

2020 MEDIA KIT

HISPANIC LOCAL SEARCH LLC

D/B/A LISTASLOCALES.COM





ABOUT US LISTAS LOCALES

A successful solution for businesses to effectively reach **Hispanic consumers** With-in the business's Prime Marketing Area (PMA) via the nations preeminent Spanish language online search platform.

Listas Locales has been around for decades in one form or another. From print, Digital, Social Media and Hispanic media design we have an expert team focused on Delivering results.

Our Spanish language directory is **online 24/7** bringing Hispanic consumers together with businesses wishing to provide their **products and services** to buyers.

Our accreditations are second to non. We are current members in good standing with The Local Search Association, LSA, and are proud to have received the **LSA Digital Certification**.

We are a company you can **trust to deliver results**, and excellent customer service with creative Subscription campaigns, **Pay Per Call** and or **Pay Per Click** campaigns. All campaigns will work with-in a clients budget for local, regional or national companies.

To Your Success, The Dedicated Team at Listas Locales



BENEFITS

MORE
SALES?

WHY DO BUSINESS WITH LISTAS LOCALES?

01

A track record of bringing new and returning visitors to our advertisers, National & SMBs.

We will increase sales.

02

Enjoy an excellent branding campaign via millions of impressions from our site and accompanying social media campaigns traffic.

We will increase your recognition amongst a loyal consumer base.

03

A team dedicated to insuring your company will reach the targeted demographic and geographic area with an effective message.

We will make best use of each advertising/marketing dollar you invest.

04

Built with ever evolving state of the art technology to insure speed, accuracy and compatibility across a wide range of devices.

We deliver reliable search results to insure calls/traffic for your business.

05

Expert guidance on geographic and dialect specific Hispanic targeting.

We insure your message is received and appropriately translated. Identifying an areas particular Hispanic populations' Spanish and it's corresponding dialect, thus increasing brand receptivity for new and returning customers.

06

Expert Hispanic social media campaigns with industry specific posts which link back and create brand recognition for clients, registered users and US Hispanic consumer.

Increase your site SEO and traffic for increase sales and branding impressions.



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<https://www.listaslocales.com>
Visit our website and claim your listing

Listas Locales MARKETING

Site Advantages and Highlights



Built by a design team of talented Hispanic digital experts for the local Hispanic communities across the US. Constantly updated and monitored for maximum user and client experience.



Built in Responsive Design streaming fast and effortlessly across all Desktop and Mobile devices hosted via multiple reliable Amazon servers.



Indexed across thousands of US Hispanic Cities offering results for thousands of Categories and Keywords in Spanish. The site may also be switched to English from any page.



Rapid geo-location mapping of Hispanic consumers location designed to return local business and services results.



Listas Locales enjoys excellent Google Page Ranking amongst several top categories which stimulates organic search as well as favorable direct entry via branding and registered user participation.



Individual client dashboard to change Listing content such as Videos, photos, hours of operation, offerings and much more.



Claim your listing option. Simply claim your listing, verify it and add a full menu of helpful consumer information, such as maps, descriptions, languages, hours of operations, social media connections and so much more. Available self service or customer service assistance.



Experienced graphics, social media, programming, translational and reseller programs.



Online review and ratings opportunity for consumers and businesses.





HISPANIC TRENDS

Snapshot of Hispanic online consumption trends

The old digital divide has mostly closed, and about 8 in 10 Hispanics are internet users. However, a below-average proportion of Hispanics (47%) have home broadband. One-third of Spanish-dominant Hispanics lack computers.

- Almost 7 in 10 Hispanics have a smartphone, and it powers an outsize proportion of their digital activity. About one-third have a smartphone but no home broadband. Their daily time spent using mobile (3 hours) is more than an hour higher than the figure for non-Hispanics.
- Nearly two-thirds of Hispanics use social media. About half are on Facebook. Among adults, slightly more than one-third use Instagram and slightly less than one-third use Snapchat. WhatsApp is the social platform where Hispanics conspicuously overindex.
- Digital video has caught on with Hispanics. Eight in 10 use subscription services, with Netflix atop the list. Many use streaming services more than traditional TV—a trend poised to accelerate as more Hispanic-oriented content comes online.
- Many Hispanics use their phones to research purchases. In holiday shopping, they overindex for buying via phone, but underindex for buying via computer.
- Some data suggests Hispanics are less likely than others to have a negative view of digital advertising.

Source: eMarketer 07-18-2018



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Hispanic Consumers Outpace Non Hispanics in online content consumption

ENGAGING THE POWERHOUSE U.S. HISPANIC ONLINE SHOPPER



UNIVISION
COMMUNICATIONS INC

VISIT: WWW.UNIVISION.NET

DISCOVERY: HOW TO ENGAGE THEM

Hispanic Non-Hispanic

CUSTOMIZED EXPERIENCES:

Almost half of Hispanic online shoppers **want personalized loyalty** offerings:



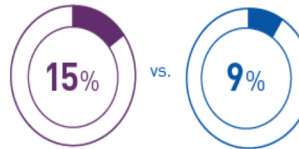
IN-LANGUAGE + IN-CULTURE MESSAGING:

73% of Hispanics **spending online** are Spanish-dominant

RESEARCH: OPINIONS MATTER

SOCIAL RESEARCH:

Over-index on **social media** as a source for product information:



RETAIL RECOMMENDATIONS:

57% more likely than non-Hispanics to rely on retailer recommendations

CHECK-OUT: EVERYTHING MOBILE

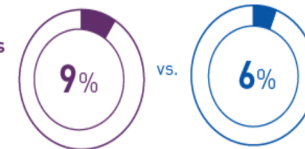
MOBILE-SHOPPING:

Use their **smartphones** to shop online:



DIGITAL WALLET ON THE RISE :

Adopting **mobile payments** (Apple Pay, Google Wallet) more quickly:



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ADVERTISE AND MARKET ONLINE

Hispanic Consumers and Increase sales and Brand Loyalty

Hispanics will look for personalized and innovative shopping experiences; almost half of Hispanic online shoppers want personalized loyalty offerings vs. 34% for non Hispanics. Hispanics are also loyal repeat customers, often looking for easy ways to reorder from their previous shopping histories.

It makes sense that Hispanics are looking for the latest tech innovations when it comes to online shopping since they over-index in tech-device usage. They are 65% more likely to want VR experiences that let them try on clothes in a mirror, see a product in their home, or to get location-based recommendations.

What Is the Best Way to Engage and Connect with Hispanics?

- Most of Hispanic adults (81%) speak Spanish and more than half of them feel that their native language is among the most important aspects of the culture to preserve.
- For marketers, using Spanish can be a key way to reach this group. Retail ads in Spanish airing in Spanish-language broadcasts have a likability rating two times higher than the same commercials in English on English-language broadcasts.

Source: Univision/Media Predict study “Engaging the Powerhouse U.S. Hispanic Online Shopper” June 2018



WINNING OVER

and keeping Hispanic Consumers

What does this mean for marketers?

In order to win with Hispanics, it's essential to understand the values that unite Hispanics as a community. For instance, Kantar Futures found that 73% of Hispanics believe there should be more commercials directed specifically to them. This requires marketers to gain a deeper understanding of Hispanic passion points — like the importance of family and education, a love of food and music, and a social nature. Brands that make sincere efforts in reaching out to Hispanics are rewarded with loyal customers.



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INVESTMENT OPTIONS

and keeping Hispanic Consumers

LISTAS LOCALES

YOUR ONLINE DIRECTORY




CREATIVE
IDEAS


BUSINESS
RESEARCH


OUR
STRATEGY

- **Subscription programs** which are highly effective with a combination of Banners, Listing packages and or Social Media campaign/grassroots programs.
- **Subscription Banner** programs tailored to the individual category, keywords, geography and impression branding.
- **Pay Per Call** programs (PPC) which may include listings, banners and or social media campaigns. Call Tracking Numbers supplied by ListasLocales.com with performance portal access for confidential tracking. Utilize our service or provide your own RCF numbers and we will provide a performance based campaign.
- **Pay Per Click** (PPC) pay for traffic and or branding impressions to your site.
- **Individual Listing Programs** (PLP) Complete listing for each location, with a full service landing page filled with a complete menu of important and relevant content such as mapping, directions, hours of operation, photos, videos, languages spoken.



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PLEASE JOIN US WHILE WE UNITE THE HISPANIC CONSUMER POPULATION

by Linking Their Needs and Desires with Businesses and Services
which Welcome the Opportunity to Grow

HERE ARE A FEW OF OUR NATIONAL AND SMB CLIENTS



Allstate

Insurance Company

vivint.SmartHome

Home Smart Security

ROOMS TO GO

Furniture Store

sears HOME SERVICES

Appliance Repair Service

Liberty Mutual
INSURANCE

Insurance Company

DDC
DNA Diagnostics Center

Paternity Testing

berry
NETWORK

YP.com Advertising Agency

Linkmedia
360

Advertising Agency

MANANA
MARKETING

Advertising Agency

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