



# Marketing to Hispanics: A Strategic Approach to Assessing and Planning Your Initiative

*Terry Soto*

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For many companies already targeting this lucrative market segment and for those who are considering it, success is not always guaranteed. Even companies with a reputation for well-planned and implemented marketing programs often fail to do the upfront homework, apply the necessary analytical frameworks and set the foundation; often resulting in false starts and initiatives that do not achieve the necessary internal traction necessary for a successful and sustainable strategy.

In *Marketing to Hispanics: A Strategic Approach to Assessing and Planning Your Initiative*, Terry Soto provides an in-depth view of the strategic planning process companies need to apply to effectively create market entry strategies that are in sync with not only the environment in which companies compete for a share of this market, but also with their strategic, operational and organizational goals and metrics. Terry Soto's book provides a practical, systematic approach to preparing your company to target and serve Hispanic America and to setting realistic goals by which to measure your success. Buy it. Read it. Use it.

Far from being a tactical marketing "how-to-guide", *Marketing to Hispanics* helps marketers ask the critical questions and address sensitive business planning issues including:

- Failure to recognize the initiative as a corporate growth strategy rather than a tactic and to align the initiative with your organization's core competencies and corporate goals
- Effectively sizing up the opportunity and setting realistic goals and objectives based on Hispanic market characteristics, your company's business model and an understanding of ever changing competitive and industry environments
- Market entry alternative strategies, including acquisition and specialized business units
- Fully preparing your company to leverage its strengths to capture opportunities for entering this new market segment
- Considerations for managing and controlling implementation, risk mitigation and measurement

*Marketing to Hispanics* is packed with real life successes and critical miss-steps from Walgreens, Wells Fargo Bank, PacifiCare Health Systems and others. These case studies support the sound strategic advice Soto gives, making this book an important management resource for new and experienced executives charged with driving forth this type of initiative.

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