“Beyond Translations: Strategies to Connect With the Massachusetts Latino Communities”

Hosted by

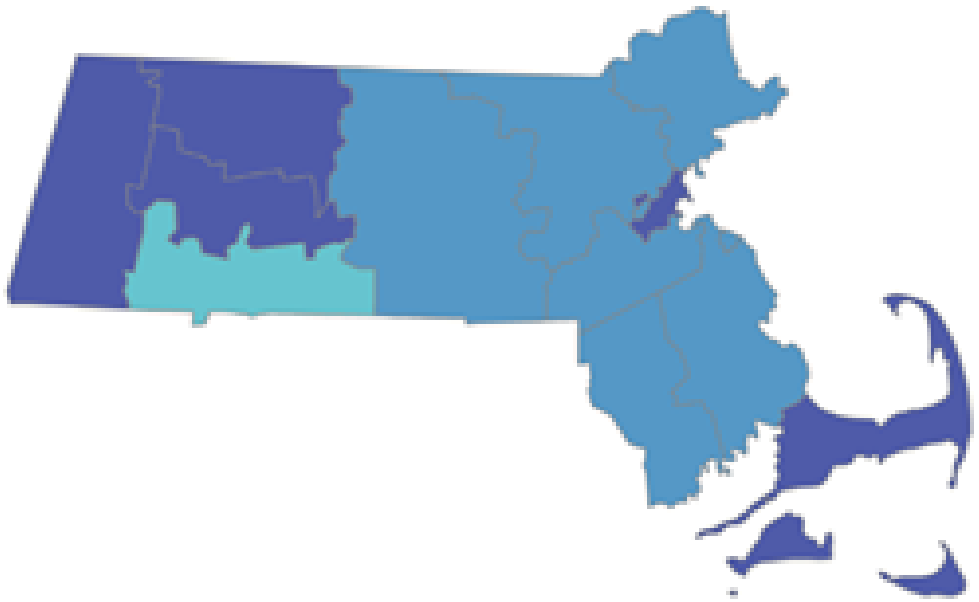
Eduardo Crespo, CEO

HISPANIC MARKET SOLUTION

"Status quo and English-only communications no longer work in today's US multicultural society. Companies, non-profits, and institutions must communicate in various languages and recognize diverse cultures to effectively reach, serve, and engage with Latino and multicultural communities."

-Eduardo Crespo

Latinos in Massachusetts



- Seeking Better Opportunities Without Losing Their Identity
- Most Latinos come from Puerto Rico, 42%, the Dominican Republic, 19%, Central Americans, 17%, South Americans, 10%, Others, 12%.
- Enriching The Economic, Business, Sports, Cultural, and Political Fabric
- Positively Impacting The Local Economy And Workforce Participation

HMS HISPANIC MARKET SOLUTION

Massachusetts Latino Population By City

Top 10 Cities with the Highest Percentage of Hispanic or Latino Population in Massachusetts are:

#1	Lawrence	82.3%
#2	Chelsea	66.1%
#3	Holyoke	53.3%
#4	Springfield	47.5%
#5	Lynn	41.8%
#6	Revere	36.7%
#7	Southbridge Town	34.1%
#8	Hanscom Afb	31.8%
#9	Everett	30.6%
#10	Fitchburg	30.0%

Percentage of Hispanic or Latino Population in Massachusetts by City | 2023 | Zip Atlas

"Lawrence has the highest proportion of Latinos, with 82.3% of the 79,942 residents. 70% participate in the city's workforce. The median income for a Latino household in Massachusetts was $44,885; in Lawrence is $44,116.

Chelsea, where Latinos represent 66.1%. The margin of unemployment within the community is 5%. Despite being a city where household incomes are below the state average, Latinos living in Chelsea earn more than any other city, $57,540.

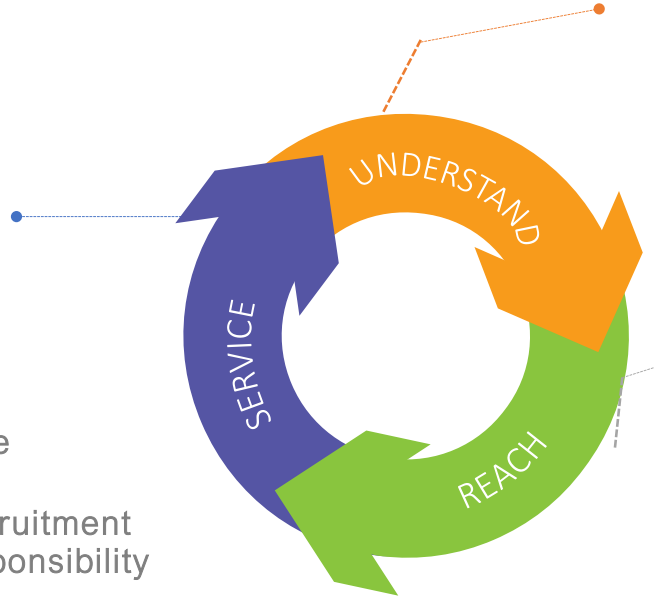
Springfield is home to 69,301 Latinos, representing 47.5% of the population. 55% own a job and have the lowest median income of any racial group in the city, $24,722."

Know which are the cities with the most Latinos in Massachusetts - El Planeta

Our Proprietary Understand Reach, and Service

URS Methodology

- immersion process
- assessment
- education
- market research
- pilot plan



- customer experience
- service training
- DEI training and recruitment
- corporate social responsibility

- marketing | branding
- media | advertising
- PR | CR
- content/social
- public speaking
- transcreation

Recommendations

1. Be intentional in engaging with the Hispanic community.
2. Create a long-term strategy to incorporate the Hispanic community.
3. Develop cultural competency programs for the staff.
4. Messaging must be linguistically appropriate and culturally relevant.
5. Translations do NOT work. Transcreations do.
6. Provide bilingual support.
7. Offer introductory energy-saving training programs in Spanish and English..

Eduardo Crespo

Contact Information:

hispanicmarkets@aol.com

Mobile: 978-397-0102