

Handout #5

Developing a Promotional Strategy

These are guidelines to develop a promotional strategy for a service or product you would like to promote to Latinos. You will need specific information and time to complete it.

You will attract Latino customers by building credibility within the community, empowering them to use your services, and making them feel part of the library “family.”

A. A promotional strategy needs to answer these questions precisely:

1. Who are we trying to reach? (Latino market segment and size –see Market Segment worksheet)
2. What are we advertising? (“Products/benefits” for Latinos? –refer to Exercise #6)
3. What are we trying to achieve? (Behavior you want to promote with measurable goals)
4. What are we trying to communicate? (Action you want them to take)
5. How are we going to communicate it? (Select ways to advertise in your area –refer to Handout #4)

B. Now define the following parameters:

1. How knowledgeable of this product or service is your market segment? (Customer predisposition)
2. What strategic partners will you work with for this particular effort?
3. What incentives would you use? (Remember the soda example and “augmented” products/giveaways)
4. How are you going to overcome your “competition”? (Go back to exercise #6)
5. What media would you choose for this particular promotion? (See Media worksheet)

OVER

Instructions for these guidelines:

Be as specific as possible. Define your “product” in detail. Start with a defined market segment and verify the cultural aspects you need to face. Crosscheck all your information with additional sources. Remember to advertise benefits and not physical products. Create enthusiasm!

Market Segment - Worksheet

Demographic Information	Sources
Age range Gender Race or ethnicity Occupation / work schedule Employment frequency (permanent / intermittent / full-time / part-time) Country of origin / region Level of education Literacy level Income level Time in the USA (new / first, second generation, etc.) Immigration status Marital status Number of children (range) Children’s age Living conditions (with family / with relatives / other)	
Psycho-socio-cultural Information	Sources
Cultural characteristics of target market related to: Money (free services) Lifestyle expectations (work/education) Time spent with family Family involvement (role of mother / father) Family activities Relations with country of origin (family / extended family) Frequency of travel to country of origin Level of assimilation / acculturation Customer predisposition: Library member / non-member Familiarity with library services Familiarity with library location Reading habits (local media) Computer literacy Language ability Social network (housing location /workplace /church) Sources of employment	

Other important information/obstacles	Sources
Group size Group location Distance to library facility Transportation issues Access to personal computer (add other you consider important)	

Instructions: To work on sources, please refer to Handout #1.

Media – Worksheet

Local newspapers	Frequency	Contact person	Email address	Phone/fax	Deadline
Latinos Unidos	weekly	M. Garcia, mg ed	mgarcia@latun.com	000-111-2222/111-3333	Thursdays 4:00 pm

Local radios / TV stations	Program / frequency	Contact person	Email address	Phone/fax	Deadline
WBCC	Images / Imágenes Every Tuesday 10:00-11:00 am	Pete Clark, prod mgr	pete@wbcc.org	000-111-2222/111-3333	Monday of the week before for announce

Other media	Frequency	Contact person	Email address	Phone/fax	Deadline

Instructions: To work on media distribution, please refer to Handout # 4.

Tips for Promotional Strategies to Latinos:

- Do not rely (only) on word-of mouth.
- Have highly creative—not expensive—advertising to get your point across with idiomatic expressions and clever cultural expressions according to the market segment you are trying to reach
- Offer a free evaluation or free specific information as part of your strategy
- Organize a “contest” with Latino content through your media partners
- Offer incentives!
- Include your Spanish hotline number in everything!

Promotional strategies through existing resources:

- Ask members to bring their Latino friends from school/work/play. Bring yours!
- Advertise “member of the month” and reward people who bring the most referrals
- Advertise your initiatives through your community partners *and* regular members
- Use temporary library cards or specific designs for specific market segments (children, teenagers, working moms, etc.)
- Ask *all* members (Spanish and English-speaking) for referrals
- Launch a guest book
- Set a booth in community activities
- Create regular “Latino” activities at your library
- Start a regular column at a local newspaper
- Be consistent, be persistent!