

## **LISTA Selects Target Latino as its Social Media and Marketing Agency of Record**

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Atlanta, GA – Latinos in Information Sciences and Technology Association (LISTA) has selected Target Latino, a full-service marketing agency based in Atlanta that specializes in the Hispanic market, as its agency of record. Target Latino will conduct strategic, marketing, public relations and social media marketing efforts focusing on building brand awareness and visibility across LISTA's target audiences.

"As a national non-profit organization whose mission is to facilitate our partners, members and the Latino community with the leverage and education needed to succeed in a technologically driven society," said Jose Marquez, President and Founder of Latinos in Information Sciences and Technology Association "We searched for an agency with a strong understanding and extensive experience in Hispanic marketing, social media and technology to help us achieve our goals. Target Latino fit our needs."

LISTA's national Board of Directors is made up of powerful Latino executives representing a broad cross section of industries and technological functions throughout the U.S. and within their 12 nationwide tech councils. The organization has formed a network of the most influential and innovative Latino leaders and it is undoubtedly shaping the future of the Latino community.

Target Latino will continue to support LISTA's initiatives and events aimed at enabling Latinos conquer the technology divide.

### **About Latino in Information Sciences and Technology Association (LISTA)**

LISTA (<http://www.a-lista.org>) is a national non-profit organization that promotes the utilization of the technology sectors for the empowerment of the Latino community. LISTA is committed to bringing various elements of Technology under one central hub to facilitate their partners, members and the community with the leverage and education they need to succeed in a highly advanced technologically driven society. You can follow LISTA on [www.twitter.com/Lista1/](http://www.twitter.com/Lista1/) and [www.techlatino2030.blogspot.com/](http://www.techlatino2030.blogspot.com/)

### **About Target Latino**

Atlanta, GA-based Target Latino Inc., specializes in increasing the effectiveness of the client's marketing and advertising dollars by creating innovative approaches to acquire and retain [Hispanic customers](#). Founded by Claudia Goffan in 2003, with a vision unparalleled at the time and with over 20 years of experience in Hispanic markets both in the United States and Latin America, the agency specializes in understanding and applying the power of connectedness between the brand and the target market to develop more effective marketing and communications strategies. Agency services include Hispanic marketing and strategic planning, Hispanic internet strategies and social media, market research, field and grassroots marketing, community outreach, media, search engine optimization (SEO) and search engine marketing (SEM), creative development and production, public relations, event planning and management. For more information, visit <http://www.targetlatino.com>.

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**WHEN :** 2009-09-18 14:39:57  
**WHERE :**

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