



ST. LOUIS MOSAIC PROJECT

# Latino Marketing Toolkit

Create a Welcoming Experience for Customers



***“Hispanics are experiential shoppers.”***

*– Colin Stewart, SVP at Acosta Sales & Marketing<sup>1</sup>*

Follow these steps to create an inclusive, welcoming environment for Hispanic customers or potential employees when opening an office in a predominantly Hispanic community.

First Impressions matter:

- Post a sign at entrance that says “Welcome/Bienvenidos,” and, if applicable, “Se Habla Español”.
- Create a coffee station and sitting area to read brochures at entrance. (Brochures should be bilingual – this is also a great place to have brochures of social service agencies that do not require documentation of citizenship for their clients.)
- Greet clients with a simple “Hola” or “Hello,” just as any relationship begins. Ask to find person’s information by last name or phone number, not Social Security number.
- Not every Latino/Hispanic prefers communication in Spanish. Understand which language the customer may prefer.<sup>2</sup>
- Consider playing music or offering foods of that culture on customer appreciation day.
- Have a few areas where the client and employee can sit side by side, instead of face to face. Side by side seating promotes cooperation.<sup>3</sup>
- Consider an outreach strategy to introduce your agency/organization to the community. Hold an open house and encourage questions and interaction – this will go a long way in defining your purpose in the community and in building trust.

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<sup>1</sup> Stewart, Colin. [“New insights for engaging Hispanic shoppers,”](#) *Supermarket News*, July 8, 2015.

<sup>2</sup> Gonzalez, E. and Monistere, M. [“Engaging the Evolving Hispanic Consumers: A Look at Two Distinct Subgroups,”](#) *Nielsen*, September 9, 2014.

<sup>3</sup> Westside Toastmasters. [“Dimensions of Body Language.”](#)