



Hispanic Consumers and Your Brand

May 6, 2012

Earn the Trust of Hispanic Consumers and Your Brand Will Dominate
by Glenn Llopis
Forbes
4/02/2012

?If you take the time to know me you will not need to sell me.?

"As organizations seek to find new ways to capture sustainable business growth, the estimated \$1.2 trillion dollars of Hispanic consumer purchasing power in 2012 represents a time-sensitive opportunity... Creating and sustaining momentum with this rapidly growing consumer segment is key, yet risky if not executed properly... Unsuccessful attempts have proven that Hispanic consumers are looking for brands to create greater cultural affinity and to listen to their needs more carefully."

This **blog posting**

offers a couple of ways brands can earn the respect, trust and loyalty of Hispanic consumers.