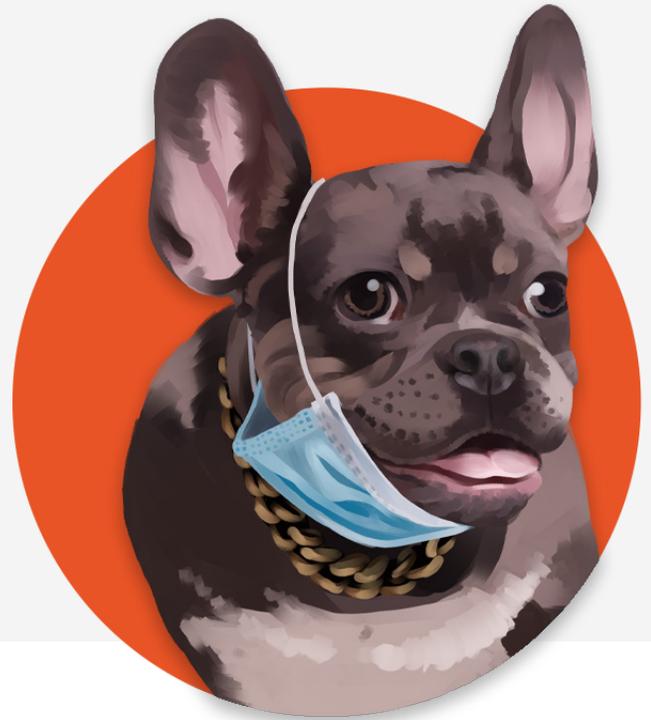




Get The Multicultural Marketing Edge With Our Multicultural Marketing Cheat Sheet

What Is a Good Multicultural Marketing Strategy?

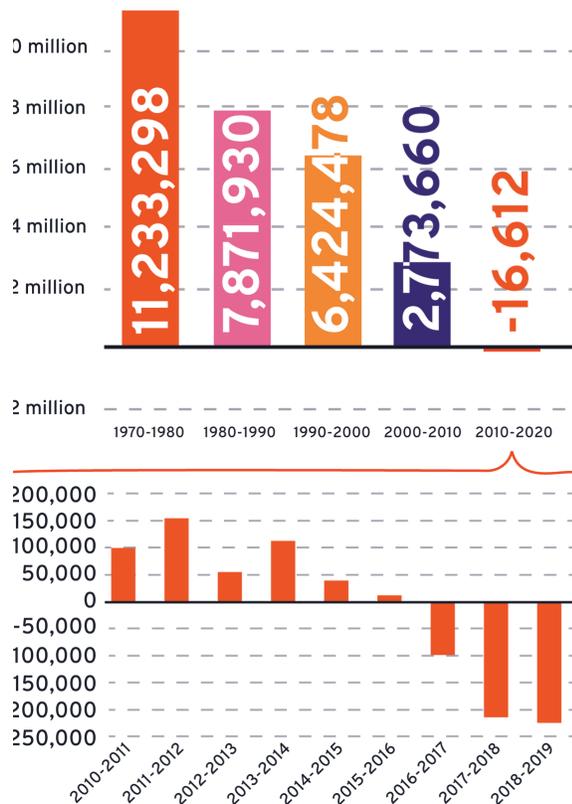


A good multicultural marketing strategy is one that **shows a deep understanding of multicultural pain points** and offers sympathy and support. It contributes to solutions without putting brand profits as the main driver behind the campaign.

It's not a secret that the best **multicultural marketing campaigns** can **open untapped markets and bring more business to the brands**. However, it should come as a positive aftermath of well-performed multicultural campaigns and expertly crafted strategies.



WHITE POPULATION CHANGE



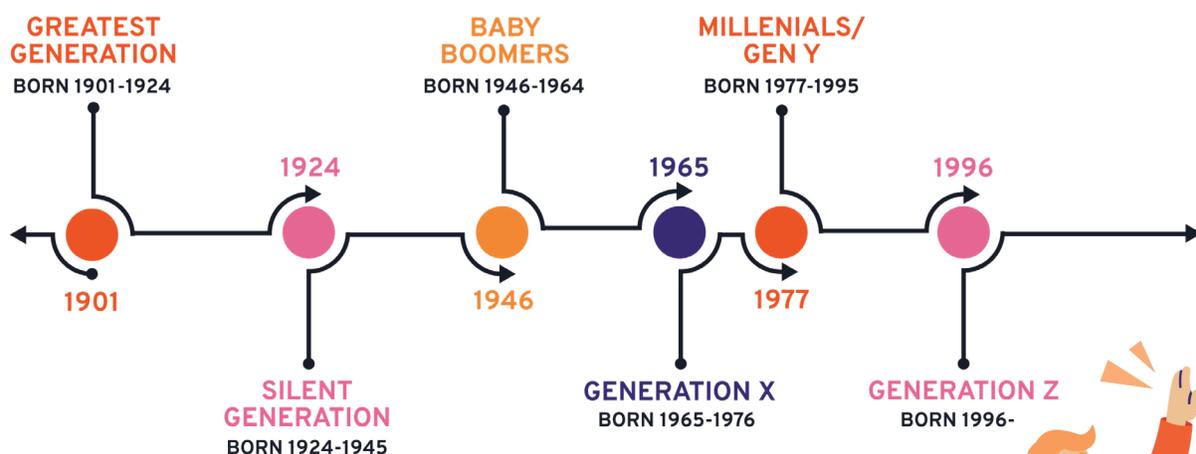
The US is diversifying even faster than it was predicted, and the white population is in decline. If you aren't doing multicultural marketing, you are risking losing the current consumers.

How to Approach the Subject?

The best multicultural marketing strategies are never appropriate - they just appreciate the culture and diversity and add to the cause. If you want to **learn the ultimate winning formula** straight from the multicultural expert marketing agency, here's an in-depth, step-by-step walkthrough on how to create a successful multicultural strategy. Let's dig in!

1. Sample Your Target Population

You can target the most business-appropriate consumers if you have the right information. You can, for example, **target different age groups** with your advertising. There are many different age groups to choose from, including newborns and toddlers, teens, tweens, Millennials and Baby Boomers, Generation X and Seniors, among others.



When conducting your research, you should take into account the following categories:



The first phase of the research not only defines your buyer persona but also helps you determine what's the total population size.

2. Define Your Target Persona

There are two ways you can conduct research in preparation for a multicultural marketing strategy. It's basically a choice between including the entire group or just a sample. This choice will affect the allocated budget for target population research. **Analyzing a carefully selected sample** is always a more budget-friendly option. On that note, let's go over some of the different sampling methods.

Random Sampling

As the name suggests, random sampling is when you make a random selection out of the entire group population, which means it's better when there are a lot of participants. The best part about this sampling process is that each participant in the sample has an equal chance to be selected.

Stratified Sampling

Stratified sampling is when you divide your target population into groups so that each group is represented in the sample. Then, you just need to select participants randomly but proportionally from all the groups, and there you'll have your target population.

Systematic Sampling

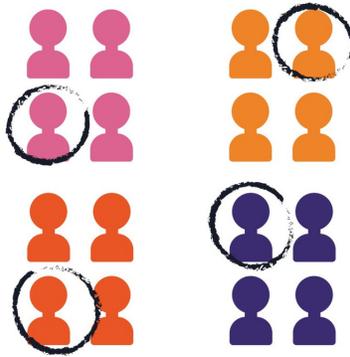
Systematic sampling is a process where the group population is more homogeneous, and then you select every n th participant. For example, when supermarkets award customers, they usually use this approach where every n th (100th, 1000th) customer wins a prize.

RANDOM SAMPLING



Randomly chosen among entire population

STRATIFIED SAMPLING



Split into groups, then proportionally chosen

SYSTEMATIC SAMPLING



Every nth participant is chosen

How to Sample the Right Participants?

Once you segment market data and define your target market and buyer personas based on the categories stated above, you can get insight into your personas by performing various sets of surveys. The better you define your target market and the more you pay attention to accuracy and relevancy, the better the data.

2. Distribute Sentiment Survey

The perfect way to gauge the interest and feedback from your target audience is by performing sentiment surveys. Ultimately, this research method provides valuable insight into the consumer's mind and **tells you exactly how they feel about your product or service.**

Surveys are a wonderful tool that allows you to perform a deep demographic segmentation of your market and pose additional questions regarding their spending habits. It's important to **gauge consumer behavior and affiliations** in order to get raw, actionable data.



The questions you could ask groups in a multicultural sentiment survey include:

BELIEFS



what do they think?

TRUST



how trust-worthy does a brand feel?

FEARS



what are they afraid of?

HABITS



what habits affect purchase decisions?

In an example of a sample size of 1000 people, the margin for error is around 3% (30 people).

50 PEOPLE



100 PEOPLE



150 PEOPLE



250 PEOPLE



400 PEOPLE



600 PEOPLE



1,100 PEOPLE



2,400 PEOPLE



4. Multicultural Focus Session 1 (Barrier Identification)

The first focus session you should run should be all about **what's the biggest issue with your product or service**. When you find out what problems and pain points your multicultural focus group has, you can address them better. Identifying barriers is a cornerstone of a successful multi-marketing strategy. Where there are problems, there are the solutions - you just need to generate enough ideas with a multicultural focus group to identify them.

When conducting a multicultural focus group, you have to pay attention to:

Who Is Leading the Focus Group

Choose your moderator wisely - you need a person who's a part of the focus group's community. The right moderator will make the participants feel easy and comfortable in his presence and shouldn't affect their train of thought.

Language and Interpretation

The language that's universal to a group of participants can be interpreted absolutely differently by another multicultural group. This discrepancy in opinions and interpretation could lead to the questions you want to ask having completely misinterpreted answers.

The Discussion

The discussion should run freely. The main point of a multicultural focus group is to gain insight into diverse points of view and how that target market feels about your brand. Let the discussion run broad - it could turn out to be a true jackpot filled with insights you haven't even considered before.



5. Multicultural Focus Session 2 (Message Testing)

If you want to avoid committing the most common mistakes in multicultural marketing, you need to **test your messages with a multicultural target group.**

MESSAGE TESTING WHEEL

HOOK

How engaging is your product or service? You need to test the difference you make or the indifference in this case. Are you keeping them hooked and wanting to learn more? If not, you need to **find a way to keep their interest high.**

NEEDS

Are you offering a **solution** to your consumers' wants and needs? And can they see that from your brand?

INTERPRETATION

Language interpretation of your message. **How does a multicultural group interpret your brand message,** and are you using the right language to convey it? All these answers can be discovered from language interpretation questions.

TRUSTWORTHINESS

Can your message be trusted? **How do the consumers feel about your messaging?** If the multicultural focus group thinks benefits are inaccurate or exaggerated to the point where they affect the trust towards your product or service, you need to hone your message further.

SOCIAL PROOF

Do you have any social proof that the product or service works? **Testimonials and reviews are imperative** today, but people can often spot the fakes. How does your multicultural focus group feel about your social proof?

BENEFITS

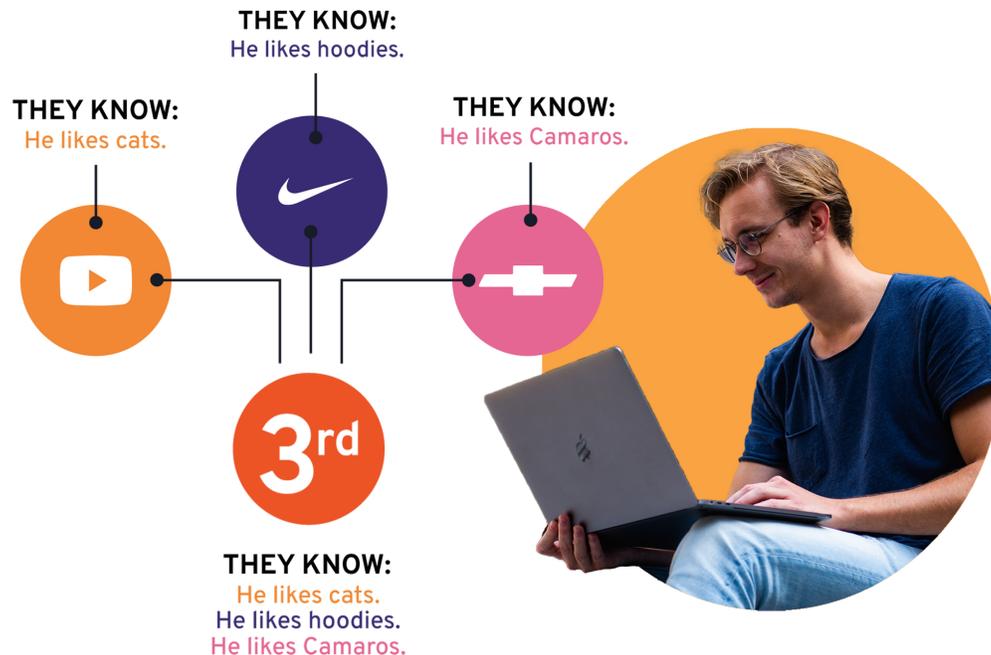
What are the main benefits of your product or service? **The list of benefits has to resonate with your audience.** You should test how a multicultural focus group will see these benefits. If you facilitate the discussion right, you can learn about brand new benefits you haven't considered before.

CLARITY

How clear and concise is your message? You need to test **how the target audience understands your brand messaging.** If their views differ greatly from what you expected to achieve, you have to reevaluate the brand messaging. If the target group requires more context, explanations, or focus to understand what your message is trying to relay, you have to make a better and more clear statement.

6. 3rd-Party Cross-Data Check

What is 3rd-party data exactly? It's all **data collected by a third party** that doesn't have a direct link to that user. The difference between the 3rd-party data and 1st-party data is that the latter provides only one-sided insight into the user that's corresponding with his usage of a brand's website. But the most complete image of users' preferences is compiled only from 3rd party data collectors.



In this example, our Mr. Doe is a proud owner of a Camaro, loves to wear trendy hoodies, and cat videos amuse him. But if you ask the car website what they know about their user, they will only know about his affection for the red Chevy Camaro SS.

Bottom line - 3rd-party data aggregators **collect all data and package it into various groups** and segments, which are very useful for target research.

Next Step: Use 3rd Party Data to Perform Cross-Data Check

This step also belongs to the testing phase of your research. Basically, you need to check whether the data you've gotten from your focus groups and surveys matches the data from the 3rd-party aggregators. This way, you **validate and provide proof of concept for your multicultural target research**.

How Can You Use 3rd-Party Data?

You can use 3rd-party data to **perform laser precision targeting and push your brand message** to the people who are looking for a solution to their pain points. Data aggregators leverage billions of data points that you can use for your multicultural marketing strategy and offer a complete insight into a consumer profile and habits.

Target Competition's Consumers

If you are competing for the same product or service, you can leverage 3rd-party data sets to target your competitor's consumers. For example, you can **reach out to their consumers who've had negative experiences** and offer an alternative.



Search for Lookalike Audiences

If you already have an audience profile that converts well, with the help of the 3rd-party data provider, you can search for similar lookalike audiences. This way, you are targeting your best similar **users who have the best chances to become your new consumers.**

Personalize Your Message

Target pregnant moms with cute newborn clothes or useful baby products, target parents of high school graduates with college moving services, and more. Many **consumers resonate well with personalized messages** that directly correspond to their sentiments and needs.

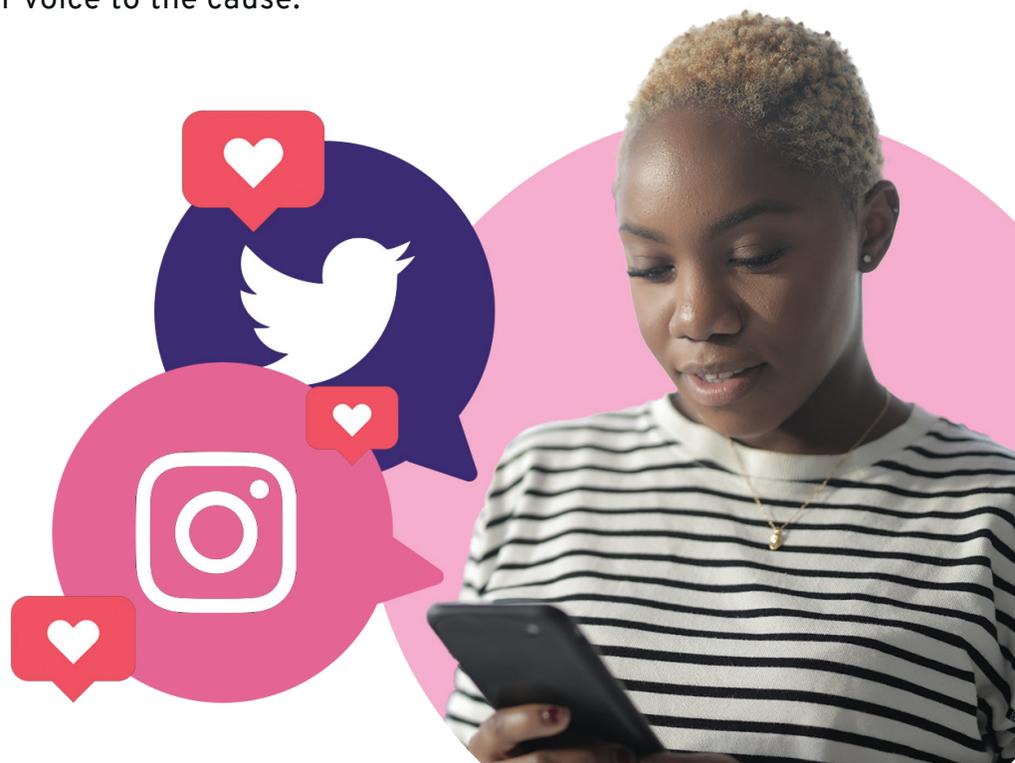
Increase Brand Awareness

The most cost-effective campaigns are those that target the right audience profiles **WHEN** they need a solution and when they are ready to make a decision. With the right data segmentation, you can **run reach campaigns and increase your brand awareness**, and put it into the consideration phase of consumers.

7. Social Media Analysis

The best way to analyze your multicultural target audience is to go where they are - and they are on social media. Analyze what content they are consuming, what their pain points and stuff they deeply care about are. Learn from the content they share and create and perform social listening to see the issues they're having and learn how to align your brand values with theirs.

Multicultural communities are facing a lot of hardships, misappropriations, and stereotype marketing - and they will take to social media with these issues. Analyze their social media presence and learn what their grievances are so that you can show sympathy and add your voice to the cause.



Conclusion

As you can see, a lot of thought, research, and planning goes into creating a successful multicultural marketing strategy, which makes it very difficult for companies to get their brands to as many consumers as possible. If you need assistance with reaching a wider audience, **Phu Concepts will help you develop a successful campaign** and increase your consumer base. [Schedule a consultation](#) with our multicultural marketing experts and see your products and services reach new heights.

Want to build a successful multicultural marketing strategy?
Let's make this happen.

TALK TO AN EXPERT



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