

# Direct Marketing: Multicultural Name Identification

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The **Global** Leaders in  
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## Multicultural Marketing Strategies & Proper Identification

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**H**ere we are in the year 2012 and the buzz is still out there about the 2010 Census information that was released. In 2010, they counted **50.4 Million** Hispanics, **38.9 Million** African Americans and **14.6 Million** Asians living in the USA. In 2012 the numbers continue to climb although not as much through immigration as in the past but new births. If anything, numbers like these should

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get your attention and entice you as a marketer to start building a brand loyalty among these high growth segments of our population. These estimated population numbers should be used as a reference point for any successful direct marketing campaign targeted towards these consumers. Remember the numbers here reflect the estimated total populations for each group and for any direct campaign your

target market will be much lower. The use of highly actionable data, utilizing intelligent research and market analytics down to the granular levels of Ethnicity, Language Preference, Religion, Assimilation and Gender helps guide any successful multicultural initiative. Adding key intelligence about your consumers, both current and potential, is the main ingredient for growth.

The segmentation system that we habitually use simply divides the population into the color or racial categories of Black, Caucasian, Asian and Hispanic. The better approach is to see the diversity in America as a rainbow of colors where each specific color can be identified. This method, if used properly applies to the many ethnicities and different cultures in our nation and each can be identified.

When you take an in-depth look at the Hispanic population in the United States they often associate with one or more of the aforementioned racial groups and those racial groups can be correlated to their country of origin or cultural identity. An individual or family from Puerto Rico does not exhibit the same cultural identity or buying habits as those of a family that has immigrated to the US from Mexico. If that

is the case then why do most marketers, researchers and advertising agencies often approach Hispanics as a whole with the same exact offers and disregard their country of origin. Even the dialect of the Spanish language they speak differs.

The same issues arise and in greater depth when attempting to target the Asian community, the “One Size Fits All” mentality is often the method used and low response rates and product interests are the norm. With so many different Asian countries of origin and Asian languages of preference currently residing in the US, it is the smart marketer that embraces technology that allows them to identify all ethnicities, countries of origin and languages that are available. An offer tailored to a Chinese American living in San Francisco, CA should differentiate from one being tailored to a Korean American living in Fort Lee, NJ or a Vietnamese American living in Houston, TX.

Now if you add into the mix the different levels of Assimilation and Acculturation, the buying habits and traditional cultural customs the individual embraces are all over the chart.

Many ethnic and religious groups in the United States maintain a strong cultural identity. They are often attracted to communities with their same ethnicity, communities in which many traditional cultural customs are maintained. Given that the ethnic diversity in the US is far more reflective of a global landscape, it is even more important for marketers to fully understand cultural differences, language preference, purchasing habits and other socio-economic information and integrate those variations into their everyday marketing strategies and tactics. The time for the “One Size Fits All” methodology is gone, embrace the fast growing multicultural segments within our population and build your brand loyalty now and into the future.

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