[Gary Haung] 0:05

All right. Welcome back to the seven figure seller Summit. My name is Gary Huang today. I'm very excited to have Vanessa hung with us. How's it going, Vanessa? Welcome.

[Vanessa Hung] 0:13

Hi, Gary, thank you so much. Super excited to be here today.

[Gary Haung] 0:17

Yes. So Vanessa is going to give you a special master class on the Amazon secret algorithm.

[Gary Haung] 0:24

So you're going to learn how to tap into this 70 million people marketplace in the US the Spanish speaking market.

[Gary Haung] 0:34

So I think this is going to be a golden opportunity for a lot of sellers, especially right now,

[Gary Haung] 0:39

You know, we're kind of entering an economic downturn, you know, growth is slowing down.

[Gary Haung] 0:43

So I think many sellers have never even considered this marketplace.

[Gary Haung] 0:47

So I think this is a golden opportunity for a lot of you guys.

[Gary Haung] 0:50

So I'd like to quickly introduce Vanessa, before we get started.

[Gary Haung] 0:54

And Vanessa is the CEO and founder of online seller solutions.

[Gary Haung] 1:01

And she's an Amazon back end problem solver.

[Gary Haung] 1:05

And I know she's well known for helping sellers with a lot of the unsexy things of this whole Amazon business,

[Gary Haung] 1:11

You know, a lot of the flat files, a lot of the nitty gritty, but these are very important things that can move your business forward that many sellers overlook.

[Gary Haung] 1:19

And also, Vanessa is from Venezuela, originally.

[Gary Haung] 1:24

And she started as you call manager at a big company, and then she's been an entrepreneur since very early. And then she mentioned to me,

[Gary Haung] 1:24

I mean, before the recording previously that she was manufacturing balance boards and stuff in Venezuela. So she's been really teaching people and really, you know, helping a lot of people.

[Gary Haung] 1:24

So I'm really thankful to have you here today. Vanessa?

[Gary Haung] 1:24

When so before we get started, could you tell us a little bit more? How did you get into e Commerce?

[Vanessa Hung] 1:56

Thank you very well, how do I get into commerce? I think ecommerce got to be first

[Vanessa Hung] 2:01

, I just found a job a position as an E commerce Manager, which obviously at the beginning was sent in a sadly an ecommerce manager, I just end up being Laker nurse manager at that company.

[Vanessa Hung] 2:12

And it was just like, Okay, I applied to do the kind of procurement on a company that had retail stores, and you know, handle very big brand names in the store. So then they say like, Okay, we're going to get online.

[Vanessa Hung] 2:28

And I'm like, Yeah, I'm all in. So I started like, building that business for them the online business,

[Vanessa Hung] 2:35

And we started on Amazon. And since then, I've just been obsessed with Amazon and how the backend works,

[Vanessa Hung] 2:41

Then that led to starting consulting or freelancing by myself and then the agency.

[Vanessa Hung] 2:48

And right now to the point of like, Bill are doing a lot of education.

[Vanessa Hung] 2:52

Now content for this area that people overlook

[Vanessa Hung] 2:55

, which you're mentioning is like the unsexy stuff that nobody wants to do. Nobody really knows about them. Yeah, that's what I that's what I specialize in. I love it.

[Gary Haung] 3:06

Perfect. All right. So I know we have a lot to cover today, Vanessa. So without further ado, would you like to start the presentation?

[Vanessa Hung] 3:15

Perfect. So we're going to talk about the Amazon secret algorithm.

[Vanessa Hung] 3:22

And as Gary was mentioning, this has to do with a huge market within the United States that is extremely underserved. And he also mentioned that I'm from Venezuela,

[Vanessa Hung] 3:35

So I have that Hispanic roots. So I deeply understand the pain of this demographic.

[Vanessa Hung] 3:42

And putting those things together of like, the pain of sellers, that seller have to more and more get,

[Vanessa Hung] 3:50

The market gets more competitive, you need to really understand how you can advertise what you can do better to increase revenue, and so on.

[Vanessa Hung] 3:58

And then also you have this huge community that is not being served the way that Americans or English speaking, demographic gets serve.

[Vanessa Hung] 4:07

So when I put these two together, it was just like, this is mind blowing,

[Vanessa Hung] 4:11

I seen how businesses have, you know, increased their revenue, just by using the steps here.

[Vanessa Hung] 4:18

But before getting to that, let me talk about that fire of like, we are now getting into era of the science of selling and this is the reason

[Vanessa Hung] 4:30

Why we are here, and why there are so many events and conventions and trade shows and stuff like that just to discuss how can we win over the competition

[Vanessa Hung] 4:41

I and how can we win market and do more and more.

[Vanessa Hung] 4:44

So I think this is extremely important to cover.

[Vanessa Hung] 4:48

But now, I seem that the most important part and before what we were seeing when when ecommerce was becoming more popular is like people were finding efficiencies in the market, meaning

[Vanessa Hung] 5:02

Oh, there is huge demand here, but it's not a lot of offers.

[Vanessa Hung] 5:06

So let me create a private label ID and just be super successful on Amazon.

[Vanessa Hung] 5:11

Right now, the game is saying, how can we make? How can we be more efficient within our business?

[Vanessa Hung] 5:18

So what are the things that we already have that we can improve? And what I'm going to be talking about exactly that. So before we jump into the really

[Vanessa Hung] 5:28

, like, straightforward process to get more out of your translations on Amazon, and we're going to go over a little bit of data and statistics, and history, because most sellers are blind.

[Vanessa Hung] 5:43

Okay. But that's no problem, because now you're here, now you're seeing this presentation,

[Vanessa Hung] 5:48

And I'm going to help you to, you know, open their eyes to a future opportunity.

[Vanessa Hung] 5:54

So the first thing that I want to say is like, do you know that the Spanish is the most, the second most spoken language in the US, so the US doesn't have an official language?

[Vanessa Hung] 6:08

Obviously, English is the main one. But then the second most spoken is a Spanish, because there are a lot of immigrants because we have any history here.

[Vanessa Hung] 6:18

And and that generates that we almost are, well, I believe that now in 2022, we're going to hit that number 70 million Hispanic consumers in the US, this statistic is from 2020.

[Vanessa Hung] 6:32

So in those two years, this number having grown on the Hispanic market is the fastest demographic, growing demographic in the United States with $2 trillion in consumer spending power.

[Vanessa Hung] 6:49

And if you think about it, is one of the biggest one in consumer spending.

[Vanessa Hung] 6:56

And as I mentioned, at the beginning, they are extremely underserved.

[Vanessa Hung] 7:00

Okay, so they, I'm going to be touching a little bit on the understanding the demographic and one,

[Vanessa Hung] 7:07

What are the insights? So we can start seeing that this is money that we're leaving on the table,

[Vanessa Hung] 7:13

Just by not using the tools that we already have. Because what I'm going to be talking about,

[Vanessa Hung] 7:18

It’s not about creating new is a sense or creating your own Shopify in Spanish.

[Vanessa Hung] 7:24

No, this is using and leveraging your US operations to target that market.

[Vanessa Hung] 7:30

And the other thing that is super interesting is that 25% of all millennials in you in the US are Hispanics.

[Vanessa Hung] 7:39

And that's huge. It's a huge demographic, and I'm going to show you within that market,

[Vanessa Hung] 7:45

They are almost they account for more than 70%. So this statistic is extremely relevant,

[Vanessa Hung] 7:54

Because that means that there are native shoppers that they're already online purchasing.

[Vanessa Hung] 7:59

If we're going to talk about all their kind of generations, you could see like, hey, other older generations like to go shopping in a retail store, or you know,

[Vanessa Hung] 8:10

To see the product or stuff like that this market is extremely adequate to what we're doing.

[Vanessa Hung] 8:17

So it's a no brainer to start making decisions that impact this market and specific.

[Vanessa Hung] 8:25

So this is why we are right now, literally, we're rowing in a huge sea of opportunities, and we're not seeing what is around. But don't worry, I'm going to help you to fix that.

[Vanessa Hung] 8:39

The first thing that we need to know is who are they and why they matter for your business.

[Vanessa Hung] 8:45

So these are specific insights of the demographic. So first thing, there are a Dr. Janice group.

[Vanessa Hung] 8:53

And this is specifically related to the diversity of the group because when we talk about the Hispanic market,

[Vanessa Hung] 9:04

They feature their than their share is that there speak Spanish. But within the Hispanic market, we have many,

[Vanessa Hung] 9:13

Many, many multiple nations regions. So if we think about Latin America,

[Vanessa Hung] 9:18

Which is the biggest Spanish speaking region, they are different countries, and within those countries,

[Vanessa Hung] 9:25

We have different cultures. We have different slangs live so they even when we speak Spanish all speak Spanish,

[Vanessa Hung] 9:34

We have different ways to say the same thing. And also, which is extremely interesting,

[Vanessa Hung] 9:39

And I'll be showing you more later is how they use the same product in a different way.

[Vanessa Hung] 9:46

So the way that somebody use something in Venezuela,

[Vanessa Hung] 9:51

It’s probably different the way that they use it in Argentina. So we're talking about a huge big market,

[Vanessa Hung] 9:57

But individual or internally, it's separated by these nations. So the opportunity is even bigger.

[Vanessa Hung] 10:06

And we all know the sign of like the riches are in the niches.

[Vanessa Hung] 10:12

If we treat each single culture as a niche, we can even talk about more and more opportunities instead of just general like, oh, Spanish speaking, right.

[Vanessa Hung] 10:24

The second thing is that there are brand agnostics.

[Vanessa Hung] 10:27

So they are not attached to breed brand names, right. So they are more willing to explore a brand that they don't know,

[Vanessa Hung] 10:36

Versus other demographics in the US where that are more attached to, hey, let me see the big brand name, right.

[Vanessa Hung] 10:43

And, and this is extremely important for us as A

[Vanessa Hung] 10:47

Mazon sellers,

[Vanessa Hung] 10:48

Because we are building brands that are not very well recognized that they're not in Target or they're not in Walmart, or, you know, they don't, we don't show ads on the TV.

[Vanessa Hung] 10:58

So people really know about them.

[Vanessa Hung] 11:01

For this demographic that is not as important as equality.

[Vanessa Hung] 11:05

One of the other things is that their review givers and review seekers, reviews are extremely important for them on their more willing to give reviews than their counterparts of other demographics.

[Vanessa Hung] 11:18

So it is super interesting.

[Vanessa Hung] 11:21

And for this specific insight, you know, there is on Seller Central, you have the option of requesting a review in the orders.

[Vanessa Hung] 11:31

When you request a review that you use, see when customer has the Spanish language as a preferred language.

[Vanessa Hung] 11:41

And I must already know so when you request the review through seller, Central, Amazon already sends that request in Spanish,

[Vanessa Hung] 11:49

So on if they give it to your Spanish is even better, because that will help you or that will help your listing to get more traction with eternal

[Vanessa Hung] 11:58

Spanish speaking, people that are seeking for those reviews. And also paying attention to what are the other things we can do for Spanish on the listing,

[Vanessa Hung] 12:08

And then we're going to touch you later. But it's worth mentioning here is the q&a section.

[Vanessa Hung] 12:14

Having questions in Spanish and having answers in Spanish will also help you in this thing that I'm going to show you. And then the last inside,

[Vanessa Hung] 12:25

They said there are native online shoppers, and I already explained why. And I'm going to show you here.

[Vanessa Hung] 12:31

So if you see this graph, from insider intelligence, this is the the penetration of digital buyers in the US Hispanic market.

[Vanessa Hung] 12:42

So 73% of them of the 70 million are 35 years and younger.

[Vanessa Hung] 12:48

And if you see the chart, you see how this is growing throughout the years. So we are expecting that is almost 74% in 2023 that is 37 point 8 million people, you know, so it is extremely big, it is super important so that we pay attention to that.

[Vanessa Hung] 13:09

Here, I'm showing you the top 10 states with more buying power from the Hispanic market.

[Vanessa Hung] 13:18

And I want to show this now because we can on Amazon, you cannot segregate where your sales are going.

[Vanessa Hung] 13:24

But if you're selling heavily in these states, and I know that there are software's out there that tell you that you are already selling to them.

[Vanessa Hung] 13:36

And that's ant's a big piece. What I'm going to be talking about on this presentation is not about like, Oh, let me you know, do now, the fact of addressing the Hispanic market,

[Vanessa Hung] 13:49

You're probably doing it right, but not in a meaningful and right way. Because once we start talking directly to them, that conversation turns is completely different.

[Vanessa Hung] 14:01

So before we jump into the real details on how to do it,

[Vanessa Hung] 14:06

And what are what are the things that I'm going to show you just a quick history on what happened and why. I always like to ask myself,

[Vanessa Hung] 14:16

When I see something that happens on Amazon, I asked like why this happened. The fact that in 2017,

[Vanessa Hung] 14:23

Amazon launched their whole experience website on up in Spanish. It's already a hint on how important this market is, you know, Amazon do don't just listen to stuff just because you know, they are there on purpose.

[Vanessa Hung] 14:42

So on 2017 they realize like, hey, the Hispanic demographic in this space is extremely big. We need to we need to address them.

[Vanessa Hung] 14:50

So they launched their translation right system, which was more at that point, like our Google translation kind of thing.

[Vanessa Hung] 14:58

It was in really great A lot of the things were still like in the listings were still super glitchy.

[Vanessa Hung] 15:05

But then, in 2020, they launched a new translation algorithm. And this was when you know, the things that I'm going to talk about happen. Why?

[Vanessa Hung] 15:17

Because in 2020, with this new algorithm called the neuro translation machine, this created a completely separate algorithm from their search, when we find when we look for a keyword in the search bar on amazon.com,

[Vanessa Hung] 15:35

This translation machine changed the algorithm for the search results. So when we look for us in a secondary language, there could be various Spanish in the US,

[Vanessa Hung] 15:48

But it could be French in the in the Canadian market, when we look for a spike for a keyword in a secondary language will get different search results.

[Vanessa Hung] 15:56

And that is the reason why I named the presentation the secret algorithm within this marketplace.

[Vanessa Hung] 16:03

Because we think right now we're sitting here, like watching this presentation, and you're like, oh, but I'm fine. You know, I'm top of search, and I'm in page one, or whatever for my for my main keywords.

[Vanessa Hung] 16:14

And probably and I will show you examples of how the results are completely different.

[Vanessa Hung] 16:20

And maybe if you are not intentionally targeting this target index market, you're probably not top of searching in your main keywords.

[Vanessa Hung] 16:29

And then think 2021 2022, I started seeing the there is an option now that where you can create these things in in a secondary language. So at the moment, you don't have the option to do any Spanish, it's only Chinese.

[Vanessa Hung] 16:45

So I don't know if you have seen that. It's here. So when you go to the back end of a listing, you have the listing language.

[Vanessa Hung] 16:54

So the only option at the moment in the US here, it's English on Chinese.

[Vanessa Hung] 17:00

And I hope that in the future that will go to Spanish. But since then, we're still don't have the ability to change it in the way we want it.

[Vanessa Hung] 17:11

And that is exactly why you're here, because I'm going to show you how you could do or how you can excel at the best you can do within the tools that we already have to target that market.

[Gary Haung] 17:22

So let's get to it. Vanessa, sorry, can I ask you a question about the demographic information you shared earlier?

[Gary Haung] 17:29

I'm very curious, because you said, you know, there's like over 60 million now probably 70 million people in the market, speaking Spanish.

[Gary Haung] 17:39

And but you said at the same time, you know, there's a lot of different like

[Gary Haung] 17:42

, you know, slang in Spanish, you know, it's different among the countries, do you know that,

[Gary Haung] 17:46

Like a country breakdown of the Hispanic market, or at least like, you know, you apply 8020 Rule, like, are mostly people from Mexico or from you know, some other countries?

[Vanessa Hung] 17:56

You know, you know, what, Gary, I do think that it is important, the power of the,

[Vanessa Hung] 18:03

Of having the breakdown. But and this is this is on the part where I'm going to be talking about on the things that you could do,

[Vanessa Hung] 18:14

But it's not as relevant on the transaction itself.

[Vanessa Hung] 18:19

Because since we're one has the ability to just translate it in all the different kinds of Spanish we want, we really need to stick or Armisen sticks to the most plain one, right?

[Vanessa Hung] 18:33

So the translation is in plain Spanish that could talk to somebody in Argentina could talk to somebody in Colombia.

[Vanessa Hung] 18:39

That doesn't matter if I need to bet because I probably think that that the report is there.

[Vanessa Hung] 18:46

What country within Latin America has the biggest presence in the in the US? I don't want to I want to bet that is Mexico. Yeah.

[Vanessa Hung] 18:56

You know, and also, that's another thing we're talking about. The Hispanic market also includes the first generation of you know,

[Vanessa Hung] 19:08

Hispanic American first generation that probably don't even use completely Spanish, they use what we call Spanglish. Yeah. So,

[Vanessa Hung] 19:17

I mean, I know that this is this is funny, but when you go into you know, software that those keyword research, you sometimes can see like Spanish keywords with English keywords like you an example. Yeah, like, backpacks for?

[Vanessa Hung] 19:38

Oh, no, let me think like I don't know. Yeah. No, no, like backpack. Peroneus. Yes. Right.

[Vanessa Hung] 19:50

So I'm saying backpack because they are they know what a backpack is. And this is an example that we're going to be showing you later.

[Vanessa Hung] 19:57

Bulk pack actually is a key word it changes a lot between countries alone. It's crazy. So backpack peroneus it’s okay.

[Vanessa Hung] 20:09

I'm saying like I need about back and eat for kids. Yes. Right. Yeah. So yeah, that that's crazy.

[Vanessa Hung] 20:16

But that's an example. Yeah. Okay. Great. Thank you. Perfect. So let's get into how this looks okay, because I'm talking about LEGO. Yeah, that translation.

[Vanessa Hung] 20:27

And Amazon did the translation. By the way, when I, when I talked about the history in in 2017, and 2020. And, and all that. We didn't need to do anything about this. Why? Because Amazon was translating our releases themselves, right?

[Vanessa Hung] 20:44

The big problem here is because nobody was paying attention. That translation is completely messed up.

[Vanessa Hung] 20:52

And I'm going to be showing you not this example. We're also just going to Amazon and N lb, I, you will see that. Okay, so here, this is the example that I like to put in presentations, always, I don't know why.

[Vanessa Hung] 21:04

But this listing, you can see there, it's an English beautiful, like, it has all the bullet points, you know, title is perfect. I know that.

[Vanessa Hung] 21:13

And then I toggle. So how do you find the hidden algorithm? Or? Or how do you find as a consumer that feature and maybe some of us don't know, because we are used to shop in English.

[Vanessa Hung] 21:26

But when you go to amazon.com, this is a website, you can also do it in your app. And you click the flag, the flag has two options, you have English or you have Spanish when you click Spanish. Now I get this.

[Vanessa Hung] 21:41

So you see here, the listing, it's exactly the same, they still you see all of the stuff. But it's funny, because if you can see on I don't know, I know,

[Vanessa Hung] 21:52

Many of the viewers that are like watching this right now don't speak Spanish. But just quick things that you can see, take your eye, it's like first, here,

[Vanessa Hung] 22:02

It says that is a queen size set of two. Right? If you see in the title in Spanish, the number two is not there. So there is no numbers. And there is also no translation or in letters. Also for Queen Size.

[Vanessa Hung] 22:18

That's like, that's like a kind of brand name. Like that's the size and we use queen size to refer to that in Spanish, right?

[Vanessa Hung] 22:27

So if I want to buy a pillow in Latin America, I'll say yeah, queen size or a queen by a queen, you know?

[Vanessa Hung] 22:36

There is no, that's not even there, either. So I don't see, we're looking at the title in Spanish. I don't know if this is a set of two.

[Vanessa Hung] 22:46

And I don't know if this is a queen size pillow. Or an I don't know if it's even. So you see the title in English it says is a cooling pillow.

[Vanessa Hung] 22:57

For people that do like sleep with the baggers Sanuk none of those features are in the title in Spanish.

[Vanessa Hung] 23:05

None. One other thing I don't know if you already got it, is the fact that an iron Miss missing a bullet point.

[Vanessa Hung] 23:15

So here in the English one, I have all my five bullet points. In the Spanish one, I am missing one on the circle I put here to just like take a look at it just because he's funny to me with all the crap that happened,

[Vanessa Hung] 23:32

Like in recent years is that the last two words are pesticide keywords. Which is which is insane.

[Vanessa Hung] 23:40

Because I seen how so many ACS got shut down because pesticide keywords their translation has pesticide keywords front and centre in their title.

[Gary Haung] 23:50

So how did that happen?

[Gary Haung] 23:52

Did I mean that from Amazon's like machine translation? Or do you think that? Oh, yeah.

[Vanessa Hung] 23:59

So this this goes back to the timeline that I show you. Probably this listing comes from the legacy system of 2017. Between 2017 and 2020.

[Vanessa Hung] 24:11

That translation that was happening there was very much like a super crappy Google translation kind of thing. Right?

[Vanessa Hung] 24:19

And that what happened is that it's crazy, Gauri because they were not translated or they're not normally so in 2017,

[Vanessa Hung] 24:28

Or now, they are not translating the listings in real time. It's not like when you go to Spanish, they look for English and they just translate automatically

[Vanessa Hung] 24:37

No, this information gets translated once, and he believes in the backend. So talking about the secret algorithm, its like imagine that you're listing in English. It's a body of information, right? I have this list in English.

[Vanessa Hung] 24:55

The Spanish one is the shallow, right? The one that we don't see but it Is there and only gets shown to people that speak Spanish, when the source to separate are completely different is when we have a problem and I'm going to show you how to fix it.

[Vanessa Hung] 25:10

Sometimes if you're lucky, or if you create a listings in time where the system was updated to the neurotransmission machine and all that, you probably have a same body. So you have the body and the information in Spanish is exactly the same.

[Vanessa Hung] 25:24

So there is no gap there. But anyway, if that's your case, I'm going to show you how you can leverage that. And if your things are completely apart, I'm going to show you how to fix it.

[Vanessa Hung] 25:35

Like in this case, if you're the seller of this listing, I'll be showing you how to fix it. So let's talk a little bit about this is an example that I found on the forum. And this is from April 2020, which is crazy. This is not the only one that I seen with a sack, same issue.

[Vanessa Hung] 25:55

So he's selling here the story of like a buyer message them saying, like, Hey, I buy your camera, but I just received one instead of four. And the seller was like, well, but I just saw one what do you mean for so if you see here, the title in English or whatever,

[Vanessa Hung] 26:17

Perfect, but then the title is Spanish says security cameras for and he has the number four.

[Vanessa Hung] 26:25

And if you see right now, the relationship, the correlation between the English one and the Spanish one, it does not make sense at all, at all. So it is crazy. And Amazon is doing that. So if you're selling a camera, or sorry, a product,

[Vanessa Hung] 26:44

I have multipacks be extremely careful of this. Because you will be selling multipacks that have the wrong number or probably for example, if you're selling for but the listening Spanish, it doesn't say for you may lose that sale just because they say like,

[Vanessa Hung] 27:00

Oh my God, but this is super expensive for one right now.

[Vanessa Hung] 27:03

Right. And if you see here, and in the example, in the lower part, which is, you know, kind of the menu, it says the title says system of for security colours, and an English look, it just said like, you know,

[Vanessa Hung] 27:20

Full HD, bah, bah, bah outdoor camera, it's crazy. So the discrepancy of information is insane.

[Vanessa Hung] 27:27

The fact that they allow restricted keywords on I mentioned restricted keywords, because this is something that

[Vanessa Hung] 27:35

I happen to some sellers, is that they got their listing, shut down, restrict the Detail page, and remove the dog, whatever you want to call it.

[Vanessa Hung] 27:46

And we were like trying to find out why. And they're like not that's an adult product.

[Vanessa Hung] 27:52

And you're like, but there is nothing in the backend, if there is nothing.

[Vanessa Hung] 27:57

We found out that in the translation in Spanish, there was leaving a keyword that was restricted for adults, which is like, wow, it's crazy.

[Vanessa Hung] 28:12

So, so this shallow, or the secret algorithm, it really impacts instead of Central and really impact not only the sales,

[Vanessa Hung] 28:22

Which obviously is the thing that it's the most important for us because you know, we want increased revenue.

[Vanessa Hung] 28:28

But also if we don't have it, Ryan, if we don't check all the boxes to make sure that this makes sense in our listings.

[Vanessa Hung] 28:36

We could face issues like Oh, I got shut down because in my Spanish listing,

[Vanessa Hung] 28:41

I had a bestie psyche or, or an adult keyword, you know, and on the other thing is the missing attributes.

[Vanessa Hung] 28:50

So I show you in the previous slide, how they were missing a bullet point. So I seen listings are and I'm going to be showing you listings that are missing,

[Vanessa Hung] 29:00

Complete detail like product descriptions, like a plus content, all of it so,

[Vanessa Hung] 29:07

So make sure and if you want to do the test, just go now to your listings. While you're here, going out to your listen changing the flag,

[Vanessa Hung] 29:15

The Spanish one and see if there is any discrepancy.

[Vanessa Hung] 29:18

Obviously I know you speak Spanish, but you know, you will, you know see super easily if you're missing bullet points, or if or if your bullet points in English are like four lines.

[Vanessa Hung] 29:29

And then in Spanish is a single line. And I'm going to show you some examples of that. So let me just go leave it on that guy. First. This is the example that I that I'm going to show you.

[Vanessa Hung] 29:42

That's why I was telling you like backpack forgets because this one what I have here I have this experience. They say Amazon in Spanish.

[Vanessa Hung] 29:51

So if I go here, you'll see that minus in Spanish,

[Vanessa Hung] 29:54

And I look for Mattila peroneus which is one way of saying backpack in Spanish on these are the results that I that I get.

[Vanessa Hung] 30:05

I want you to pay attention to this. Two lines of results.

[Vanessa Hung] 30:09

Okay? So you got it.

[Vanessa Hung] 30:12

You see it right? Now I'm going to go to an amazon.com that is in English so you can see okay, now it's in English.

[Vanessa Hung] 30:25

So I look for a backpack for boys which is the same. Right Nino's on boys the same? See here there are sorts see the first two lines?

[Gary Haung] 30:42

Yeah, completely different.

[Vanessa Hung] 30:44

Which one? I didn't notice this, I just noticed the only one that stay the same is

[Vanessa Hung] 30:50

Amazon Basics Wow, what a surprise and say crazy. Okay, so this is what I mean, the secret algorithm, and I'll show you that.

[Vanessa Hung] 31:04

But then I go to this listing that I found right in my in my results right for for Spanish.

[Vanessa Hung] 31:13

And I see like, oh, this is cool. I see the bullet points, that's fine. But what happens if I change this to English?

[Vanessa Hung] 31:21

Just let me refresh this. If I change this to English wait sorry. Sometimes it's tricky. Effect change to English, look at the bullet points.

[Vanessa Hung] 31:35

Completely different, completely. So this is what I mean, and how we can fix it.

[Vanessa Hung] 31:43

So there is a path to fix it. That's why we're going to be talking. So I'll leader the theory. And just because I love the unsexy stuff.

[Vanessa Hung] 31:54

And for you to really understand this in a way that I'm talking about the Hispanic market because it's huge in America.

[Vanessa Hung] 32:03

But this applies to Canada for French and other marketplaces in Europe, the half secondary language.

[Vanessa Hung] 32:09

So how does the translation works? This is what happened. Somebody input Zachary. That means a keyword right? They look for a keyword.

[Vanessa Hung] 32:17

And the system will identify if that's in the target language or not. Target language in the US English target language in Canada is English.

[Vanessa Hung] 32:28

When it's not when the answer is no, they will go through the process of the neuro translation machine.

[Vanessa Hung] 32:35

And this will pique the top k and k is just a reference in aromatics for a number, but the top key results that are most the most relevant for that translation.

[Vanessa Hung] 32:48

Okay, so so it doesn't say we don't really know the number case, just a reference.

[Vanessa Hung] 32:55

I know that they say like the top eight, that's the most important that but it could go more or it could go less.

[Vanessa Hung] 33:02

And then they will re rank. And that's the interesting part. This is where all the secret secret algorithm comes from.

[Vanessa Hung] 33:09

They really rank the results and give you the best translation for what you're looking for.

[Vanessa Hung] 33:16

So the industry ranking system, it helps the fact of the URL well translated, and that you have presence of those keywords in the backend.

[Vanessa Hung] 33:29

So it is something that we can intentionally target here. Okay, so let's get into some examples.

[Vanessa Hung] 33:39

And I'm going to use a proud opportunity exploiter. But this is, this is one of my favourites. Grid. Right.

[Vanessa Hung] 33:47

We all know what our grid Elise and how we use it here. You know, we do pancakes and bacon and all that good stuff.

[Vanessa Hung] 33:54

But then when I go into the broad opportunity Explorer

[Vanessa Hung] 34:03

Here, so in the broad opportunity explorer,

[Vanessa Hung] 34:06

I see when I look for the same griddle, and this is an example of like, what I'm talking about,

[Vanessa Hung] 34:14

it is not about creating a new listing or creating a new product or anything like that is how we can market that same product within that demographic or for that demographic.

[Vanessa Hung] 34:28

So agree to the translation for that for Mexicans, and this is something important that that's what I talked about the sub niches of the sub niches, and all that. So the translation of Gradle in Mexico is Komal.

[Vanessa Hung] 34:45

That war it's only used for Mexico. But if you see here, come out for 30 years, which you know, you know what it is?

[Vanessa Hung] 34:56

It has a volume of like 300,003 125,000 Search searching in in the US, which is like insane, and we're talking about the exact same product, right?

[Vanessa Hung] 35:12

It is not a different one, they don't really need to target different audiences just like or develop a different packaging or anything like that.

[Vanessa Hung] 35:19

No, this the people are already searching for this keyword in the US, do you say to intentionally target that?

[Vanessa Hung] 35:27

And I can say that Kamal is the keyword for Mexico. Korea is the key word for Argentina. Or, yeah, for Argentina. And then boulardii could be the keyword for Venezuela.

[Vanessa Hung] 35:42

So we think about these three keywords, what happened or how much more we can target.

[Vanessa Hung] 35:49

And you know, we think about keywords as those pools of, you know, consumers that are like swimming in those pools.

[Vanessa Hung] 35:57

So these will open more.

[Vanessa Hung] 35:59

So instead of just having griddle, now we have Kamal is another big pool. And now we have Perea, which is another big keyword.

[Vanessa Hung] 36:07

And now so it's huge.

[Vanessa Hung] 36:09

And I'll say like, broadly, these keywords are not it's not, not all of them are with extreme High search volume.

[Vanessa Hung] 36:18

But that's completely fine. Why? Because if if I am searching for a Berea Ryan,

[Vanessa Hung] 36:26

I'm using the Argentinian keyword, but if I'm searching for that, and nobody else there is just like targeting me or, or have a really good product that I can see,

[Vanessa Hung] 36:35

I'll just settle for whatever, right. And that's why the keywords in Spanish are very low converting very low compared to English one, because and I can show you here another example.

[Vanessa Hung] 36:50

In the dark sea bill, we have the results for a Spanish keyword that is there. The result for for the Spanish keywords are something that is not a toxic bill at all.

[Vanessa Hung] 37:02

So that's the thing, we still or sellers are still not really understanding how this market works and what they're looking for.

[Vanessa Hung] 37:11

But once we do, and that's what I'm trying to convey in the presentation is like you can do research of how your product right now, its use in those markets, how they call it in those markets, and the best way to do it.

[Vanessa Hung] 37:27

In my opinion, unless you have somebody in your team that speaks Spanish,

[Vanessa Hung] 37:32

Or you hire a consultant to do it, the best way to do it is just going to Mercado libre.com which is like the Amazon for Latin America.

[Vanessa Hung] 37:42

So go to America Alibaba com and look for your product. Right? So you're just google translate the name of your product, put it on, on Mercado Libre, and that it will tell you how.

[Vanessa Hung] 37:54

What's the keywords that people are using for that specific product?

[Vanessa Hung] 37:58

How they how they're searching for that? And then just with the keywords and what you see there?

[Vanessa Hung] 38:03

Yes, you started in on Amazon on you know, in whatever tool you're using to do keyword research, or even in amazon.com.

[Vanessa Hung] 38:11

And you can see the results there. And if you're not indexing the first page, this is the big opportunity. Right. Excellent. Okay.

[Gary Haung] 38:20

Then I love the hacky just offered go to Mercado Libre to look for your product, and then discover the keywords there. But earlier, I saw that you also use the product opportunity to explore,

[Gary Haung] 38:35

Like on a high level, like what would you if I'm watching this now, you know,

[Gary Haung] 38:40

I'm selling in the US I want to tap into the Spanish speaking market. I'm not sure about the Spanish keywords like you know, like Komal like stuff like that,

[Gary Haung] 38:47

I would never know like, how, I mean, what steps should they take just go to Mercado Libre, or should they do like a reverse asin search? Or should you go into the product opportunity explorer like what,

[Vanessa Hung] 38:58

Um, you know, what I saw I tried to go through the route of, you know, doing or putting the ACS and tried to run it through a software for to give me keywords and then filtering those keywords.

[Vanessa Hung] 39:12

The problem is that Spanish keywords are not as big as a lot of keywords in English. So this software's don't get them,

[Vanessa Hung] 39:24

They just don't because they have low search volume but that's what I'm going to what

[Vanessa Hung] 39:30

I said like it doesn't matter if you just have like, you know, 500 a year it doesn't really matter if you can convert 50% of that just because you're on top of search and your product is super relevant to that to that market.

[Vanessa Hung] 39:44

And this comes to the fact of like, when we're talking of Spanish keywords, it's an on top add potential.

[Vanessa Hung] 39:53

So it's a blue ocean on and if you see here on let's show you can here in this Spanish one, you can see that I have this banner.

[Vanessa Hung] 40:04

But I don't see any here this these are not sponsored. These are not sponsored. None of these are sponsored. Versus when I go to the English one,

[Vanessa Hung] 40:15

I have all the sponsored products. Well wait, this is probably not an English

[Vanessa Hung] 40:26

Yeah. So I have the body, the answer one, and then I have an ad here. And then you know, I get more out. So I. So these are sponsored to what I say

[Gary Haung] 40:42

Video ad there, I believe as well. So us is like saturated for like PPC and seems Spanish just looks pretty wide open. There was only one line ad and that's it.

[Vanessa Hung] 40:52

Yeah. And not only that, not only that, Gary, but also the cost to advertising Spanish keywords is extremely low compared to the English one extremely, it's crazy. So apparently people don't know that there,

[Vanessa Hung] 41:10

They account for 70 million consumers, you know, it's crazy

[Vanessa Hung] 41:15

. Then localisation, and this is what I meant about the different regions within, you know, the Hispanic market in Latin America,

[Vanessa Hung] 41:26

They have micro niches, you know what we can call me creatures. So, so Kamal is the maker niche for Mexico for our Greenville.

[Vanessa Hung] 41:34

And then Perea will be the maker niche for our Argentinian market that is looking for the same grill, and then will that it will be for Venezuela and so on.

[Vanessa Hung] 41:44

So, so this is why we can do. And it this is just an example there are some obviously there will be some products that are too generic to have this specific, specific things. But it is it is a way to it is an opportunity to advertise to them.

[Vanessa Hung] 42:05

So one of the other things that I want to touch. So this is this will show us the matrix that we are living in,

[Vanessa Hung] 42:15

And we're not even aware of it. So if you if you really understand why or how they behave, who are they?

[Vanessa Hung] 42:25

And how do they use your product. Now you can leverage the tools that Amazon gave us.

[Vanessa Hung] 42:32

So how can we just have the system and getting to?

[Vanessa Hung] 42:36

Okay, Vanessa, just show me? Yeah, now show me how can I translate my lease seem to have all the things on all the good stuff. So the first thing that I'll say is like, these are this is a is a way to do it.

[Vanessa Hung] 42:51

And I just put here two examples of, of cases that we have opened with success.

[Vanessa Hung] 42:56

So the first thing is like, you need to research your Spanish market. So go there, change you're your feature from English to Spanish and see if there is some discrepancy.

[Vanessa Hung] 43:09

And then what you will do is to have a or have a reference or have the listing, super optimize whatever you want to have, and then open a case with Seller Support, support and ask for the translation team.

[Vanessa Hung] 43:26

And I'll say here, and this is a big thing, guys. The translation team is not a team that everybody knows in Seller Support.

[Vanessa Hung] 43:37

So if you call or if you email, you get a response like, or I've seen sometimes even happened to us that they reroute this case to brand registry sometimes and he's like, No, you're doing it wrong.

[Vanessa Hung] 43:49

You we need to go to a transaction team.

[Vanessa Hung] 43:52

So you can have a push back here, just make sure that you emphasize in the fact of it is the translation team and tell them what are they seeing some what are the things that you want to change?

[Vanessa Hung] 44:03

At the moment, though, we cannot send them the SEO we won for Spanish, we need to stick to what the neuro translation machine

[Vanessa Hung] 44:15

Gave us, which I'm going to say it's a pretty accurate and very good translation system is completely different to you know, Google Translate and all that stuff,

[Vanessa Hung] 44:26

But it's not as great. It will obviously not be ever as good as if a native speaker right the listing, but it's definitely better than that.

[Vanessa Hung] 44:35

And if you find something that has, for example, model number or brand name, or a quantity that you don't see there,

[Vanessa Hung] 44:43

You can definitely request for an update on that on that specific feature. But what we cannot do at the moment is just saying like, hey,

[Vanessa Hung] 44:51

I want my bullet points to say this, which is completely different to what your bullet points in English are.

[Vanessa Hung] 44:58

So I another, if you really want to get super, super specific for the Hispanic market,

[Vanessa Hung] 45:07

I could say that it is a possibility for you to just change the information in English, right?

[Vanessa Hung] 45:15

Whatever you want to say in Spanish, but changing in English, then request the translation system, or the translation team to update it, and then change it back to what you had.

[Vanessa Hung] 45:24

But I think that's a longer route, it's not really as worth it. If you have the translation of your listing already in Spanish,

[Vanessa Hung] 45:34

And it's good, you are ahead of a lot of people on what I when I discovered this early earlier this year,

[Vanessa Hung] 45:43

I was just accounting for maybe I don't know, 85% of the catalo was just a messed up, I see now they're getting better and better.

[Vanessa Hung] 45:51

And I don't know if there's more sellers paying attention, or Amazon is really paying attention to that and getting a very experience. So part of the part of the strategy of this whole system and how we can target to this market.

[Vanessa Hung] 46:10

And the benefits is that this is a long term strategy to expand your business, this is not a you know, get rich super-fast, or you know, something super Black hat that will change stuff.

[Vanessa Hung] 46:23

Now, this this, if we do it right, and we translate our listings, and we intentionally target that audience is a long term thing that spans business is on for as an example, you can see big brand names, you know, multiple multinational companies that sell in the US the packaging,

[Vanessa Hung] 46:46

So if you go to supermarket, they are new by Sunday in a pack of cookies, then those cookies will say like the information in English, and you will see that most of them have the translation in Spanish.

[Vanessa Hung] 46:58

So just really understanding that part, you really see that if these big multinational brands are spending money in researching and translating their things,

[Vanessa Hung] 47:10

Why are we are in you know, and this is the strongest part, the Hispanic market is underserved.

[Vanessa Hung] 47:18

Why? Because when I as a Hispanic consumer, go online and look for something that I want in Spanish, I always get the crappy translation, right?

[Vanessa Hung] 47:29

Or, or even though even happens in Google,

[Vanessa Hung] 47:33

The results are the exposure that a lot of big and amazing brands have in Spanish is minimum.

[Vanessa Hung] 47:41

So this is our opportunity to tap into this and leverage the things that Amazon already gave us, you know, your thing here on that case, so you need to open with the translation team, it's just a case,

[Vanessa Hung] 47:53

You don't even need to hire somebody to translate the listing, you know.

[Vanessa Hung] 47:57

So the other thing is just aligning yourself with Amazon automation. I do think that, like maybe this year, next year, we're going to be seeing more tools to target those audiences.

[Vanessa Hung] 48:10

And I'm showing you, I'll show you like just now, how they start giving the opportunity to translate your creative in in the advertising console. And also you can translate your A plus content in Spanish.

[Vanessa Hung] 48:26

So those are the things that are already there. Wherever you need to build anything on aligning what, what their mission, their vision is, it's extremely important. Under leveraging the Euro US operations. Its key,

[Vanessa Hung] 48:42

Because I know that there is a thing in the in the industry where people say like, oh, yeah, you need to stand to other markets, or now we're going to go into Europe.

[Vanessa Hung] 48:52

And Amazon already said that is opening in 2023, Colombia and Chile,

[Vanessa Hung] 48:57

Which I do recommend you guys to pay attention to that.

[Vanessa Hung] 49:01

So it's like always this expanding to other markets that have a huge risk, right, and you need to create new operations in our countries. I'm talking about just doing it, like in home.

[Vanessa Hung] 49:14

And I'm using the same tools that you're already using to target this and really crush the competition tab in that that huge potential.

[Vanessa Hung] 49:24

So the final four things that I'll say that you can do, first of all, is optimized the front end Spanish listing.

[Vanessa Hung] 49:33

So that means going to listen, if there is a discrepancy opening the case with the translation team that is extremely important.

[Vanessa Hung] 49:40

That's the way that you speak to them. Right? The images they don't translate, you know, the images don't translate. So that's why for the Hispanic market, copy, l

[Vanessa Hung] 49:53

Like the text it is so important, because there is the only way we can communicate that information. Then adding Spanish keywords to your back end.

[Vanessa Hung] 50:03

So I know that the space, I really you know that the space in the back end, like, you know,

[Vanessa Hung] 50:10

Search them search subject matter and all the cool stuff in the back end are limited, right. But I do think if you really want to target that, and see what the potential is,

[Vanessa Hung] 50:22

like, take away one keyword that you already rank or you're already using everywhere else, and you already rank well high in,

[Vanessa Hung] 50:31

You know, in the searches, and change that for Spanish one, and see how that performs until you get to a first page and then you can switch again back or put a new keyword. So that's the way we have been doing it.

[Vanessa Hung] 50:46

It is not as simple or fast process, because it takes time for the system to recognize you for the RE render system to see that you're a relevant product for that search. And then the more people buy from that search, obviously,

[Vanessa Hung] 51:02

As we know, with that keyword Spanish, the better you're going to do. And then you can change to other keywords.

[Vanessa Hung] 51:09

And I know very, very well that there are other spaces and fields or attributes in the backend of a listing that you can input information in Spanish, and that won't be shown in the front end.

[Vanessa Hung] 51:24

So you know, always pay attention to that and optimizing the back end that the most that you can do.

[Vanessa Hung] 51:30

Then advertising Spanish keywords, and our let's show you this the creative in Spanish. So you could do this is the example here, you could have this.

[Vanessa Hung] 51:44

So these are that they have, they have this content in Spanish.

[Vanessa Hung] 51:49

So this is one of the contents that you could intentionally translate and put whatever you want there for those keywords. So you create an ad on, you know,

[Vanessa Hung] 51:59

Sponsored product campaign for mochila perennials, and you could put here, whatever you want, they see this part

[Vanessa Hung] 52:08

Is not a translation. That's where I mean

[Vanessa Hung] 52:10

Like it could be intentionally so you can really target. The other thing, also, that I seen is people putting which this isn't,

[Vanessa Hung] 52:20

It's not very strong, but it could be better. Because if we understand the consumer mindset for the Hispanic market, though,

[Vanessa Hung] 52:28

Probably this kid, so this girl is not really representing the Hispanic market. You know, she doesn't look like a Hispanic,

[Vanessa Hung] 52:39

But you could create a, you could create a campaign where the kid for the Hispanic for the Spanish keywords is Hispanic.

[Vanessa Hung] 52:48

So we're I'm talking about taking it to a level of so much laser targeting within the tools that they gave us.

[Vanessa Hung] 52:56

Obviously, we will never be able to do you know, demographic target, Oh, hold on. At some point.

[Vanessa Hung] 53:01

I also know that but this is the best we can do. So when we create a campaign for the Spanish keywords, you can even you know, change that.

[Vanessa Hung] 53:11

And lastly, which is my by far my favourite thing of all the Hispanic market and all that is the Hispanic holidays.

[Vanessa Hung] 53:24

Its crazy guys, because if you're selling, you know, highly gift able products I'm showing you here how Mother's Day, for example, are in five different dates in the year for a lot of the Hispanic countries.

[Vanessa Hung] 53:41

So it happens in May 27. In Bolivia, it happens in the first Sunday of May, which is the same thing like here in America and Spain,

[Vanessa Hung] 53:49

Venezuela and Chile and Colombia in October and the third Sunday of October. It happens in Argentina. And in August 15 it happens in Costa Rica. So okay, what does this mean?

[Vanessa Hung] 54:01

If we align our Spanish advertising on our offers for these dates, we can so like having multiple Mother's Day or multiple father's days without within the year and this is not the whole chart so I put there at the bottom their website which is online seller solutions slash Hispanic holidays.

[Vanessa Hung] 54:28

There you will see the whole chart which is like 90 different dates, okay, 90 different dates of all of the gift able or what we consider gift suitable holidays that you can start tapping into, you know, creating offers for it creating campaigns for it.

[Vanessa Hung] 54:47

Even if you really want to get super creative and you guys are ready in that level. You can drive traffic from outside to your

[Vanessa Hung] 54:55

Amazon listing with Amazon attribution and pixeling using pixel me or something like that when these holidays happen, so if you're already like doing advertising on Facebook,

[Vanessa Hung] 55:08

You can do an advertiser of a Hispanic mom on October or the on this third Sunday of October for Argentina,

[Vanessa Hung] 55:16

Right. And you can even, you know, like,

[Vanessa Hung] 55:20

Target those audiences within Facebook and on Google, they can get more specific, and then drive them to your Amazon listing.

[Vanessa Hung] 55:27

So this is insane. And I've seen how this helps a lot.

[Vanessa Hung] 55:32

Once we align ourselves with it, especially after having all of the good stuff like translated and are at least in the best that he can be on Amazon.

[Vanessa Hung] 55:43

So with that, I'm just going to finish saying that knowledge is no power implementation is power.

[Vanessa Hung] 55:48

So if you see this presentation, and you're like, Oh, when I say it's fun, that school, I love the, you know, 70 million people, whatever. No, just go there and implement something.

[Vanessa Hung] 56:01

If you just want to do your accurate translation, yes, open the case.

[Vanessa Hung] 56:05

And if they're not world translated, just let them know that you want to translate your this thing well, and all the fun stuff that you can do after it's just up to your imagination,

[Vanessa Hung] 56:15

And when whatever you want to really accomplish, especially if you have a product, it really talks to that market,

[Vanessa Hung] 56:22

Or if you find a way to, you know, target. Yeah, they say so. Thank you so much for listening.

[Gary Haung] 56:33

Thank you so much for now. So that was super valuable training today.

[Gary Haung] 56:37

What's the best way to connect with you?

[Vanessa Hung] 56:39

Yeah, so here, as you can see in the screen, this email is Hello, full time. Mamasan. That's the Instagram and Facebook full time Amazon, Vanessa one on LinkedIn, which I love.

[Vanessa Hung] 56:50

This is one of this is my favourite social media at the moment, I share a lot of information every day, on our websites, online seller solutions.

[Vanessa Hung] 56:59

So I know Gary that we are given some bonuses. So if I can speak about the bonuses for everybody that is for everybody that is joining for free and are watching this video live, we have a link,

[Vanessa Hung] 57:15

And we will put it below where you can download two of our most powerful like catalog management SOPs.

[Vanessa Hung] 57:24

So this will give you an explanation on how you can access to your category listing report, which is all the backend information that you have in your listings.

[Vanessa Hung] 57:34

And if you pay attention to what I said about putting Spanish keywords in the back end,

[Vanessa Hung] 57:39

The category listing report is going to be super useful. And the second one, which is one of like our secret weapons really to do stuff in the catalogue is how to use the inventory loader file to change attributes.

[Vanessa Hung] 57:54

So if you're a seller, and you're facing an issue, like oh,

[Vanessa Hung] 57:59

I cannot change the title of my AC Norma e readers I wrong and blah, blah, blah.

[Vanessa Hung] 58:04

And Amazon is telling you like, hey, delete the listing, I'm going to show you or that SOP will show you how to delete it in the proper way.

[Vanessa Hung] 58:13

So you can get your AC in faster, or that change faster. So those are super cool. I hope you guys like it. And yeah, again, the link is below.

[Vanessa Hung] 58:23

And for the audience that pay for the presentation, we are giving away 20% discount in all the the translation services.

[Vanessa Hung] 58:35

So we help you to get to the level that you want to be for the Hispanic market.

[Vanessa Hung] 58:43

So making sure your like your whole catalogue is translated that everything in the back end is proper.

[Vanessa Hung] 58:49

Meaning we suggest the key words and then we start implementing the back end. So if you want that we can do an audit or completely free audit for you to see if you are to what level we can intervene in those listings.

[Vanessa Hung] 59:04

And then 20% off on whatever service you want to do with that within the transaction. And yeah,

[Gary Haung] 59:12

thank you so much, Vanessa and I highly recommend you guys check out additional bonuses that Vanessa so generously offered, especially the two SOPs,

[Gary Haung] 59:23

I mean, you know, she's all about these, these, you know, the unsexy stuff, right? So I think, you know, if you do get stuck,

[Gary Haung] 59:30

If, you know, let's say you can't change your title or the images are wrong, I mean, there's there's a lot you can do and I remember back in the days before, you know

[Gary Haung] 59:37

, like Vanessa and you know, people like is teaching us online, you know, I was struggling with a flat file.

[Gary Haung] 59:43

I remember I would just be, you know, manipulating the Excel for like hours and hours and you know, having like Manasa to walk you through that. I think that can save a lot of headaches. So definitely check that out.

[Gary Haung] 59:53

And also for the All Access Pass holders, you'll get 20% off the Spanish localization service and And you know that that's the next level, right?

[Gary Haung] 1:00:02

If you really want to make a big difference tap into the market, you know, you got to hire someone professional.

[Gary Haung] 1:00:07

Like Vanessa.

[Gary Haung] 1:00:08

All right? I know we're over time, I just wanted to ask like one quick question.

[Gary Haung] 1:00:14

Let's say if I'm a seller watching, I just want to better understand Hispanic market. Is there any like, I don't know, like book to read or like a movie to watch?

[Gary Haung] 1:00:24

Or is there something that people can kind of better educate themselves about the marketplace?

[Gary Haung] 1:00:28

And anything you would suggest Vanessa?

[Vanessa Hung] 1:00:33

You know, what I on? The problem is that because I know Spanish, I really don't know.

[Vanessa Hung] 1:00:43

A report or a book that specifically talks about that. I know that there is a website,

[Vanessa Hung] 1:00:52

What do you call the one that does like market consumer research? Study, stir, stir, they have.

[Vanessa Hung] 1:01:00

So yeah, a lot of my work, most of my data that I put there comes from them comes from their free data, but I know for the Hispanic consumers,

[Vanessa Hung] 1:01:13

They have a paid report on and I think that in that report, they even divided the market within categories, so you know,

[Vanessa Hung] 1:01:25

Electronics and home and furniture and clothing and all that and they explain the behaviour of those of that demographic.

[Vanessa Hung] 1:01:35

So yeah, it is a thing besides that, I just think that the free person to do it, and the easiest one is just like playing around Mercado Libre playing around Mercado Libre,

[Vanessa Hung] 1:01:49

See they're on Mercado Libre us like Amazon in Europe.

[Vanessa Hung] 1:01:54

It has. It's a different marketplace for each country. So you can go to Mexico libre, Argentina, you can go to Mercado Libre Colombia, you can go to my colleague Rob Olivia. And, and those are completely different.

[Vanessa Hung] 1:02:06

So just playing around with your keyword in all of those marketplace will teach you a lot on how they sell it.

[Vanessa Hung] 1:02:12

So you can see pictures. Ah, that's one thing with the example of the Gradle. You know, for us, Gradle is like,

[Vanessa Hung] 1:02:20

Oh, we're going to make breakfast pancakes on bacon, you know, for the US market. But for the Mexican market is to make tortillas, right?

[Vanessa Hung] 1:02:31

So think about doing the sponsor banner, they are with a picture for Kamal for 30 years with a picture of that griddle with 30 years instead of bacon and pancakes, or for Venezuela to boot areas so once you start,

[Vanessa Hung] 1:02:48

Like, playing around with Mercado Libre and seeing how they sell it, you can get ideas for the creative on like?

[Vanessa Hung] 1:02:56

Oh, this is what appeals to them.

[Vanessa Hung] 1:02:58

Right, rather than just trying to think out of the blue, or with the need of hiring somebody in your team that, you know,

[Vanessa Hung] 1:03:05

That just speaks Spanish on this target this? We're probably still not there.

[Gary Haung] 1:03:10

Yeah, yeah. No, that makes a lot of sense.

[Gary Haung] 1:03:13

And, you know, when Essa and I were just talking a little bit before the recording, and, you know, when I was in college, back in the day,

[Gary Haung] 1:03:21

I'm not going to date myself, but I worked for this advertising agency, and you know, they would do that they would like have a different ad.

[Gary Haung] 1:03:27

Like, let's say, it's like a bank ad. So, you know, for the Chinese market, they would have something different and for like,

[Gary Haung] 1:03:34

you know, the Korean market, it would be something different, they would change out maybe change the model because like, people couldn't tell it was you know, it doesn't fit down and you know, how people use it?

[Gary Haung] 1:03:42

Right. So I think that makes a lot of sense. And now you know, we have all of this information our fingertips,

[Gary Haung] 1:03:48

We can just log into Mercado Libre to, to see that. And we don't have to necessarily, you know,

[Gary Haung] 1:03:52

We had to, you know, back then we had to do like a focus group, or we had to have we hire like a Japanese person and a Korean person. So we got to ask them and how a lot of this we can do ourselves.

[Gary Haung] 1:04:04

Obviously, it's not the same level, but at least you know, we can get started.

[Gary Haung] 1:04:08

So I think that's super valuable tip that you just shared Vanessa with Mercado Libre today and also, is it statistica.com is such. Okay, perfect. All right. And one last question.

[Gary Haung] 1:04:20

Before we go, you know, I'm all about the 8020 rule.

[Gary Haung] 1:04:23

So you know, if we were to kind of distill everything down from your presentation today,

[Gary Haung] 1:04:28

What would be the number one recommendation you'd like to leave our audience with for people that really want to tap into this? This marketplace that Hispanic market?

[Vanessa Hung] 1:04:39

Well, I think the one that will be the for all and we are talking about are we are you implying that they're leasing is already optimized for Spanish?

[Vanessa Hung] 1:04:50

I'll say that the best one is just like tap into the advertising in Spanish.

[Vanessa Hung] 1:04:55

It's just like crazy because the cost is super low. Hold on, you know, you get a higher return on that.

[Vanessa Hung] 1:05:03

That's a's a theme that I'll say like okay, so extremely important. Just if you already you are optimized for it.

[Vanessa Hung] 1:05:11

Because if you are missing bullet points or title no love.

[Vanessa Hung] 1:05:14

Don't waste your money there yet, right? Perfect.

[Gary Haung] 1:05:18

Perfect. All right. Thank you so much Vanessa.

[Gary Haung] 1:05:20

This has been super valuable today. I highly recommend you connect with Vanessa to learn more.

[Gary Haung] 1:05:25

If you want to localize your listing or you know, learn more,

[Gary Haung] 1:05:29

You can more help about the flat files and other ways to optimize your business.

[Gary Haung] 1:05:33

And thank you everybody for watching and we will see you guys at the next session.

[Gary Haung] 1:05:37

Bye everyone.