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## How to Reach Mexican Investors

Luis Escobar  
President and Founder  
lescobar@egacorporation.com



### Foreground

We are living a global moment in the marketing, and part of this kind of changes are the commercial communications, because the industries need a personal strategy from the targets they are looking for.

When the marketing executives realized that they need a global strategy or a focalize strategy, what they really needed is an agency with the adequate specialize, and now this is possible thanks to a new agency offers all the services in United States when you are looking for the Hispanic market: **EG&A.**

Luis Escobar, President of EG&A, comments that this business counts on the fortress of direct marketing, but also has knowledge about the hispanic market in the United States, EG&A is one of the businesses leaders in integrated communications in Mexico.

EG&A is fortified with call center, databases with more than 7 million names, mailing house and offices in Mexico, making this agency a strong company with more than 40 people laboring for the care of the brands.

"Our office in San Antonio is a commercial office and customer service because our operation concentrates in Mexico, taking the advantage of the talent of the mexican strategists, creative and technicians meaning an efficient solution integrated of marketing specialized in the hispanic market, because we are hispanic natives, we include the sufficient experience and the necessary relations in marketing to be able to develop any", indicate Escobar.

Finally, to emphasize the mission of EG&A is to offer the hispanic market in the United States integral services of communications focused to satisfy mainly its strategic needs and the conformation of a base of information of the hispanic market, in order to analyze the commercial and economic potentials of this sector.



# The Importance of Culture in Marketing

*"Culture is the baggage that humans groups carry with themselves over history, a culture generally is understood to be the cluster of intangible and tangible aspects of life that groups of humans pass to each other from generation to generation"*

Felipe Korsenny

Lack of attention to cultural aspects can mean the difference between a powerful ad and either an ineffectual or aversive ad

## Beliefs

### Hispanics

- Nature and Supernatural Control
- Uncertain Future
- Children take care of old
- No savings

### Anglo

- Humans Control
- Plan your retirement
- Old Independent
- Savings

### Hispanic Backgrounds

- Group more Important than Individual
- Loyalty, fear of the unknown
- Good Mother, Past of poverty
- Live for Today

## Culture

### Facts

Mexican are Good worker and honest against sports and romantic  
However in Mexico City they consider themselves late, law brokers, not very religious, but more sport and romantic.

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Mexican are more BEING, meanwhile Americans are DOING persons. For instance the mexicans always introduce themselves as "I am Doctor..." or "I am the son of the owner..." or "I am the manager..." and the americans they say "I do this business", "I built this building" and so on.

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Absolute Values, they are not really clear about the absolute values:

Time; for a mexican an appointment at 4 pm could be 4:30 it is still 4 isn't it?

Money; they never says it cost me \$199 they say it cost me \$200

Relations; they can not distinguished the relationship customer - supplier or vice versa, they easily mix it. This could be confused for americans because they have really clear the position and even better they can have a good dinner with some supplier and in the next day they can demand for a better service. The mexicans "think" some mistakes can be tolerated because they are friends.

## Cultural Boundaries

Cultures are not unique enough; Members can unequivocally be classified, for instance a well educated mexican blond hair and green eyes could be judged as another american but he is mexican.

The mode is the most intuitive measure of central tendency, because Cultures do overlap

### Ambiguity

Tolerance of Ambiguity is one of the traits that help marketers deal with this anxiety. The marketer needs to spend time analyzing quantitative and qualitative data in order to form a set of initial impressions.

### Habits

The cultural habits are very different from each segment you want to identify.

| Time in USA/ SEL  | A            | B           | C             |
|-------------------|--------------|-------------|---------------|
| 0-2 years         | Dark Purple  | Dark Green  | Orange        |
| 2-5 years         | Light Purple | Light Green | Yellow-Orange |
| more than 5 years | Light Purple | Light Green | Light Orange  |
| 2nd Generation    | Light Purple | Light Green | Light Orange  |

### Classification

Based on the socio-economical level **SEL** they are classified as:

#### Elite

Small number  
 They are here for Security Reasons in most of the cases  
 Retirees  
 Back and forth between USA and Mexico  
 Cosmopolite  
 They use to have Servants in Mexico and a lot of people helping them as staff  
 Don't describe the Hispanic Market in USA

#### Middle

Relatively Small number  
 Strongly Attached to their societies and habits

Much to lose  
 Well educated and in most of the cases they have more than a college degree

### Working Class Mass

The bulk of the US Hispanic Consumer  
 Many of the are Illegally  
 Nothing to lose

### Challenge for Hispanic Ad/Marketing Agencies

The Size is a problem because this segment is growing very fast. Besides the Purchasing power is important due to cultural issues as they like to spend for today. Other issues we need to face are shared Perceptions:

The **Catholic religion** has dramatically influenced the way of thinking and feeling of the continent.

**Linguistic elements** and values derived from 800 years from Arab domination over Spain. Hispanic heritage combines these and many other aspects of Arabic culture that have important implications for marketing. If the concepts of interest and insurance are problematic in the heritage of the culture the it is reasonable to assume that selling on credit and selling insurance to Hispanics would be more difficult.

**Geographic Concentration**, they always are to get together in group, if you want to see them visit the catholic church on sunday.

**The Homogeneity and diversity** of the market is due to historical and cultural roots. Clearly there are dominant tendencies in the market . Mexicans are the vast majority of all Hispanics. Many products categories benefit from attracting the interest of Mexicans first. That is one way of acquiring momentum.

There are those who depend on the Spanish language for their understanding of basic aspects of shopping and using products; those who can handle English and Spanish almost interchangeably; and those who are English dominant.

### **Implications for Marketers**

Right Motivational, the marketer that connects with the consumer at the level of cultural beliefs is likely to reap windfall profits.

### **Mexican Investors**

They are smart persons and very clever, and as we describe above they are being persons, with acknowledgement and they prefer to establish relationships to make business.

### **Business Mexican**

He controls the situation or the entity, he makes the business but aspires to get the American way of life, they don't know how to write a brief, remember they used to have staff and the staff is the one who writes the statements.

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## **How to reach Mexican Investors**

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### **How to Identify them**

This is the first step.

They are always in groups, look over the Catholic church, parties, clubs, with other Mexicans.

Well dressed, fashion, fine jewelry

Drive luxury cars, BMW and Mercedes are their favorite brands.

They speak Spanish so listen carefully to the way they speak. They don't speak mixing the two languages.

### **How to reach them**

They like to receive mail and email, but a face-to-face contact is the best way to build a relationship with them. They don't trust easily and they are skeptical. Use the referrals to contact them, they like to be introduced for another person, so for this reason you need to attend those places where you can find them and create your own network.

Watch Mexican TV, Univision, Telefutera, Azteca America.

Listen Spanish Radio in car.

### **How to Find them**

Golf Clubs one of the best places to contact them, Sonterra, Dominion and La Cantera are favorite golf clubs you can find them.

Sports Club, like Lifetime and Spectrum they preferred because those are places where they can relate easily with other Mexicans, those clubs have facilities for the whole family, remember they are always in group.

Associations are not a good place to find them, because they are going to be lost among others.

Shopping malls; are the best places to find them, they are the best shoppers in San Antonio, TX. They come 4 times a year and spend more than \$2,000 USD per person every visit, shopping. It's a matter of status.

Catholic Church's on Sunday and if the church has a service in Spanish the better.

Fancy Restaurants like Mortons, Ruth Chris, Olive Garden, PF Chang, Melting Pot, Wild Fish, Stone Werks, among others are the most popular.

At the airport is another place you can find them, remember that many of them

are traveling a lot between Mexico and San Antonio, some times every week.

### **How to Deal with them**

They Don't trust easily so you need to have a soft approach, you need to build the relationship establishing the trust and the friendship, thats why you need to have empathy. The right moment to make the proposal is once you have their attention.

Smart process mind, they are intelligent try to make smart proposal in a win win situation. They are not going to decide easily, they are going to make some research before they accept your deal. Or even better they can say yes as soon as you win their trust.

Soft sell is the best strategy to deal with them, so if you are thinking in a strategy to capture them you need to plan contact them more often, thats why the best media would be the email, this way you van contact them more often and with a low budget. Once you contact them at least 6 times they will trust you, once they trust you they will refer more business and when they have a need the first person they will think of it's going to be YOU.

They need to receive something tangible, include in your strategy how to send your business card, a brochure and a letter, write it in spanish. This way they will receive something tangible and at the same time they will have your information handy. Obviously if you can include a gift better.

He needs to Receive something in return if you are trying to call them to take an action. Thats why is so important to include an attractive promotion for them.

All the communication with them is recommended to be in Spanish. The reason is they need to be really clear in 3 issues.

Legal, health and money, all the information related, they need to be very clear about it, so if you want them to sign a contract prepare an spanish version. Remember that in their culture if somebody makes a question it makes them look like a fool, so they think if they make a question you are going to think they are fools and because they don't want that they are not going to accept your proposal, they are going to say "..call me next week.." or something like ".. let me think about it and I'll call you next week..." Once they leave your office they are going to ask a friend about you or about your proposal and that friend could help you or maybe not. What you really want is for them make a decision with you because you are the expert.

Formal language is the best way to communicate with them at the beginning of a relationship so be careful and learn how to use "Usted" and "Tu" this way you are handling their ego and status.

### **How to relate with them**

The best way to start a relation with them is in an informal environment, take them to lunch or breakfast and remember for them this invitations are social events and they could spend more than one hour maybe two in each one.

Use your referrals to contact them

Use testimonials (Hispanic Better)

Let them make the decision

## They don't like

This is the most important points to remember, as a matter of fact if you have this in mind you'll never fail.

Answer machines are the worst devices they want to deal with. So try to answer all their calls and if your company has the electronic receptionist try to review the sequence because some machines never allow a human being to answer the phone unless they know exactly the extension or what they want. If you read this document since the beginning now you have a clear mindset that they usually don't know or can't remember your extension or the department they need to speak and so on.

They don't like to Read, this doesn't mean they are illiterate simply they don't like it. Use more graphics and charts in your presentations, and never assume they have read the document you have sent.

They don't Use Credit, please remember they live in a different economy and culture, some mexicans think the credit is used by poor people and they are the Elite. Usually what they have is paid in full cash, this include homes, cars, trips, etc. So do not expect them to have a good credit report, in Mexico sometimes they never have one.

Talking about Credit Cards is another issue to point. Mexico is one of the countries with more fraudulent credit cards transactions, for this reason they are not very confident to use the credit card in websites or give their number over the phone.

Telemarketing Calls are very well recognized by them, they don't like to receive any of them and even worst a

cold call or from a unknown number. In Mexico the "bad guys" have a lot of ways to extortion the wealthy people and the most common is through the phone, so if they don't recognize your number or that you are calling them from an unknown number they are not going to answer. Once they know who you are then you can call them.

## Conclusion and Recommendations

- Include Hispanic market in your Marketing Strategy
- Native Hispanic marketer is better
- Focus on your business
- Get the most out of your product or service
- Develop creative strategies
- Make better business deals
- Suspend Judgment
- Right Motivational appeal to emotionally reach Mexicans
- Elements of cultural identification
- Do business with EG&A
- <http://www.egaproperty.com>