

Talk to me!

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Multicultural Marketing Solutions

Get a Multicultural Advantage in 2010

2010 is poised to be an amazing year for business. With the economy on the upswing after a few years of a difficult decline, things are definitely looking up! During these first few weeks of the year many companies are working on two things: 1. their tax returns, and 2. their plans for the upcoming year. While it's always top-

of-mind to plan sales and marketing tactics, one market you don't want to ignore this year is the Multicultural market.



The Multicultural market is changing. First and foremost, the Hispanic population has grown to over 50 million in the US today, and is as such, the largest minority or multicultural audience. Reaching out to this quickly growing audience is going to become increasingly im-

portant as it expands. Building and maintaining a dialogue with your current and prospective Hispanic customers has the potential to lead to increased sales and great return on investment for your company. In order to add Hispanic marketing to your mix, consider researching the demographic or working with a multicultural firm to help you understand the audience's culture, needs and wants, to help you build a successful plan.

While the Hispanic audience has been growing, there is also a staggering amount of opportunity with African American audiences in 2010 as well. According to Brandweek, African Americans are nearly six years younger than all consumers, with 47% between ages 18-49, making them part of the top-spending demographic. In addition, the website reports that Black households making \$75,000-plus have increased 47% in the last five years, 1.5 times faster than that of the general population. They also note that if



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Diversity Fatigue

A message from Renee -



Diversity is important. That might not seem like much of a revelation given the focus on Diversity as a cultural necessity over the past 10 years. And while it may be easy to feel like everything we set out to accomplish by putting Diversity on the national

stage has been accomplished, the reality is that even in 2010, with an African American President in the White House, there are still people being denied access. Denied access to what? Denied access to positions, denied access to politics, denied access to healthcare, denied access to relationships and denied access to education. Expanding diversity in the workplace and in higher education will help begin to open new doors to people of different races, cultures, economic backgrounds, sexual orientations and ages to come together and work toward a better society.

Diversity is important in business because everyone has a unique perspective and life experience to bring to the table. Diversity ensures that the best minds are given an opportunity to study and solve the problem; that everyone who can contribute has an opportunity to do so. Diversity means an atmosphere that is based on cooperation and collaboration instead of competition and isolation.

If you or your employees are feeling diversity fatigue, now is the time to reinvigorate yourselves! Make a plan to celebrate and encourage the Diversity in your workplace. The first quarter of 2010 is the perfect time to consider your multicultural marketing efforts. Multicultural markets are asking to be addressed in advertising and have products and services tailored for their needs. The beginning of this New Year in 2010, as the economy recovers, is the perfect time for you to consider adding multicultural marketing to your mix. Fight Diversity Fatigue and make 2010 a success for you and yours!

Renee Singleton, President & CEO

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trends continue in 2015 more than 50% of the Black population will live in the suburbs.

Even though this audience represents a higher percentage of consumers in the top-spending age group, marketers are still not speaking to them or harnessing the power of this demographic which is rife with opportunity. In order to grow your profits in 2010, add this fast growing and changing demographic to your marketing plan before the year kicks off. 2010 is also a great year to evaluate what other small audiences might be the perfect prospective customers for your products. Do your products appeal to a specific group of people? Perhaps your product has an Asian following. It's important to take advantage of these natural connections to specific cultures by addressing them specifically through marketing messages and materials.



Where does Singleton & Partners come in? Peter Franchese, co-author of the study and founder of American Demographics told Brandweek that he feels marketers will need to address African Americans differently than they do the general population. Singleton

& Partners specializes in creating Multicultural marketing plans that will help you reach out to multicultural audiences. They have the background in intercultural and interracial marketing that will ensure that your campaigns communicate the right message in the right way for success.

Get a Multicultural advantage in 2010 by planning to communicate with two of the fastest growing and positively changing markets in the country, and do it successfully with the help of Singleton & Partners.

3 Tips to Squash Diversity Fatigue

1. Make a list of ten good things diversity has done for your office. Consider multicultural and minority employees who have contributed to your team. Celebrate these either privately, or publicly by thanking employees for their hardwork.
2. Make time to read about multicultural and diverse audiences. Visit sites like diversityinc.com and brandweek.com to learn more.
3. Consider participating in local diversity related programs that bring people together for networking or more information on diversity.



Stop in and see our new office!

Our new location is:
1337 W. 10th Street Cleveland, Ohio 44113



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About Us

Singleton & Partners is a full-service marketing firm committed to creating partnerships between mainstream America and its many diverse communities. We help our clients connect with women, African-Americans, Asian-Americans, Hispanics and other multicultural audiences. Our experienced professionals develop innovative marketing plans tailored to reach each unique audience. We are proud of our consistent track record of yielding maximum return on investment for our clients.

Singleton & Partners is certified as a Small Business Enterprise (SBE), Minority Business Enterprise (MBE) and Encouraging Diversity Growth & Equity (Edge) business.

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