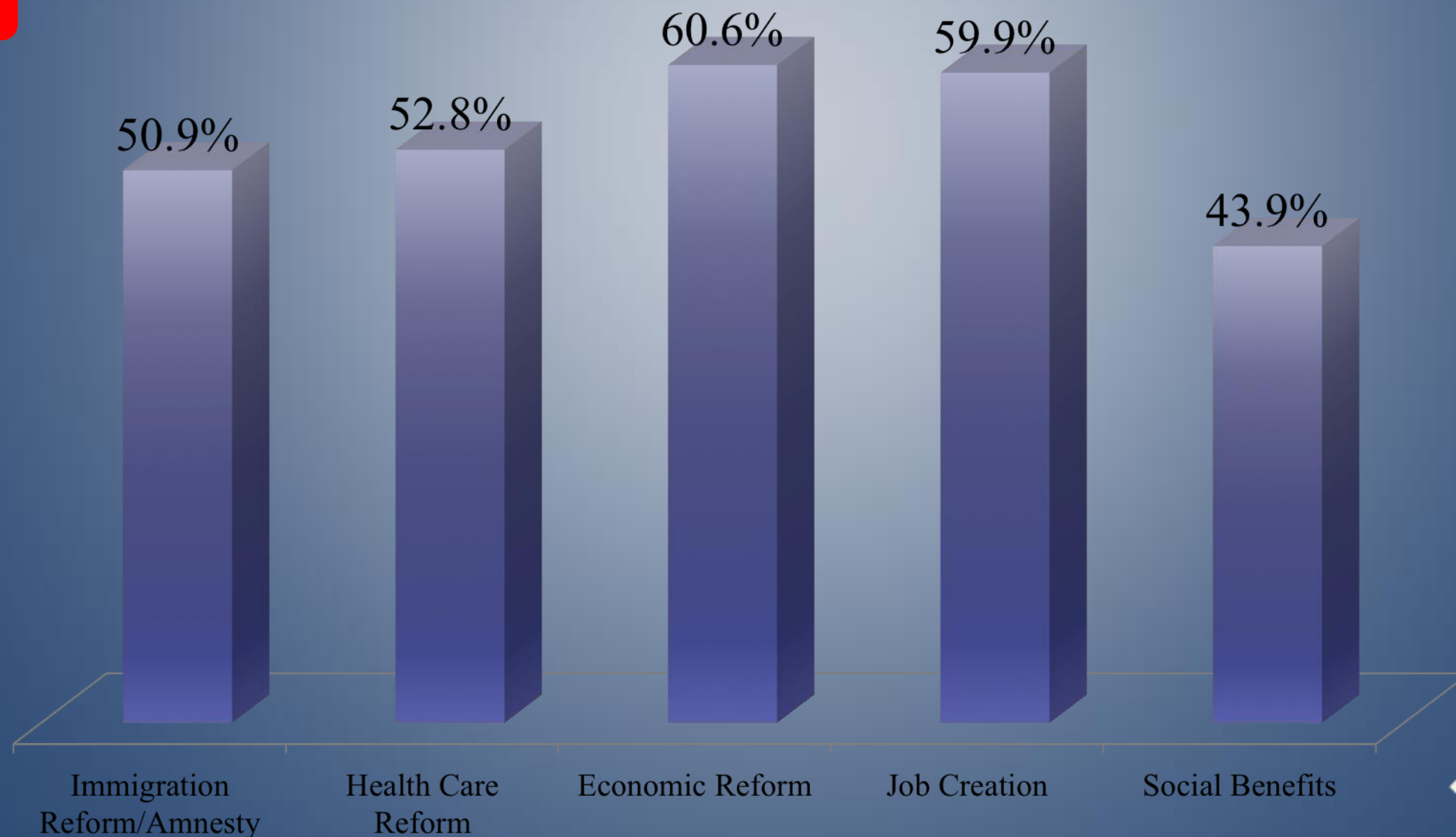
■ Conservative ■ Liberal ■ Communist ■ Moderate

WHAT POLITICAL PARTY IN THE US IS CLOSER TO YOUR VISION AND POLITICAL PREFERENCE?



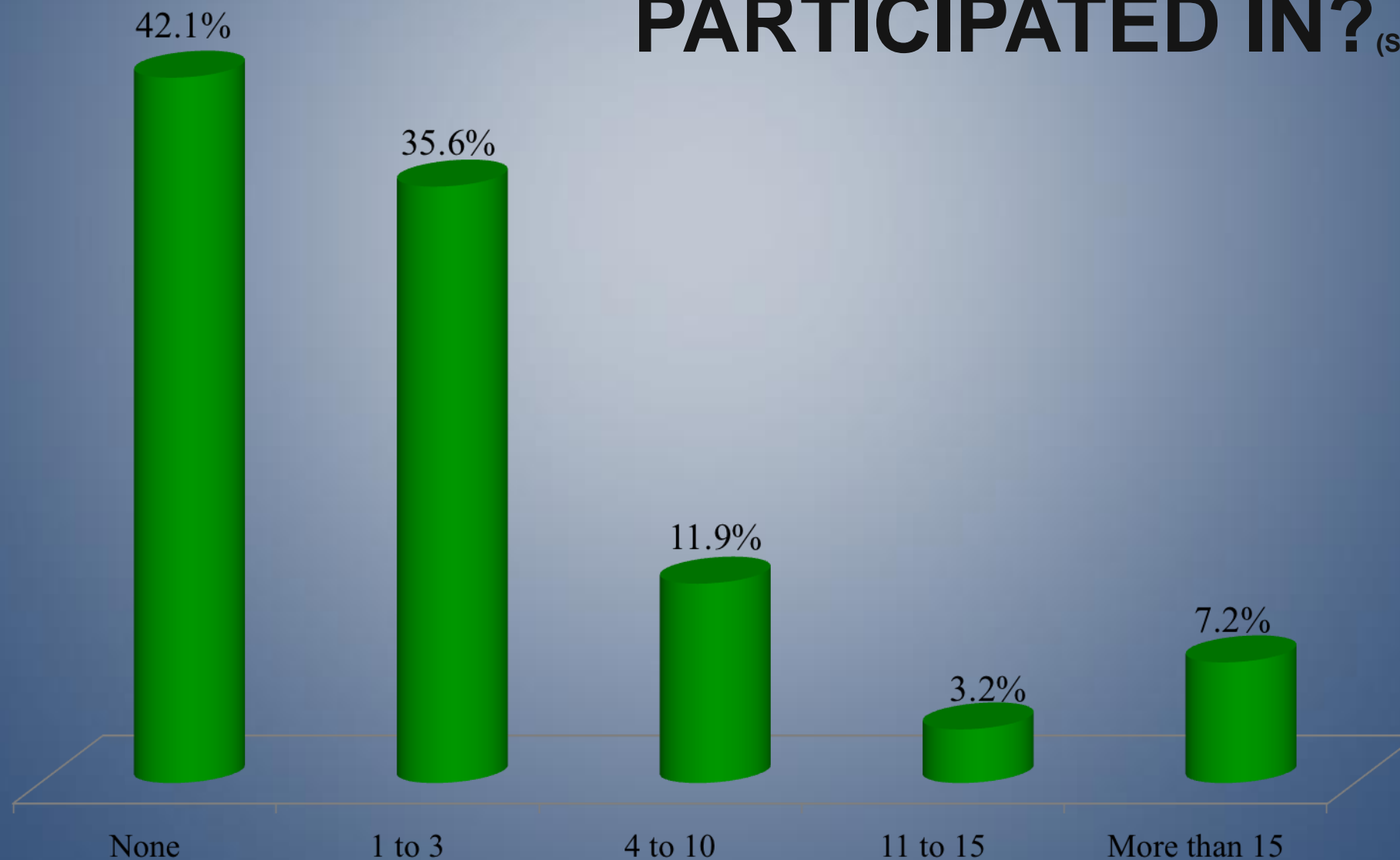
■ Republican Party ■ Democratic Party ■ Independent ■ Other

WHAT ARE THE POLITICAL TOPICS THAT INTEREST YOU THE MOST? (SELECT ALL THAT APPLY)



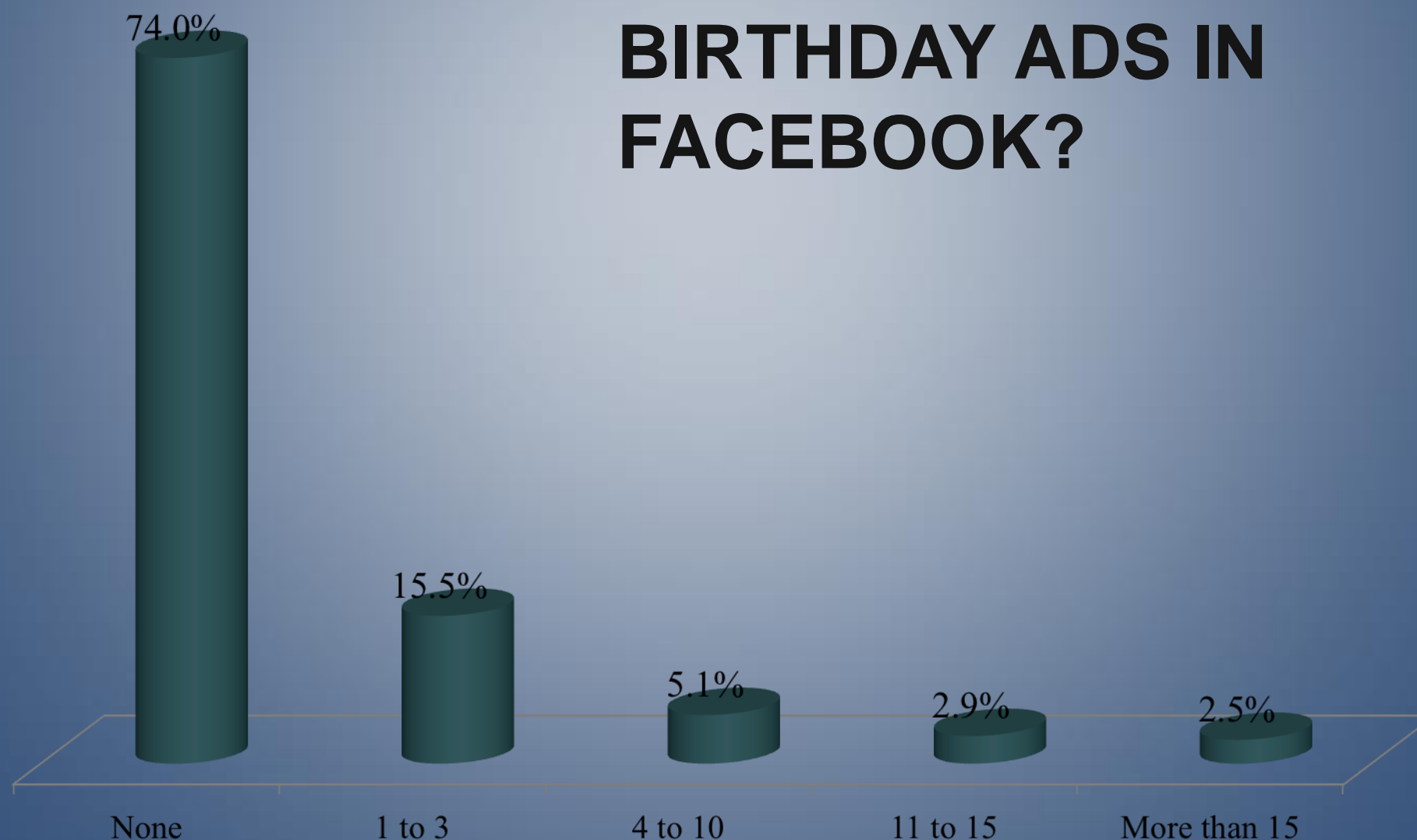


HOW MANY RAFFLES OR CONTESTS PROMOTED IN FACEBOOK HAVE YOU PARTICIPATED IN? (SELECT ALL THAT APPLY)



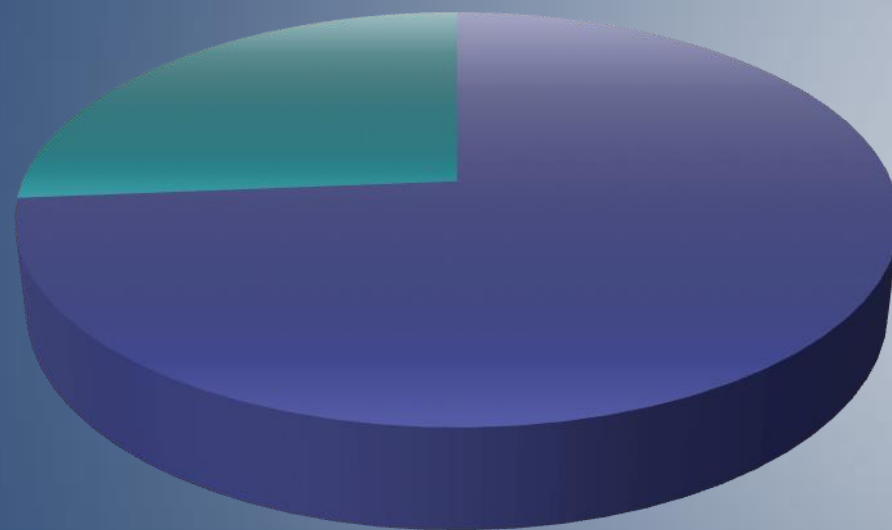


HOW MANY GIFTS HAVE YOU PURCHASED FOR YOUR FRIENDS OR FAMILY THROUGH PROMOTED BIRTHDAY ADS IN FACEBOOK?



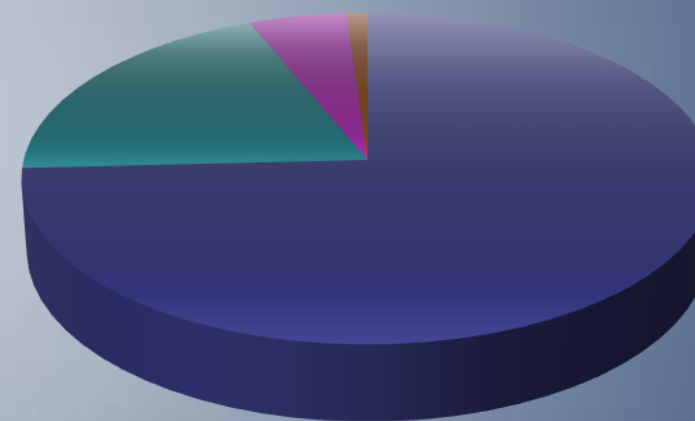
ONLINE VS. IN-FACEBOOK PURCHASES

Have you purchased any products online?



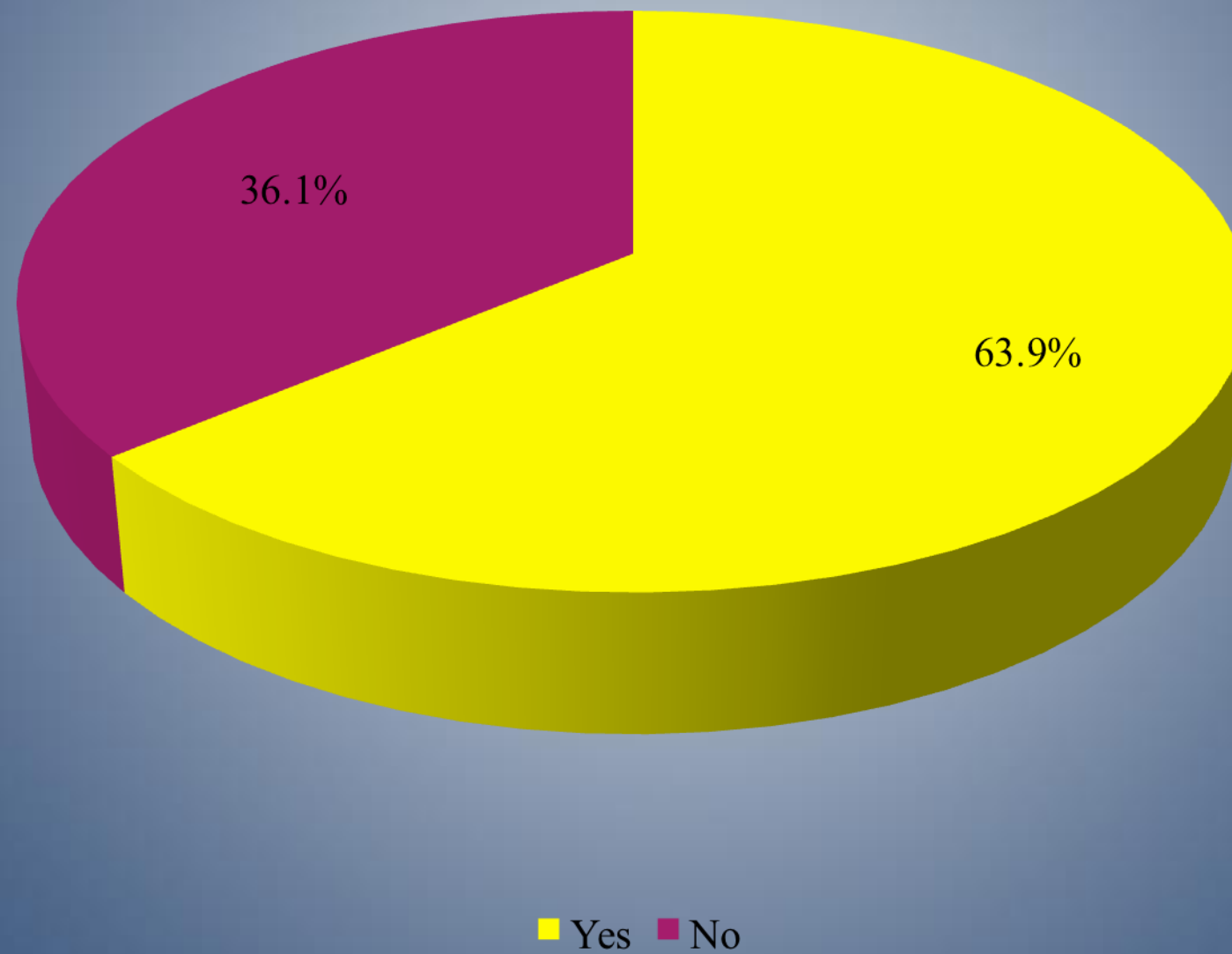
■ Yes ■ No

How many purchases have you made in Facebook?



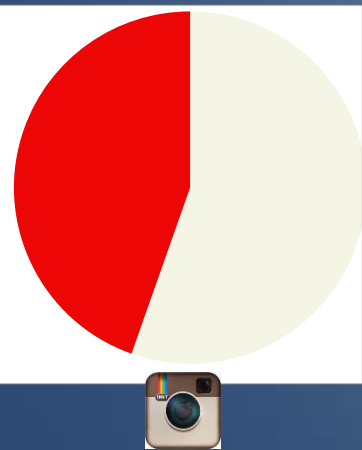
■ None ■ 1 to 3 ■ 4 to 10 ■ 11 to 15 ■ More than 15

HAVE YOU DISCOVERED ANY NEW PRODUCTS OR SERVICES THAT ARE RECOMMENDED IN FACEBOOK?

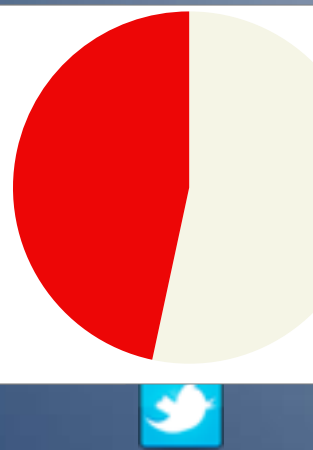


Hispanics are most active in You Tube for Social Media platforms outside of Facebook.

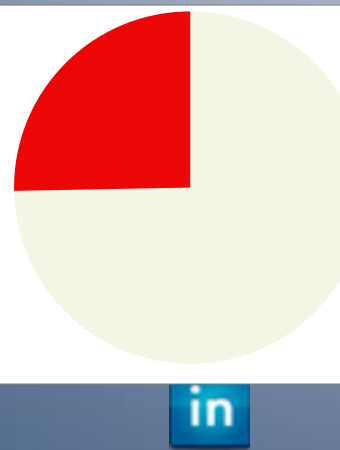
BESIDES FACEBOOK, WHAT OTHER SOCIAL MEDIA DO YOU USE?



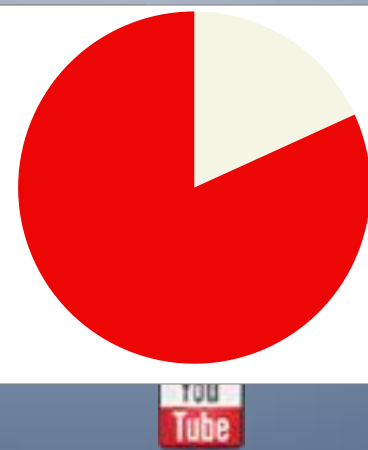
45%



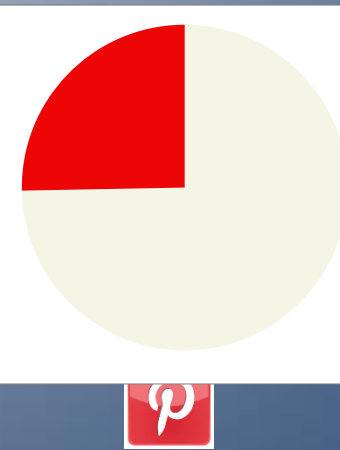
46%



25%



82%



25%

Snapchat 15.2%
Tumblr 9.3%

DECISION INFLUENCERS PURCHASE MOTIVATORS

81%

of US Hispanics are motivated to purchase by "price"

Only **38%** of US Hispanics in Facebook purchase products or services based on **brand loyalty/trust.**

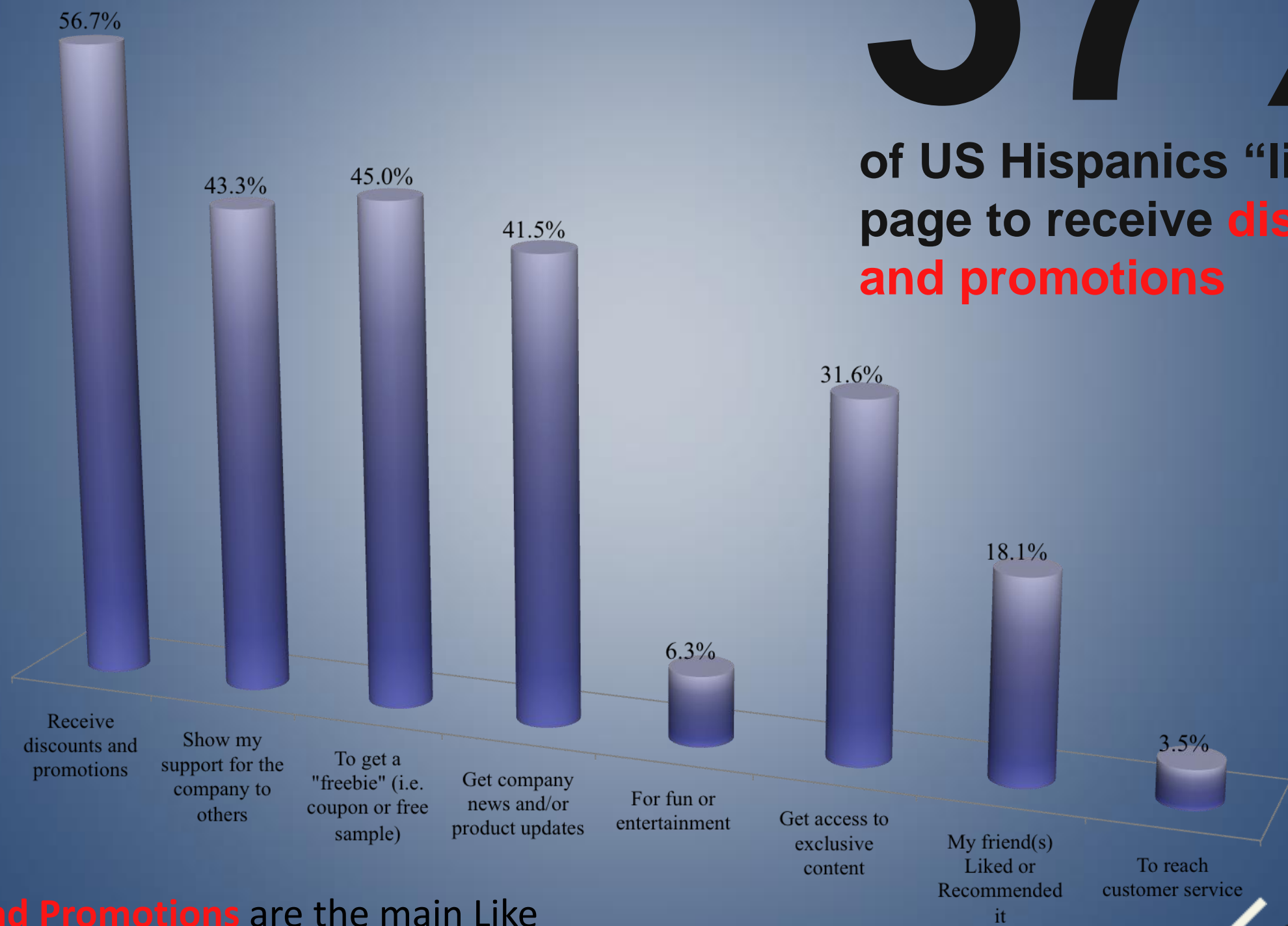


Based on data from surveys conducted in Facebook using the Brand Satisfaction Platform in coordination with Applied Marketing Strategies and Louddoor from October 25 to December 31, 2013, among a sample of 400 adults, age 18 and older. Surveys were conducted in Spanish in Facebook and US residents only. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 5.0 percentage points.

Decision Influencers “Like” Motivators

57%

of US Hispanics “like” a page to receive **discounts and promotions**



Discounts and Promotions are the main Like Motivator for US Hispanics

WHY SOCIAL MEDIA ?

Social interaction via internet-connected computers and mobile devices is a fact of life. Brand interaction must evolve from a content delivery strategy to a monetization strategy. To do so effectively, market intelligence is key.



SHIFTING FROM **TRADITIONAL** TO **NEW MEDIA** !

New media includes digital, social and mobile. Knowing what to sell as well as what, how, and when to say certain posts will differentiate the leading brands from the brands that do not necessarily care about the market

GET IN TOUCH !

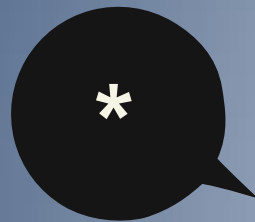


twitter.com/elclasificado

echispanicmedia.com



Skype: elias.chavando



EC Hispanic Media



facebook.com/echispanic



11205 Imperial Hwy Norwalk CA 90650

800.215.7404



info@echispanicmedia.com

A large, stylized thought bubble graphic in a light yellow color is centered on the page. It has a white outline and a small black circle at the top right, resembling a speech bubble tail. The text is contained within this bubble.

US Hispanics
And Facebook:
The Generation of
Growth