

FROM RESEARCH TO ACTION: EMPOWERING LATINA ENTREPRENEURS IN MINNESOTA

Marketing and Branding / Research and Evaluation Findings

What we did

HACER conducted 56 surveys and nine interviews of Latina entrepreneurs in Minnesota who at one point had an informal business, to explore what motivates Latina entrepreneurs to start their own business and what barriers exist that limited them from taking the next step to formalization.

What we learned

Over 96% of survey respondents had considered formalization, with the expansion of opportunities and increased market reach being the primary motivation for formalization.

Role of Marketing & Branding

Five interviewees with formalized businesses would recommend marketing to future entrepreneurs



Experts in the field of entrepreneurship recognize that marketing (even the basics) is essential for a business to be sustainable



Interviewees understand the connection between marketing and financials, and express interest in continued learning



“For me. I would like to learn what digital marketing is. And now I have heard that there is a new topic called global marketing, which is the latest thing that has been talked about. So, for me it would be very important to also learn about the tax issue, the financial issue”

– Entrepreneur Interviewee

Community-informed workshops

Aims	Objectives
The workshop aimed to equip participants with practical and applicable marketing and branding knowledge in pursuit of higher profitability of products or services.	Understand branding and positioning as the basis of marketing communications for business
It also sought to increase participants' level of comfort with the process, where to start and accessing resources to support their business in the earlier stages for later success. It also addressed cultural issues.	Understand various types of media used to engage with customers how to use media effectively for business

Workshop Content

Product/Service Definition



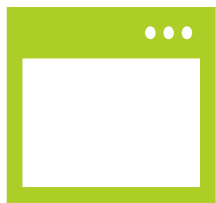
- Thoroughly understand your product/service - features, benefits, uniqueness
- Identify the core motivation/need it fulfills for customers
- Determine if it's a new/innovative offering or well-established
- Define your ideal customer profile and their consumption habits

Branding and Positioning



- Develop a compelling brand story/mission that resonates emotionally
- Position and brand in a unique, memorable way vs competitors
- Leverage personal stories, nostalgia, community ties to build connections

Digital Marketing Strategies



- Select ideal platforms (website, social media) based on intended audience
- Create engaging content tailored to each platform's format
- Develop a consistent posting schedule and content calendar
- Interact with your community, respond to comments/feedback
- Analyze metrics, adapt strategies based on what drives engagement/sales

Outcomes from participating in the workshops

Participants reported that the marketing workshops increased their confidence and improved their understanding of product positioning and defining business audiences.

“I was listening and learning, it opened my mind a lot and took away my fear. He helped me understand how to address people and grow your business”.

– Workshop Participant

