

The youth market want it all now

By [Khethi Ngwenya](#)

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In 2017, it's going to be harder than ever to grab the attention of the youth market and keep it. With an infiltration of information on more platforms than we've ever seen or experienced, there are a few crucial trends we need to be looking at when it comes to marketing to South Africa's youth.



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For starters, authenticity is crucial when it comes to communication as the information needs to be real and feel genuine. Honesty plays into that. You need to come across as honest, using influencers that live the brand that is presented and lead the lifestyles that are depicted on social media.

Specific advertisers should uniquely target youth, because they are a unique market and audience.

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The youth market also want it now. Accessibility is key.

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They have more opinions, which are shared more regularly through digital platforms – a fact that shouldn't be overlooked.

The youth market also want it now. This is why a call to action is very important in all of your communication – you need to give them a ‘what next’. It’s also important to have the intended action available through digital media as they want to be able to link to it quickly and conveniently. Accessibility is key.

In 2017, online articles should also be easily sharable as well as not too content heavy. This allows easy-to-digest information to be shared quickly and hopefully widely too.

Marketers should be looking at Instagram pop-up adverts as another way to access the youth – a hot topic in 2017.

Lastly, chat memes are a tool that need to be utilised. It’s great because the youth can share them, relate to them and have some fun with them. It’s an easy way to pass on content.

ABOUT THE AUTHOR

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