

## **Pre-launch of Latinapa - The Next Evolution Latina Classified Community Site**

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*Launching in the near future is Latinapa.com the next generation, classified directory community site for Latina people all over the world.*

London, United Kingdom. Launching in the near future is Latinapa.com the next generation, classified directory community site for Latina people all over the world. The site provides buyers and sellers with information on Latina businesses, goods and services whilst enabling communication and transactions globally. The brain child behind this idea is Sam Alatishe a forward thinking technology entrepreneur who recognised the positive benefits of bringing a diverse audience of Latina people worldwide together via the Internet.

Latinapa will launch within the global market place and is presently in the pre-launch stage. The target market for Latinapa is the global market for Latina advertising and searching. This market increasingly recognises the Internet as an effective tool for marketing, communication and information dissemination. Furthermore, the English language is becoming the common lingua franca of commerce within this audience. However, the site will adapt other languages that will make it more universal and user-friendly. The site will be up and running in the next few months where customers will be able to advertise for FREE.

Latinapa will offer members a truly innovative one stop local search service for advertising and searching. Newly joining customers can simply advertise for FREE, by creating an account then compare and choose to upgrade from the various advertising options such as featured, display and more available on the site. The email and instant messaging facility enables members to communicate with other members whilst ensuring their security and privacy. The main benefit to general customers of Latinapa is the ability to buy, sell, and find businesses and services with the guidance of customer ratings and reviews to help make that educated decision. A key benefit to advertising customers of Latinapa is that they can upgrade their accounts and activate features that instantly gain more exposure for their listings.

Latinapa.com differs from other Latina classified sites as its target audience is both local and global and not simply local. It also differs from successful classified sites like Craigslist, Google Local, Yahoo! Local, and MSN Classified, as it targets mainly Latinas. Latinapa thus has the potential of becoming a powerful destination to connect with the Latina Diaspora Internet consumer and business community worldwide.

Website: <http://www.latinapa.com>

Category Advertising, Internet, Marketing  
Tags latina, hispanic, classified, local, search, craigslist, google, yahoo, msn, Advertising, Marketing,  
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