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Reaching Hispanics Through Mobile

How GobiernoUSA.gov Is Using Mobile to Reach Hispanics



Agenda

- What is a Hispanic?
- How Hispanics use technology
- What we do at GobiernoUSA.gov
- Why we decided to build a mobile site
- What we've done
- What's to come



What is a Hispanic?

- 50 million in the United States
- Very diverse group united by one language
- Young, large households and geographically concentrated
- 30 million are online
- Online Hispanics are generally:
 - More affluent, educated and acculturated
 - Extremely active social media and mobile users

Sources: U.S. Census, Forrester, Pew, comScore



What is GobiernoUSA.gov?

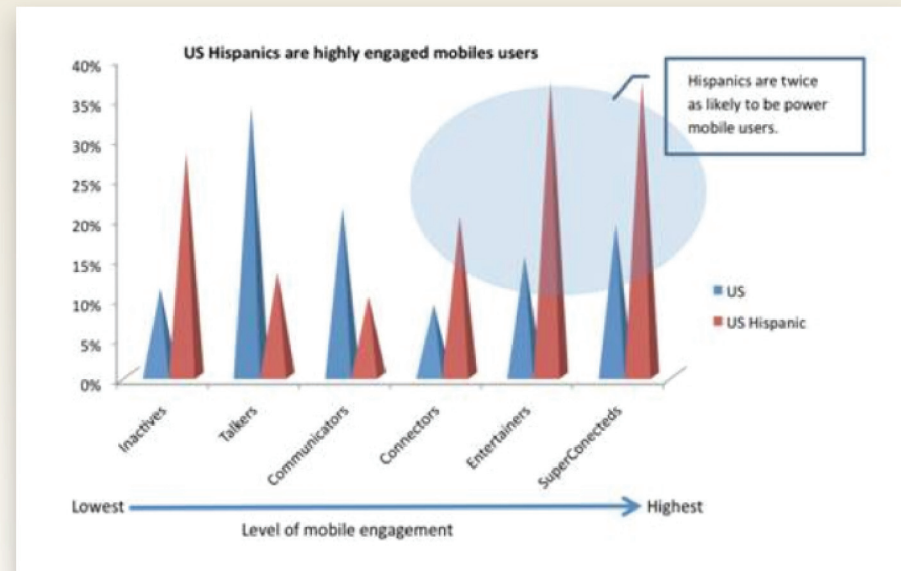
We help Spanish speakers find official government information on the Internet.

- Focus on practical information
- Help acculturate newcomers
- Focus on U.S. Hispanics, but have a large international audience too
- Launched in October 2003 in response to Executive Order 13166



How Hispanics Use Mobile Technology

- Hispanics are less likely to have a home Internet connection
- 76% of Hispanics have a mobile phone
- 45% of those have a smartphone
- Hispanics significantly more likely to use their phone to access the Internet
- More likely to text, create and share new media



Sources: Nielsen, Forrester, Pew Hispanic Center



Why build a mobile site?

Want to make our information as easy to access as possible.

- Smartphones outsold PCs in Q4 2010, each including a mobile browser
- Visits to GobiernoUSA.gov from mobile up 283% over the past year
- A standards-based mobile optimized site is most efficient
 - Simple to access
 - Well-suited to our content
 - Easy deployment
 - Available to anyone with a standards-based browser
 - Less costly

Sources: IDC, Webtrends



What We've Done

- Meet m.GobiernoUSA.gov
- Focus on
 - search
 - original content
 - contact
 - social media
- Optimized for standards-based browsers



What We've Done

App and Mobile Gallery in Spanish

Connects Hispanics with official Spanish content:

- Mobile Spanish Sites
- Mobile Spanish Apps
- Bilingual Apps





What's to Come

More mobile friendly content in Spanish

- Continue to build mobile content for GobiernoUSA.gov
- Collaborate with other agencies
- Highlight work being done by other government agencies



Questions?

Thank you!

Contact:

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