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White Paper Hispanic Online Marketing and Working With Cross-Functional Teams

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*In Collaboration with
Noticias Newswire
The Leading Multimedia Press Release
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Introduction

This white paper discusses some of the challenges and solutions that come into play when working with cross-functional teams.

Challenges of Cross-Functional Teams

Hidden costs to work with cross-functional teams that often act as competing forces rather than unique teams with a shared vision and common goals.

Without a clear vision, cross-functional teams tend to give priority to optimizing for individual team successes at the expense of (and sacrificing) overall performance of the business.

It All Starts With The Vision!

Setting a vision and align goals and objectives to the shared vision

Creating a Roadmap of Success

Create a roadmap that identifies the audience you're after, the goals you're trying to reach (and you can measure) as well as a strategy that sets the stage for the tactics you'll use to execute your game plan.

Finding the Nexus

Finding the nexus between search engine optimization ("SEO" hereon), Social Media and Public Relations ("PR" hereon) - and conduct regular meetings to align goals and objectives

Areas of Integration: Samples

Summary

Executing a cost-effective Hispanic Online Marketing Campaign requires a clear vision from the top and cross-functional teams willing to align their efforts towards fulfilling shared goals.

Introduction

This white paper discusses some of the challenges that come into play when working with cross-functional teams, and the solutions to overcome those roadblocks. Please read on and then don't forget to drop us a line with your thoughts...

Working with Cross-Functional Teams for Cross-Cultural Marketing

When it comes to cross-cultural marketing, creating synergy within a company is essential. Marketing messages must be methodically consolidated and streamlined in order to overcome language and culture barriers.

Furthermore, many organizations frequently bring in outside agencies for a variety of SEO and social media initiatives related to both strategy and execution of multicultural and cross-cultural marketing.

Synergies can only be created if all divisions of a company and cross-functional teams (in-house and third party agencies) are on the same page.

Turning Activities from a Potential Liability into a Great Opportunity

While everyone representing the company is definitely attempting to reach some goals and milestones, the priority ought to be placed in creating a cooperative environment where everyone's actions contribute towards fulfilling the overall strategic vision.

Below are a few overarching themes that cross-functional teams can adhere to in order to create the environment for cross-cultural marketing success.

- ✚ Adopt a holistic team approach towards a common vision rather than competing teams
- ✚ Create areas of common ground and collaboration rather than competing/department-specific objectives
- ✚ Encourage accountability among cross-functional teams without resentment and jealousy

Below are some areas of integration for optimal results, always start with a strong base, and build your way up and deep into the hearts and minds of your intended target audience:


- ✓ Create unique and relevant content that creates a connection with your audience
- ✓ Optimize the content for the web and add social icons to enable sharing
- ✓ Share the content and encourage social interactions and engagement

Challenges of Cross-Functional Teams

Are you struggling to get all members of your digital team working and sharing data collaboratively? Getting cross-functional teams to work effectively and coherently is vital to any business, and in particular to small businesses, since the members of a cross-functional team that do not work together well can inadvertently work as competing forces that hurt the entire marketing campaign.

Below are some of the most common challenges:

Challenges when Building and Administering a Multi-Language Site

 To build and administer a multi-language site, cross-cultural teams are necessary. Integrating cross-cultural teams may present challenges due to differences in work styles, culture and language. The organization must take action to integrate teams so that those creating content in English work directly and productively with counterparts on the Spanish language team.



Challenges in Coordinating In-House Teams and Outside Agencies

Outside agencies are a great resource to leverage on their specialized knowledge and expertise. However, the challenge for organizations today is to put in place the organizational structure, along with the right technology, to support the in-house/outside agencies integration. Too many brands still hold data and manage staff and outside agencies in silos. This as a result, adds to the failure for many organizations to reap the highest return that integrated marketing can provide.

Challenges in Integrating PPC and SEO teams

While technology and analytical tools have enabled most brands today to leverage both PPC and SEO, integrating the two disciplines still remains a challenge for most organizations, especially when coordinating various outside agencies.

Challenges in Integrating Influencers, Writers, and Journalists

Like Bill Gato from Noticias Newswire says, “Brands Love Influencers.” However, it may be challenging for brands to reach the right influencers and follow up with them in a way that is effective and sustainable.

Many publications like the *Huffington Post* and the *New York Times* have been developing increasingly blog-like features because they understand how the internet (including search-engine optimization) works.

Other common challenges: integrating English and [Spanish SEO](#) teams, marketing officials and corporate lawyers (what can be said versus what cannot), product development and product marketing teams, etc

It All Starts with The Vision!

Many strategic leaders struggle to craft and communicate a vision for their cross-functional teams. Developing a team vision statement can help you define the future you want to create for the company, so that all cross-functional teams can have a shared vision and align their goals and objectives towards it.

A Good Vision Statement ...

- Sets a standard of excellence
- Clarifies direction and purpose
- Inspires enthusiasm and commitment
- Bridges the present and future
- Is clear and easy to understand
- Is ambitious (not limited by current circumstances or what is perceived possible)

Creating a Roadmap of Success

To avoid that people in cross-functional teams work on whatever they feel like, many companies create a roadmap to coordinate what goals and ambitions the teams are going to work on.

Building Your Roadmap - Each goal in the roadmap has a set structure which you should stick to. This is how it works:

- **Objective** - An Objective is a goal that you want to achieve.
- **Success Criteria** - This is a statement that can be clearly read to determine success on the above 'Objective'.
- **Actions** - This is a set of steps that need to be executed to achieve the 'Objective'.
- **Blueprint (optional)** - It is recommended to use a launchpad blueprint for your objective.
- **Driver (optional)** - If someone is coordinating this objective and helping those involved to deliver on their actions, list that person here.

Tracking Progress - Here are some tips on tracking progress on your roadmap:

- **Review it at meetings** - your roadmap should be an agenda item at every meeting your cross-function teams have. Review progress, identify problems, ensure everyone is clear on what they are doing and unblock blockers.
- **Review mid-cycle** - it could be useful to review progress on the roadmap halfway through the cycle in detail.
- **Evaluate at the end of a cycle** - when the cycle is complete, review the roadmap and see how much the cross-functional teams achieved working in sync.

Finding the Nexus

There's a direct connection between SEO, social media, and public relations to the organization. To foster collaboration between multiple departments or cross-functional teams, everyone should be aligned towards one vision and one greater goal.

The Nexus between SEO, Social Media and Public Relations

Many business owners have the understanding that social media is a separate marketing channel from search engine optimization. For that reason, business owners that have limited resources either invest in social media or SEO. However, finding the balance between SEO, social media (and public relations) efforts depends on having an educated, experienced team that can align all their individual efforts so that they complement each other and increase the company's social reach. This can be achieved by having the cross-functional team hold frequent meetings that guarantee that the goals and objectives of all individual members are aligned towards one greater goal.

A Win-Win Rather than a Zero-Sum Game with Competing Budgets

Many companies feel as though they must decide between social media, SEO and PR. However, many companies actually place the budget for all three disciplines under one umbrella. Other companies will actually create a single marketing division for all three disciplines with one executive to ensure decisions that help to create synergy rather than division.

In order to create the best environment, business strategies must be created which include all three aspects of the marketing umbrella rather than focusing on just one aspect. If money is to be spent on search engine optimization, then the aspects of social media and PR that can help SEO should also receive a boost in the budget. No one division should be working without the other two working somehow; this is how to keep each aspect of marketing accountable to the others.

The Nexus between SEO and PPC

[Download this white paper](#) to learn some steps to integrate SEO and PPC effectively and streamline your search marketing efforts. To avoid marketing inconsistencies, management needs to centralize the search function as much as possible to encourage digital team members to work collaboratively and not competitively. Better cross channel communication will lead to more data sharing and improved bottom-line results.


Another point of integration between SEO and PPC is when optimizing the landing pages to be used in PPC campaigns. Google AdWords, for instance, has what is called a Quality Score. The most important Quality Score factors are: usability and

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content. While optimizing your landing pages for conversions, SEO and Quality Score can be a challenge, adding the right keywords, META tags, and relevant content on the landing pages can be determinative whether a specific ad performs well or not.

Example

Suppose Sam is looking for a pair of striped socks. And let's say you own a website that specializes in socks. Wouldn't it be great if Sam types "striped socks" into Google search, sees your ad about striped socks, clicks your ad, and then lands on your webpage where he buys some spiffy new striped socks?



In this example, Sam searches and finds exactly what he's looking for. That's what we consider a great user experience, and that's what can earn you a high Quality Score. What's more, relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.

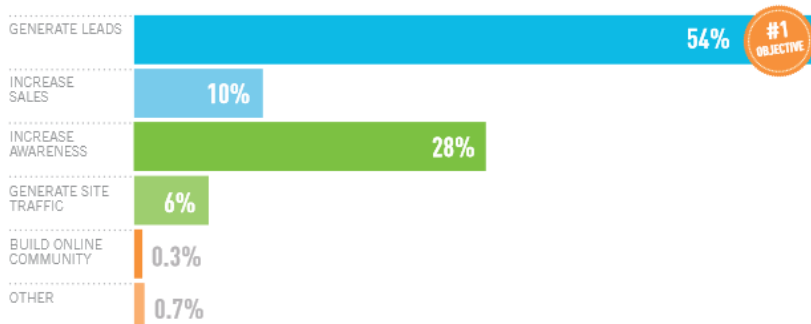
Source: Google AdWords Help - [Check and understand Quality Score](#)

The Nexus between Branding and Sales or Lead Generation

For many companies lead generation is the #1 objective. Others give greater value to the brand building process. These brands, that are often looking to tap into the growing voice of Latinx influencers, can use them as Brand Ambassadors. Although measuring the success of the various programs remains a challenge, brands are beginning to include earlier stages of the sales cycle.

B2B LEAD GENERATION IS THE #1 OBJECTIVE

Top objectives for digital marketing programs



While lead generation is by far the most common objective for digital marketing campaigns, brand and product awareness has nearly doubled in importance since last year. As budgets continue to grow, marketers are expanding their focus to include earlier stages in the sales cycle.

Source: Web Marketing 123 - [DMR 2012](#)

Areas of Integration: Samples

Outside agencies are a great resource to leverage on their specialized knowledge and expertise. Specialized agencies working in specific niches develop greater insights and higher skill levels on specific subject areas. By outsourcing some activities like Spanish SEO or Social Media, you can gain access to the latest trends in the market while helping you to concentrate more on your core business activities.

SEO and Social Media: How Social Activity Influences Search Engine Rankings

Social media is starting to impact search engine rankings more as the search engines look for different ways to measure the importance of a website. Specifically:

- ✚ Social Media Affects Search
- ✚ Social Media Indirectly Boosts Search Efforts

However, what most people do not notice is the symbiotic relationship between social media and search. You already know that posting on social media can help you get links for your web pages, but the benefits between using both mediums doesn't stop there. Search can help increase your social media presence.

As you get higher rankings in the search engines, you will receive more organic traffic to your site. That traffic can be funneled to your blog where you can build a relationship with your readers. If you continue to deliver entertaining, useful and valuable content, readers will start to follow you through your social media channels if you let them know that they can receive updates through social sites such as X (former Twitter), Facebook and Instagram.

This means that the search engine traffic can boost your social media presence which will then help build links for your SEO campaign. PR, social media and SEO can work together as well. Although they seem like separate strategies, they are more interrelated than you think. A PR campaign can be launched to generate awareness for a business or a brand. Social media can be used in conjunction with a PR campaign to connect and engage the audience on a personal level, which can lead to links that will help an SEO campaign. Check <https://hmas.in/m/packages>

Google My Business, Reviews & Google Maps Influencing Search Rankings

Google My Business is another platform that many business owners will want to participate in. In addition, business owners will want to have their businesses listed in Google Maps, respond to reviews, and show the latest updates, all of which will increase clickthrough rates and engagement in the search results.

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SEO and Public Relations: How an Effective Press Release Can Influence Search Engine Rankings

Writing a search engine friendly press release is the first step in making sure that your news reaches its intended audiences.

Although you have to write for people and not machines, it's recommended that before a press release is submitted to the distribution points, the PR team runs the press release with the SEO team to be able to optimize the press release and make it more searchable, helping online readers find your news more easily.

One of the real advantages lies in the fact that an effective press release gets syndicated to other highly regarded Web sites. Reputed PR websites like Noticias Newswire, PRWeb and PRNewswire syndicate to solidly curated news-gathering websites. That kind of syndication results in higher ranking in Google searches as well as on Google News. Check <https://hmas.in/m/packages>

SEO and PPC: How an Integrated Search Campaign Can Impact Positively Your Organization

Numerous synergies exist between PPC and SEO. If a keyword is performing very well in paid search, the SEO team should take note and add it into the website for organic search results. Ideally, a separate landing page that includes the keyword in the META tags, the title of the page, and within the body copy/content.

Also, search teams may want to avoid the addition into PPC campaigns of brand keywords and top ranking (first and second position) organic keywords.

Cannibalization, or a decrease in organic traffic caused by the addition of a PPC campaign, can occur most frequently to brand keywords and top ranking (first and second position) organic keywords.

Source: [a Search Marketing Now E-Book](#)

What's the most natural way of building an earned link structure?



<http://hmas.in/seo-success-in-spanish>

One of the most cost efficient and effective means of marketing is through successful viral campaigns. If you can consistently stay in tune with your Hispanic audience and provide both Spanish and English content on your website that is compelling to your visitors, those visitors will turn around and tell their friends about your website. When this happens, exponential growth in traffic is possible because word

begins to spread about the content of your website in an organic, word-of-mouth fashion that beats any other traditional advertising or SEO tactics by far.

The best way to thank us for this white paper, if you liked it and enjoyed it, is to share it with your friends and colleagues and spread the word!

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Summary

Executing a cost-effective Hispanic Online Marketing Campaign requires a clear vision from the top and cross-functional teams willing to align their efforts towards fulfilling shared goals. Utilizing the so called best-of-breed approach, in-house teams and outside agencies may choose to be completely visible and in communication to each other, although with one designated project or campaign manager for strategic direction.

References:

For comprehensive search engine marketing (Hispanic SEO campaigns and PPC in Spanish), please contact Hispanic Market Advisors.



Noticias Newswire is the most comprehensive, cost-effective, multimedia press release distribution service platform ever created to reach Hispanic media..



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