Cause Marketing
El que a buen árbol se arrima, buena sombra le acobija.
LMS vs. Injustice and Lack of equity
CAUSE MARKETING is all about Connections, Relationships and Drama, like any good story.
¡Gracias!

70% or 287,000 speak a language other than English at home

Source: Pew Research Center
There are 466,000 Latinos in Oregon, making up 12% of the population.

Source: Pew Research Center
The median age of Latinos in Oregon is 24

Source: Pew Research Center
Over the last decade (2000-2010) Latinos in Oregon grew at a rate of 64% compared with 12% for the total population.

Source: Pew Research Center
This is our time: Causes Community Donors Media Stake holders
Community Outreach.

Movimiento Helps People think
A recent survey conducted by uSamp™ using the Hispanic Panel SúperOpinión.com asked 650 adult Hispanics to answer questions about their subscription, usage and willingness to share their information on Social Media networks. The sample was balanced for age and gender. Pertinent questions were asked based on their subscription to different Social Media networks. Therefore, the sample size may vary for different questions.

AND THEY’RE MORE CAREFUL ABOUT ONLINE PRIVACY
5 STEPS TO DO AN EFFECTIVE SOCIAL MEDIA CAMPAIGN
1- DRAMA AND MORE DRAMA
2- CAUSES
3- STORIES
4- MAGIC (Connections)
5- CELEBRATE
ALL THESE CREATES A Familia
Mami te amo.....
todo el santo día!