

TAP INTO THE FUTURE OF THE AUTO BUYING MARKET... TODAY

What if you could do something today that would set your dealership up for success over the next decade plus? Would you take action, or let the opportunity pass you by?

As you know, the competition in the auto dealer space can be ruthless. But, there's a NEW emerging market that's relatively untapped. And your dealership could be one of the first in your local area to make the jump. This market is not only massive, but it's only going to grow into the future.

So, what is this market
The emerging Hispanic market.



WHY TAPPING INTO THE GROWING HISPANIC MARKET IS IMPORTANT

Speaking and selling to the Hispanic market is much different. You need to be aware of cultural cues while addressing any language barriers.

The Hispanic market is not only huge, but it might just be the future of the auto buying space.

Check out some of these statistics:

The US Hispanic Market is...

- The fastest growing segment of the US Population
- The most digitally engaged section of the US population
- New vehicle sales in the US every year reach about \$1.9 million
- The average population age is younger (so there's a greater potential for a lifelong customer)
- New vehicle buyers have the buying potential of at least 3 more vehicles in their lifetime
- New vehicle purchases have more than doubled since 2010
- Hispanic's research cars online more frequently than non-Hispanics

And that's just buying habits. The Hispanic market is also heavily involved in social media and mobile. Making it an incredible market to start engaging with online.

Take a look at this:

- 92% of Hispanics are social media users
- Smartphones have penetrated nearly 90% of the Hispanic market
- Hispanic users shared content 5x more frequently than non-Hispanics
- What they share is 35% more likely to be clicked on by others



What you've got is a segment of the market that's primed to buy, and loves the combination of social media and mobile.

But, what does this mean for your dealership?

HOW TO EASILY ALIGN YOUR DEALERSHIP WITH THE HISPANIC MARKET

Effectively addressing the Hispanic market can be difficult, especially if your current business isn't oriented towards the Spanish-speaking market.

You need initiative that involve Spanish-language content, while at the same time addresses the deeper values of the Hispanic community.

Beyond content and marketing initiatives there are two main buying factors your dealership needs to address. The first is being able to visit the dealership in person (along with having a Hispanic-friendly showroom). The second is offering good financing options.

Basically, integrate Spanish and Hispanic-oriented cultural cues into the buying process, and have the ability to offer a good deal.

But, if your dealership has been running for years you might find it difficult to completely switch up your entire in-person and digital marketing strategy.

There is another way...

What if I told you we have a platform that will do everything above and more? Over the past few years, we've built a community hub of 3000+ members and a Hispanic auto site that regularly gets over 55,000 page views per month, and climbing.

But that's not all.

INTRODUCING COMPROCOCHES...THE EASY WAY TO ENTER THE HISPANIC MARKET

Imagine being able to plug your existing website into an online hub of Hispanic car buyers.

This isn't just about adding a few pages to your site either. It's about speaking to the Hispanic market in a contextually relevant way. It's about building your trust and authority, so your dealership will be at the forefront of this new wave.

Here's a handful of benefits your dealership will receive:

Proven Hispanic market reach. Comprocoches lets you tap into a growing community of over 3,000 social followers and website with 55,000 plus page views per month. Built from high-value organic search engine traffic.

Integrated mobile marketing platform to reach people where they're at. Get access to built-in marketing and analytics tools to supercharge your marketing with built-in translation tools.

Built-in Photoapp and marketing tools. Create stunning Instagram-ready photos with layers and thought-bubbles, plus additional marketing tools to expand your reach.

Be the first dealership in your area. Plug your business into the ONLY car classifieds and social community built for the Hispanic market.

Control over lead quality. The leads you acquire are yours to keep and the sole property of your dealership.

Integrated financing options. Built-in integration to our dealership financing platform [Source Save Money](#). Offer incredible financing options to your Hispanic buyers.

Bundled Hispanic marketing expertise. Access to our platform built from the ground up to address the unique needs of the Hispanic market. Have the ability to provide culturally relevant messages and marketing both in Spanish and English.

Ability to create your own Hispanic social community. The integrated social platform lets you build your own Hispanic social hub to engage buyers. Unlike other social networks that limit your reach, you have 100% access to your followers and members.

By integrating your dealership with our innovative platform Comprocoches you can tap into the lucrative and growing Hispanic market years before your competitors.

Once you sign up you'll be able to showcase your existing inventory to the most relevant Hispanic buyers!

Take Comprocoches for a test drive today. Explode your revenue. And help your dealership serve the fast-growing Hispanic market today.