

## TWITTER PARTY on Personal Finances Helps Consolidated Credit Connect with Latinos #FinanzasLatinos

Last **May 8<sup>th</sup>, 2014**, [LatinoSEM.com](http://LatinoSEM.com) hosted a **Twitter Party** sponsored by [Consolidated Credit Counseling Services](#). The objective of Consolidated Credit was simple:

1. deepen the connection with the Latino audience, and
2. stimulate the conversation about personal finances within the community



**Bilingual Twitter Party #FinanzasLatinos**

Thursday, May 8th 2014  
9 pm EST / 6 pm PST

Host: @LatinoSEM

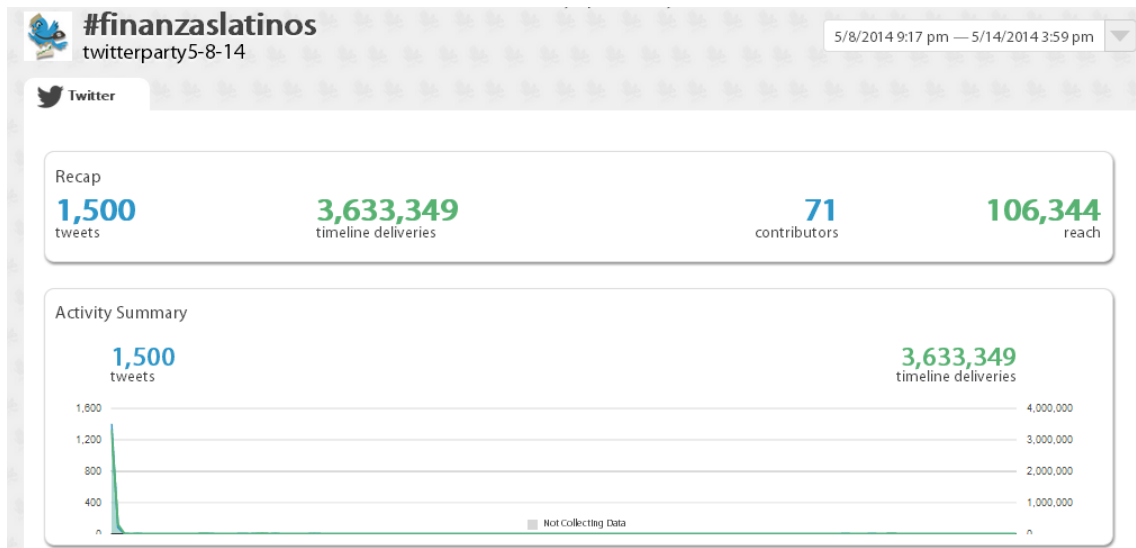
Co-Host: @MamaXXI, @CouponMamacita,  
@Denisselcaza, @AhorraDolares,  
@MiamiMSavings

Sponsor: @ConsolidatedESP

Source: <http://twubs.com/FinanzasLatinos>

The results were very encouraging!

- 1,500 tweets
- 3,633,349 timeline deliveries
- 124 participants
- 71 contributors





## Other important metrics:

- The facebook fan page <https://www.facebook.com/ConsolidarCredito> grew from 512 to 614 fans
- The twitter page <https://twitter.com/ConsolidatedESP/> grew from 274 to 407 followers
- This blog page <http://www.latinosem.com/blog/bilingual-twitter-party-FinanzasLatinos> collected over 125 facebook likes and 151 tweets
- This twuabs page <http://twubs.com/FinanzasLatinos> collected 21 tweets

The prizes were mailed to the 4 winners, who were asked to write a testimonial to post in facebook page <https://www.facebook.com/ConsolidarCredito>. This allowed Consolidated Credit and LatinoSEM.com to continue the conversation for a few more weeks.

Blog readers were able to access a “debt free analysis” [www.consolidatedcredit.org/debt-analysis-spanish/](http://www.consolidatedcredit.org/debt-analysis-spanish/) for 15 days.

## Co-Hosts:

- Sebastian Aroca: Hispanic Market Advisors
- Juanita Munoz: Ahorrando Dolares
- Denisse Icaza: Ahorros para Mamá
- Ana Sanchez: Miami Mommy Savings
- Myrah Duque: Coupon Mamacita
- Romina Tibytt: Mamá XXI

To learn more about how LatinoSEM.com can help your company organize and host a TWITTER PARTY, please complete this online form: <http://www.latinosem.com/schedule-your-phone-appointment-with-latinosem.php>

Sincerely Yours!

LATINOSEM.COM