

Grow Your Business

PAID SEARCH ADVERTISING IN SPANISH

Are You Tapping Into the Fastest Growing Market in America?



Increase your potential market size by as much as 35%

With over 58 million Spanish speakers in the U.S., purchasing power estimated at more than \$1.5 trillion, and adoption of new brands and receptivity to advertising that is higher than the general public, now is a great time to begin marketing to Spanish-speakers online.

79% of the Hispanic population living and working near your business is using search engines on a daily basis. ***

Spanish-language paid search campaigns better position your business to tap into this emerging market by enabling Spanish-speaking potential customers to find you on the web, opening new business opportunities that can lead to sales increases and market expansion. This audience is truly bilingual online and comfortable conducting business in English, according to a study by Google and Ipsos Media CT.

Launch paid search advertising in Spanish and enjoy:



Lower Costs

With few brands tapping into this nationwide, you can enjoy a competitive advantage and generally lower Cost-Per-Click and Price-Per-Lead in this less competitive space.



Huge Market Potential

Easily reach millions of U.S. Spanish speakers, right where they are already looking.



Higher Click-Thru-Rate

Hispanic consumers pay attention to online ads 20% more than the general online population, according to Google.

*Your Spanish-speaking customers are searching online. Will they find you?
Let Web.com for Enterprise help you connect with more Spanish-speaking clients.*

web.com® for Enterprise

Launch Your Brand into the Hispanic Market with Paid Search Ads in Spanish

Reach one of the fastest growing demographics in the U.S.
and easily build relationships with an entirely new audience

Our Spanish-language paid search campaigns include:

- **Spanish landing pages** for higher conversion rates and low bounce rates
- **Culturally relevant campaigns** that resonate with the Hispanic audience
- **Customized ad copy** crafted by an in-house translation team of bilingual speakers
- **Spanish keywords strategy** because Hispanics think and search in Spanish
- **Geo-targeting tactics** employed to focus on locations with high Hispanic populations
- **Performance benchmarks** established through a consultative approach

As our Google-certified team of SEM experts manage your Spanish-language PPC digital ad spend across your locations, our dedicated client success team will guide you through the performance metrics so you can draw informed decisions.



One Company, Multiple Languages, Hundreds of Clients

The potential is huge, but to grow your business in this market you need more than a translator – you need a strategy and a partner you can trust.

We bring the same high-quality approach to Spanish paid search ads as we do to English online advertising. You can have one digital marketing partner to provide both your English and Spanish paid search campaigns.

Your Next Big Opportunity?

The U.S. Hispanic Market

- ✓ **58 Million** Hispanic people in the U.S. *
- ✓ **88%** Hispanics accessing the internet. *
- ✓ **56%** Spanish-speaking Hispanics agree that advertising in Spanish “makes me feel like the company wants my business”. **
- ✓ **66%** Hispanics say they pay attention to online ads – almost 20 percentage points more than the general online population. ***
- ✓ **\$1.5 Trillion** Buying power of Hispanic population ***

* Pew Research Center, *How the U.S. Hispanic population is changing*, September 2017 and *Internet / Broadband Fact Sheet*, February 2018

** Experian Simmons National Hispanic Consumer Study, 2011

*** ThinkWithGoogle, *New research shows how to connect with U.S. Hispanics online*, June 2015

*To learn more about how we can help you tap into this market,
please contact us at 855-973-8003 or enterprise@web.com*

web.com® for Enterprise