

# STRATEGICA

**Penetrating the Hispanic Market:  
Practical Methodologies That Drive Real Growth**

SIA Global Summit 2026

# Agenda

1. Introductions
2. Framing the Opportunity
3. Why Most Hispanic Marketing Efforts Fail
4. Cultural Intelligence Before Marketing
5. Strategic Targeting & Audience Segmentation
6. Community-Driven Engagement
7. Measurable Campaigns
8. The Strategica Framework for Market Penetration
9. Final Takeaways

# Introductions



## **Nelson Altamirano**, Founder & CEO

Nelson has 20 years of experience in digital marketing and product management, leading teams across health and wellness, higher education, and leadership development for Fortune 500 companies. He has built award-winning international digital teams that have driven multi-million dollar results. Nelson holds a BS in Information Systems from BYU-Idaho, an MBA from the University of Utah, and executive education from MIT in User Experience Design.



## **Angel Viveros**, Co-Founder & President

Angel has 15+ years of experience in strategic marketing and product management. He has led marketing teams and positioned multi-million dollar products across health and wellness, smart home tech, and SaaS. His work in the airline industry included collaborations with NYC agencies on strategic campaigns. Angel holds a BS in Communications from BYU-Idaho, a Master's in Marketing from Northwestern, and executive education from Stanford in Design Thinking.

# The Opportunity

Hispanic Consumers

# Hispanic Consumers Are Driving U.S. Growth

- Represent 20% of the U.S. population and 17% of Utah's population
- Account for 71% of total population growth in the U.S.
- Skew significantly younger than the general market

Source: U.S. Census Bureau, Pew Research Center



# Future Growth in Outdoor Recreation Depends on New Audiences

- U.S. Latino economy exceeds \$4.0 trillion and growing fast
- Represents one of the youngest and most active workforce segments
- Will drive future demand across experiences, travel, and recreation

Source: Latino Donor Collaborative, U.S. Latino GDP Report



**Hispanic consumers represent one of the most important growth opportunities for the future of winter outdoor industry**

[strategicamarketing.com](http://strategicamarketing.com)

# Why Most Hispanic Marketing Efforts Fail

Culturally Relevant Strategies

# Why Outdoor Brands Struggle to Connect with This Audience

- Rely on translation instead of culturally relevant strategies
- Focus on exposure without creating real access points
- Treat engagement as campaigns instead of long-term participation



# The Real Barrier Is Access, Familiarity, and Belonging

- 76% of Latino youth feel overlooked by brands
- Many families lack exposure to outdoor winter activities
- Decisions are shaped by family confidence and familiarity

Source: Multicultural consumer research (e.g., Nielsen, Hispanic Marketing Council)



**The challenge is not awareness, it's  
creating relevance, access, and a  
sense of belonging.**

[strategicamarketing.com](http://strategicamarketing.com)

# Methodology 1: Cultural Intelligence Before Marketing

The barrier is not language... it's context

**Cultural intelligence is not about  
what you say.**

**It's about whether your audience  
feels the experience is for them,  
before you say anything at all.**

# Why Cultural Intelligence Matters First

- Cultural intelligence is a prerequisite to market growth
- Growth is not just about reaching more people, it's about understanding who is growing and why
- Before marketing, you must understand the cultural context driving participation.



# What Cultural Intelligence Reveals

- Decisions are family-influenced, not individual
- Trust is built through community networks, not brands
- Participation depends on belonging and representation
- Barriers are often perceptual (unfamiliarity, access, identity)



**If you don't understand how people  
interpret the experience,  
your marketing will not resonate,  
no matter the channel.**

[strategicamarketing.com](https://strategicamarketing.com)

# Applying Cultural Intelligence Before Marketing

SHIFT FROM THIS



TO THIS

Language translation



Context understanding

Individual targeting



Family and community engagement

Awareness campaigns



Belonging and trust-building

Assumed barriers (cost)



Real barriers (access, familiarity, representation)



## Methodology 2: Strategic Targeting & Audience Segmentation

Targeting starts where cultural intelligence leaves off

## Why Segmentation Matters

- Growth is not about reaching more people, it's about reaching the right segments within growing audiences
- There is no “Hispanic market,” there are distinct segments with different behaviors
- Effective targeting requires segment-level understanding



**Each Hispanic segment has different motivations, barriers, trust triggers, and preferred channels.**

## Not One Audience, But Many

- **First-Generation Families:** Family-driven, trust-based, community-influenced
- **Second-Generation Young Professionals:** Experience-driven, identity-focused, socially influenced
- **Outdoor Enthusiasts (Emerging):** Already active, need clear entry into winter sports
- **Youth & College Students:** Social, exploratory, peer-driven



# **Strategic Targeting**

**Data + Behavior + Community**

[strategicmarketing.com](https://strategicmarketing.com)

## Methodology 3: Community-Driven Engagement

Trust through people, not ads

# Participation in Outdoor Activities Is Driven by People, Not Advertising

- Most first experiences come through family, friends, or community
- Trust is built through shared experiences, not brand messaging
- Community influence plays a key role in decision-making



**People, not ads, drive participation  
in this market.**

[strategicamarketing.com](http://strategicamarketing.com)

# Creating First-Time Experiences Drives Long-Term Participation

- Community-based experiences increase trial and comfort
- Participants are 39% more likely to recommend the brand
- And 37% more likely to return and stay loyal

Source: Experiential marketing studies (Nielsen/EventTrack)



**The first experience determines  
long-term participation.**

[strategicamarketing.com](http://strategicamarketing.com)

## Methodology 4: Measurable Campaigns

Focused initiatives that subsequently scale

# Start with Focused Local Initiatives, Then Scale What Works

- Begin with pilot programs in specific communities
- Test experiences designed for first-time participants
- Expand based on what drives real engagement



**Growth starts locally and scales  
through what works.**

[strategicamarketing.com](https://strategicamarketing.com)

# Measure Participation to Understand True Growth

- Growth starts with new people entering the experience
- Long-term value comes from repeat participation and retention
- Community-driven experiences increase loyalty and advocacy

Source: Hispanic Data Trends 2026, p.12  
(Experience-driven engagement increases brand loyalty and recommendation)



**Growth comes from marketing that builds trust, enables first experiences, and drives ongoing participation.**

[strategicamarketing.com](https://strategicamarketing.com)

# The Strategic Framework for Market Penetration

Outsmart, don't outspend

# The Right Way to Penetrate the Market

## 1. Understand the Culture

Research, listening, insight development

## 2. Identify the Right Segments

Target audiences strategically

## 3. Engage the Community

Build trust through participation

## 4. Measure and Optimize

Use data to refine strategy



**Penetrating the Hispanic market is  
not about marketing harder.**

**It is about marketing smarter and  
culturally aligned.**

[strategicamarketing.com](http://strategicamarketing.com)

## Final Takeaways

Brands that invest in cultural intelligence today  
will be the ones that win the markets of tomorrow

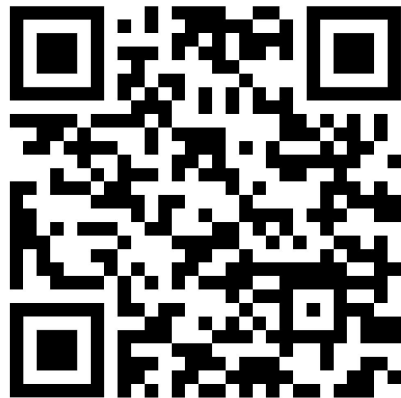
## Final Takeaways

- The Hispanic market represents one of the most important growth opportunities in the United States
- But growth does not come from awareness alone, it comes from relevance
- With the right approach, growth becomes measurable



Q&A

**WORK WITH US**



# Thank You



[strategicmarketing.com](http://strategicmarketing.com)