

The African American Market

Market Experts and Business Leaders

This section is sponsored by
SMSi-Urban Call Marketing, Inc.





SMSi® COMMUNITY of NETWORKS



Creating urban marketing solutions is our business

- Grass-roots product sampling
- Urban Call custom publishing and distribution
- Promotion planning and execution
- Urban retail merchandising
- Field marketing execution
- Multilingual community ambassadors
- Media relations and placements



SMSi-Urban Call Marketing, Inc
 Urban Call Publications
 4265 Brownsboro Road, Suite 225
 Winston-Salem, N.C. 27106-3425
 Ph:(336) 759-7477 Fax:(336) 759-7212
www.SegmentedMarketing.com
www.SMSiUrbanCallMarketing.com
 contact President@SMSi-net.com

Bringing companies and families together in a very special way.™
 Uniendo a compañías y familias de una manera muy especial.™



The African American Market— Successful Market Activation: On-Site, On-Air, On-Line, and On-Point

Lafayette Jones

President and CEO, SMSi-Urban Call Marketing, Inc.

Sandra Miller Jones

Founding Chair of Segmented Marketing Services, Inc.

The “why” of marketing to black consumers is easy for marketers to understand. These 40 million multicultural consumers are approaching 14 percent of the U.S. population. They are concentrated in urban areas and select states, (54 percent in the South). They will have over a trillion dollars in buying power in 2014 (www.terry.uga.edu/selig).

The “how” of marketing to the black consumer is more challenging. While traditional black magazines (*Essence*, *Ebony*, *Upscale*), black community newspapers (www.nnpa.org) and black TV (BET, TV One) continue to be strong, media choices like podcasts, Webcasts, and e-blasts have multiplied. Market activation for brands is achieved through the best mix of all the marketing tools.

On-Site:

In urban markets let custom publications do the walking. Vehicles, like Urban Call, have exclusive advertising and “content marketing” (www.smsiurbancallmarketing.com). According to the Custom Content Council (www.custompublishing-council.com) 70 percent of American consumers say that custom publications make them feel closer to the sponsoring company and that “the

company cares about its customers.”

Free product sampling is another proven on-site technique; it can increase sales by 40 percent. Sampling, delivery of custom publications and promotions is done in the networks of Segmented Marketing Services, Inc. (SMSi) (www.segmentedmarketing.com) which reach more than 50 percent of black and Latino consumers in grassroots venues like churches, beauty salons and barbershops. SMSi –Urban Call special events are created with a public relations overlay.

On site bi-lingual field marketing ambassadors work in retail promotions and special events. These indigenous “Feet on the Street” understand the fabric of the community and have relationships with key opinion leaders—all which can be leveraged to promote brands and services.

On-Air:

Black radio reaches “95.1 percent of African Americans aged 12 and older each week, making it the top medium for this market segment,” says Pepper Miller quoting the Arbitron rating company’s *Black Radio Today* in her book, “*What’s Black About It?*,” Atlanta’s 15 black stations have diverse formats: Talk,

Gospel, Jazz, Hip-Hop, “Holy Hip Hop,” Soul, R & B and African-Caribbean music. Radio reaches large numbers of African Americans in a culturally appropriate manner in key US markets (www.radioblack.com).

On-Line:

In 2013 eMarketer.com predicts that 56 percent of black consumers will be using the Internet. According to the Magazine Publishers of America (www.magazine.org/market-profiles) African-Americans purchase more online tools than the general market. The Atlanta CBS Media Group capabilities report says that people spend almost 30 hours per week listening to radio through a combination of traditional radio and streaming (online) radio. Cable TV is second with 20 hours weekly viewership. Black TV (TV One and BET) is online through Webcasts.

On-Point:

To be on-point means employing the right moves. Magic Johnson - legendary basketball player and head of Magic Johnson Enterprises (www.magicjohnsonenterprises.com), formed an alliance with Aetna insurance and AARP that resulted in

highly successful Magic@50 Community Health and Fitness Expos (<http://tinyurl.com/UC-Magicat50>). General Mills launched a major initiative, Feeding Dreams, to honor under-recognized black Americans doing “good things” in key communities (www.FeedingDreams.com).

Frank Mulhern, at Chicago’s Northwestern University, says that brand marketers are making strides: “Nearly 50% of the overall survey respondents indicated that multiple departments—PR, marketing, sales, advertising, etc.—work together to implement a marketing campaign.” (“ROI of Integrated Marketing”)

Strategic pathways to success mean increased market share, sales and satisfied black customers who keep coming back for more. Research on black consumer needs and wants and measuring for business results (metrics) work. If budgets are limited, consider a smaller test market and expand later. Find the experts who can help you employ 360 degree surround sound by mixing all the elements (on site, on air, on line, on point) to effectively penetrate urban markets.

Lafayette Jones
President and CEO,
SMSi-Urban Call Marketing, Inc.
Publisher—Urban Call

Sandra Miller Jones
Founding Chair,
Segmented Marketing Services, Inc.

Contact information:

SMSi-Urban Call Marketing, Inc.
4265 Brownsboro Rd., Suite 225
Winston-Salem, NC 27106
Ph. 336-759-7477
Fx. 336-759-7212
president@smsi-net.com
www.smsiurbancallmarketing.com
www.segmentedmarketing.com

African American Market Experts and Business Leaders

The following companies have expertise in marketing to African American consumers, or are headed by an African American business executive.

Advertising Agency

Advantage Communications, Inc.
Chisholm Consulting, Inc.
E. Morris Communications, Inc.
Footsteps, LLC
GlobalHue
GlobalWorks Group, LLC
Prime Access, Inc.

Custom Publishing

SMSi-Urban Call Marketing, Inc.

Direct Mail/Marketing

Ethnic Technologies, LLC

Field Marketing

SMSi-Urban Call Marketing, Inc.

Marketing/Communications

Octagon

Marketing/Promotions

Marketing Werks, Inc.
SMSi-Urban Call Marketing, Inc.

Market Research Firm

Campbell-Communications, Inc.
Creative Consumer Research
Miami Market Research, Inc.
MRSI (Marketing Research Services, Inc.)
New American Dimensions
SSRS/Social Science Research Solutions

Product Sampling

SMSi-Urban Call Marketing, Inc.

Professional/Not-for-Profit Organization

American Advertising Federation (AAF)

Public Relations Firm

Multicultural Marketing Resources, Inc.

Asian American Market Experts and Business Leaders

The following companies have expertise in marketing to Asian American consumers, or are headed by an Asian American business executive.

Advertising Agency

adCREASIANS
DAE Advertising
ES Advertising, Inc.
GlobalHue
GlobalWorks Group, LLC
H & Y PLANNING, INC.
IW Group, Inc.
Kang & Lee Advertising
T.D. Wang Advertising Group, LLC

Conferences & Seminars

Aguilar Productions

Direct Mail/Marketing

Ethnic Technologies, LLC

Market Research Firm

Creative Consumer Research
Interviewing Service of America (ISA)
New American Dimensions
Opinion Access Corp.

Marketing/Communications

Octagon

Media-Broadcast

SinoVision, Inc.
WorldTV

Media-Cable

Comcast

Media-Print

The China Press
The SinoAmerican Times

Media-Representative

GOLDSEA PMG (Premium Media Group)

Media-Website

Sulekha.com-Connecting Indians
Worldwide
www.sinovision.net

Professional/Not-for-Profit Organization

American Advertising Federation (AAF)

Public Relations Firm

Multicultural Marketing Resources, Inc.

Translation/ Interpretation Services

Translation Plus, Inc.