

Hispanic Marketing in Central Florida | Hispanic Marketing to Latinos in Orlando | Importance of the Latino or Hispanic market in Central Florida for Business Growth | Central Florida Latino Consumers | Latino Consumers in Central Florida

Since the moment our economy took a scary dip last year, I have found myself encouraging Orlando business owners and company executives who feel that their businesses are stagnant or at risk to ask themselves: Are Hispanics part of my target audience and do I have a business plan in place to sell my products and services to this, the fastest growing, consumer segment? Am I effectively reaching Central Florida Latinos with my current marketing initiatives? Am I culturally relevant? Surprisingly, all too often the answer to these questions has been a simple 'no', to which I reply a simple 'why not?'. Hispanics are currently about 16% of the total U.S. population and in Central Florida Latinos are 22% of the market. In other words, almost 1 of every 4 people in Central Florida is of Latino descent. In addition, The Hispanic segment is growing five times faster than all other groups combined. This means that if Orlando companies want to stay in business and experience growth they must actively pursue, connect and engage prospective Hispanic consumers in a targeted, strategic and culturally meaningful way. This said, the first step towards having an effective Hispanic Marketing initiative is to take it seriously by making it an integral part of your business model, and not a side kick or an afterthought. Check out my blog next week for Step #2...