

### Ethnic Marketing: A Strategy for Marketing Programs to Diverse Audiences



**Explain**

Developing a strategy for marketing Extension programs to ethnic audiences requires the application of personal marketing strategies. These strategies reflect the cultural values, beliefs and norms of the ethnic audience you are trying to attract. The better you understand principles of diversity the better the marketing approach will be. The concept of society becoming a “melting pot” where all cultures and peoples blend together is being replaced by the concept of a “salad bowl” where cultures and peoples are combined in one place but retain their individuality.

Tailoring your marketing message to appeal to the shared cultural norms, values traditions, and beliefs of the groups you intend to reach is critical to your success.

**Ask: What conceptual differences do you see when thinking about audiences from the construct of a “melting pot” versus that of a “salad bowl?”**



**Discuss**

**Ask: What are some of the factors to consider when developing effective marketing strategies to ethnic groups?**

1. Consider ethnic diversity when selecting personal marketing strategies;
2. Determine the level of ethnicity of the audiences you are targeting; and
3. Develop and implement your ethnic marketing campaign.



**Explain**

Ethnic marketing means adjusting your marketing strategies to the values, beliefs, attitudes and practices of your target ethnic group(s). Good ethnic marketing involves breaking free from the conventional marketing styles that we often employ.

**There are five keys to successful ethnic marketing: Step #1**

- Value the cultural uniqueness of your target groups.
- Value cooperation and bridge-building with community leaders and other organizations.
- Value the cultural beliefs, symbols, and practices of your target group.
- Value differences in language, accents, practices, and social conduct.
- Value word-of-mouth and interpersonal communications to spread your message



### **Step #2: Determine the level of Ethnicity of your Target Group**

When working with ethnic groups, it is vital to understand the level of ethnicity in the target group. The level of ethnic marketing needed will depend on the degree to which your target group members identify themselves within their respective ethnicities.

Extension professionals will take into account the level of ethnicity of the group they are marketing to. If the group they are marketing to has a high level of ethnic identity then the professional will have to be aware of an in tune with the values and beliefs of the ethnic culture of their audience.

Ethnic marketing is contingent upon an understanding of what is important to the ethnic group you are trying to reach. It is important to understand three major factors which influence how heterogeneous the group may be.

1. Environmental – family upbringing, ethnicity of community, or neighborhood one resides in.
2. Economic – education, income and status, etc.
3. Social – place of birth, length of stay in the United States, social associations and affirmations, etc.

People with a **high degree of ethnicity** have strong ties with ethnic culture and will need a higher degree of ethnic marketing. They are generally first-generation immigrants, not fluent in English, speak mostly their native language, speak with a heavy accent and live in high-density ethnic areas. People with a **medium degree of ethnicity** can be considered as belonging to both worlds. They are generally second generation or acculturated first generation, have spent one-fourth or more of their lives in America, are proficient in English and native language, speak with a light accent and live in moderately dense ethnic areas. People with a **low degree of ethnicity** usually have weak ties with their original culture. They are generally second generation or more, were born and raised in America, are bilingual but prefer English, speak with a neutral accent and live in low density ethnic areas.

**Ask: Can you identify groups within your community that meet the criteria for high degree of ethnicity, medium degree of ethnicity and low degrees of ethnicity based on the criteria given here?**

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### **Step#3 Launching Ethnic Marketing**

**When assessing your marketing program, the Three “I” Steps model of marketing may be used**

1. (I) identify the communities the target group comprises.
2. (I) identify the values and beliefs of the targeted communities. This will involve researching and compiling some of their values and beliefs. This research gives you the foundation for the third (I)
3. (I) identify the personal marketing strategies that match the values and beliefs of the community you will be addressing.

*\*See the attached “Ethnic Marketing for Selected Groups” handout*

Marketing is of vital importance when attempting to create programs for diverse audiences. Personal marketing techniques are much more effective in reaching diverse or underserved audiences, but you must take into account the level of ethnic diversity of the audience you are trying to reach. Begin by identifying the communities, values and beliefs of your target audience, and then design your marketing program using personal marketing techniques that best match those beliefs and values before launching your ethnic marketing strategy.