



FDMA presents "Hispanic Marketing: One Size Does Not Fit All: Understanding the Nuances, Distinctions, and Opportunities in Marketing to Hispanics"

Florida Direct Marketing Association, May 09, 2006

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Spanish speaking audiences are not identical, and geographic differences, among others, play a large role in determining their differences. Direct marketing to Hispanics is not only about tailoring messaging and branding, but also about targeting. Even campaign execution, follow-up, and fulfillment should be appropriately versioned to different segments of what is erroneously thought of as a homogenous ethnic group.

PR9.NET May 09, 2006 - Fort Lauderdale, FL, – One Size Does Not Fit All: Understanding the Nuances, Distinctions, and Opportunities in Marketing to Hispanics is the topic of the Florida Direct Marketing Association's (FDMA) monthly luncheon being held Thursday, May 18 at the Westin Hotel on Cypress Creek Road and I-95 in Fort Lauderdale from 11:30 am to 1:30 pm. The meeting is open to the public with registration and networking beginning at 11:30 am followed by the lunch and presentation at noon. The cost to attend is \$35 for members, \$45 for non-members. Attendees are encouraged to register online at www.fdma.org in advance and save \$10 over walk-up registration.

Jesus has implemented many CRM solutions supporting marketing, sales and customer service programs for multinational companies in Mexico, Peru, Venezuela, Puerto Rico, Colombia, Canada and United States. A 15-year veteran of customer relationship management, Jesus has extensive experience providing CRM services for business-to-consumer clients in a variety of industries. He will share his experiences in implementing CRM solutions that support direct marketing programs to a variety of distinct Hispanic target audiences.

FDMA luncheon meetings are typically held on the third Thursday of each month at the Westin Hotel in Fort Lauderdale. New members get their first lunch free when they join. Special membership rates are available for non-profit organizations as well. For additional information, please contact Keith Fletcher, FDMA Board President, at 786-357-3275.

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About Florida Direct Marketing Association

The FDMA has nearly 200 members, including catalogers, Internet retailers, financial services providers, publishers, book and music clubs and retail stores. "Direct marketing" is the art and science of sending one-to-one promotional messages directly to consumers, which allows marketers to measure response rates and campaign effectiveness. The FDMA was a chapter of the national Direct Marketing Association from late 2002 until August 1, 2005, when it once again became an independent organization.

Website: <http://www.fdma.org>
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