

Shifting Your Marketing Strategy to Appeal to Younger Generations

GoSkills online course syllabus

Skill level

Beginner

Lessons

20

Pre-requisites

No prior experience needed

Video duration

1h 4m

Estimated study time

1h 4m

Instructor

Carlos Gil

Introduction

1 Tapping into the future

Social networks are the new norm, and traditional marketing fails in today's always-on digital culture.

Modernizing Your Marketing

2 Demystifying Gen Z

Generation Z is the demographic cohort succeeding Millennials, and they're expected to spend over \$140 billion annually in the market.

3 Build a community

Societal issues have changed how marketers engage on social media.

4 Use popular catch-phrases and buzzwords

How younger consumers consume and engage with content is unique from their older counterparts.

5 Explore new social channels

In recent years, consumers have been introduced to new social mediums.

6 Tap into viral moments

There are daily moments that act as opportunities to have your brand seen by potentially millions of online users.

TikTok for Business

7 Reclaim organic reach

TikTok isn't just a social network for twerking videos and viral memes; it's a goldmine for organic social media reach.

8 How TikTok works

With over 1 billion users, TikTok is one of the fastest-growing social networks amongst 13 to 60-year-olds worldwide.

9 Create viral content

TikTok content has the ability to go viral without having a large following.

10 Add trending hashtags

Hashtags can introduce your content to potentially millions of users who otherwise don't follow your brand.

11 Sharing content outside of TikTok

TikTok is a powerful content marketing platform first and social network second.

12 Measuring your success

If it's not strategic, it's not measurable.

Instagram Storytelling

13 Telling engaging stories

Although Instagram is one of the most effective social networks to reach young consumers, crafting the perfect story to build a community and keep it engaged every time you post is challenging.

14 Algorithm growth hacks

Like all social networks, knowing the algorithm priorities is key to seeing spikes of organic engagement.

15 Use trending music

Adding popular songs to Instagram Stories, including Reels, immediately adds an engaging element to your content.

Reaching Younger Audiences on Emerging Channels

16 Engage gamers on Twitch

Twitch is a new platform known for its strong community amongst video gamers, where gamers can both stream their content and engage with other passionate gamers.

17 Social audio with Clubhouse

The audio-only app, Clubhouse, hosts live discussions where people worldwide come together to talk, listen and learn from each other in real-time.

18 Get reach on Snapchat Spotlight

Snapchat's Spotlight feature is a TikTok-like component for promoting viral videos from the Snapchat community.

19 Improve SEO with YouTube

Is your brand educational or entertaining, or both?

Conclusion

20 Where to begin

Thanks for watching this course!

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