



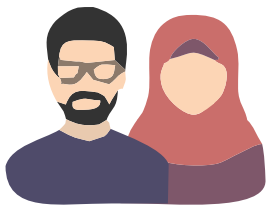
Information Booklet

Sales and Marketing

14

MARKETING TO YOUNG GENERATION

for SMEs



National Business Development
Program for SMEs

Introduction

Small and Medium Enterprises Development Authority (SMEDA) works under the Ministry of Industries and Production, Government of Pakistan and was established in 1998 with the objective to propel economic growth through development of SMEs. SMEDA serves as an SME strategy-advisory body for the Government of Pakistan and facilitates partners in meeting their SME development agendas.

SMEDA envisions growth of a globally competitive SME sector (in Pakistan), through creating an enabling environment and support services for increase in the national economy. SMEDA strives to achieve this vision by providing assistance in employment generation and value addition to the national income, through development of the SME Sector, by helping increase the number, scale and competitiveness of SMEs.

National Business Development Program for SMEs (NBDP) is a project of SMEDA which intends to provide hands-on support services to SMEs. The aim of this business development support provided by NBDP is to advance new businesses and improve efficiencies in existing SME value chains to empower them to contend in global market. NBDP expects to facilitate around 314,000 SME beneficiaries over the period of five years.

Disclaimer

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Objectives

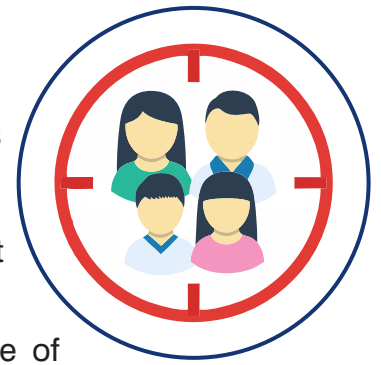
- To explain the characteristics and aspirations of youth as potential customers.
- To elaborate creative ways to market products and services to young generation.

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a Youth as Target Market/Buyers

Youth marketing are marketing efforts directed towards the young people. This group is typically broken down into smaller segments depending on their age, including tweens, teenagers, college students and young adults aged 23-34 years, Each market segment has products and advertisement campaigns that are targeted specifically to them.



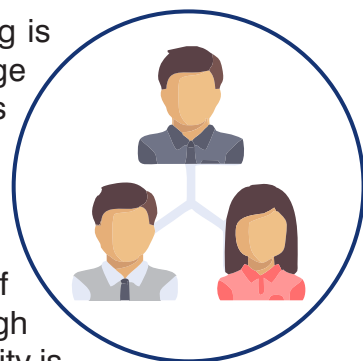
Marketing specifically to young people is a strategy used by a wide range of businesses, particularly those selling customer goods. Businesses that sell food, clothing, personal electronics, and entertainment will invest heavily to attract the young customers.

However, small businesses also gain by marketing to the young generation. Imagine a local pizza shop that offers a special discount for college students. Even businesses that would seem to have no interest in young customers will try to keep their advertising relevant to them. Young customers will eventually become responsible adults who would need to buy washing machines and life insurance policies.



b Characteristics and Aspirations of Youth as Potential Customers

Youth marketing is such a common advertising strategy because being young is associated with being free, happy, cool, and culturally relevant. This is an image that every brand aspires to, even if they market to older customers. The images and slogans used to market to young people often influence the advertisement of businesses which want to seem relevant, innovative and forward thinking.



This advertising strategy is not limited to any one marketing channel or technique. Youth marketing takes place on TV, radio, in print and in dozens of forms online. Businesses often sponsor extreme athletes, musicians, and high school sports teams as a way to insert themselves into youth culture. Authenticity is particularly important to the young. They want the brands they support to reflect their values and tastes.

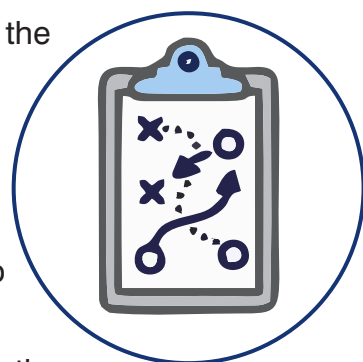
Young people make such valuable customers because they influence the purchasing decisions of their friends and family. In addition to being customers themselves, teens can affect where their family goes on vacation, the car they choose to buy, and the clothes that their friends wear. If a product or brand is popular with young people, it gains an image of being “cool”.

Young customers including the Gen Z and Millennials differ from the generations before them because they grew up with technology, and generally encourage diversity. Their buying preferences align more closely with their choice of brands and their peers' approval than just choosing the first option.

c Key Strategies for Marketing to Young Generation

There are several ways to target the market to best reach younger generation or the “Millennials”, as they are referred sometimes:

- One of the top of the line strategy is to “Optimize for mobile and tablet”. For marketing to this segment, it is imperative that a business's mobile experience is top-notch.
- Show brand personality and engage them. They like to be challenged to fitness and achievement etc.
- Go where they are. Target their experiences in schools and colleges and in locations where they want to be e.g., gaming or beach front etc.
- Highlight user-generated content, like a survey response or the shopping experience at the mall, as they mostly trust their own experience. The younger generation needs fresh content that is relatable to them in some form.
- Target social groups, not stages of life. They are tuned in to their group thinking, like the college lifestyle or the gaming experience etc.
- Take a stand, particularly if it is socially good, like “cleaning hands is better for the country”.
- To capture a dedicated clientele of young people, they should be provided with more than just a key product. Draw them to the website or social media pages with content that they want to engage with. Do not make it all about selling a product. Trust that after they grow to love the business for its witty and interactive content, they will come around to give the product a try on their own terms.



Some examples of interactive material to include on the website and social media pages include:



Make Facebook posts about day-to-day life that encourage the followers to respond. For instance, at the beginning of summer season, a status can be posted that says “How many people have already gone swimming this season?”



Snapchat has typically appealed to young millennials, with 71% of Snapchat users between ages 18 and 34. The short-lived nature of the platform and vertical videos captivate the users. From the launch of SnapCash to SnapMap for improving its e-commerce potential, SnapChat is gaining popularity among youth.



Keep the blog updated with regular posts related to current events in the industry. For instance, if clothing and accessories are being sold, bi-weekly posts can be created about the latest trends in the fashion industry and what celebrities wore to certain events.



Post pictures on Instagram of the things that are related to the business. For instance, while selling healthy snacks, take a picture of the strawberries field.

The goal should be to draw a target demographic (young people) to the website and social media pages with great, engaging content - then let them make the decision whether to learn more about the product and perhaps purchase it on their own - once they have learned to trust the brand/ product.

d General Tips for Targeting Youth



i. Make Sure Product is Media Worthy

When one of the product lines is content, it has to be good. It is critical that the content being created provides value outside of the product or services, is truly unique, and entertaining. If the content is going to be treated like a new product, it should be worthy of that dedicated investment. This requires to engage good copy writers for writing product description and advertising materials.



ii. Let the Youth be a Star

To target any audience, it is necessary to make them feel special, particularly when it is the youth. Marketing strategy should be such that it focuses on youth, caters to their needs and answers their questions. Youth is the age period where limelight and being center of attention is attractive. Therefore, ensure that the products offer youth what they need to stand out according to their age and popular fashions trends.

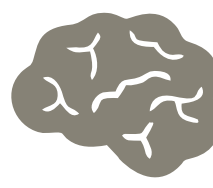
Data

Compelling data is the driving force behind successful infographics.



Comprehend

Help users understand the information presented.



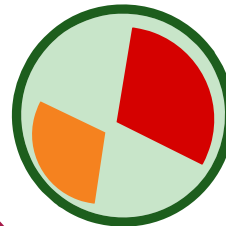
Audience

Study how the audience responds to infographics shared.



Usage

Choose an appropriate method to convey the message.



iii. Optimize Content for Social Media

Social Media Optimization (SMO) is essentially using social media as a catalyst of a business.. Where some businesses tend to just set up a profile on Instagram, Facebook or Twitter to be where their customers are, SMO is about strategically creating, building and maximizing the social media plan to connect with target audience. SMO allows to:

a

Strengthen
the Brand

b

Generate
Leads

c

Get More
Visibility Online

d

Connect with
Audience

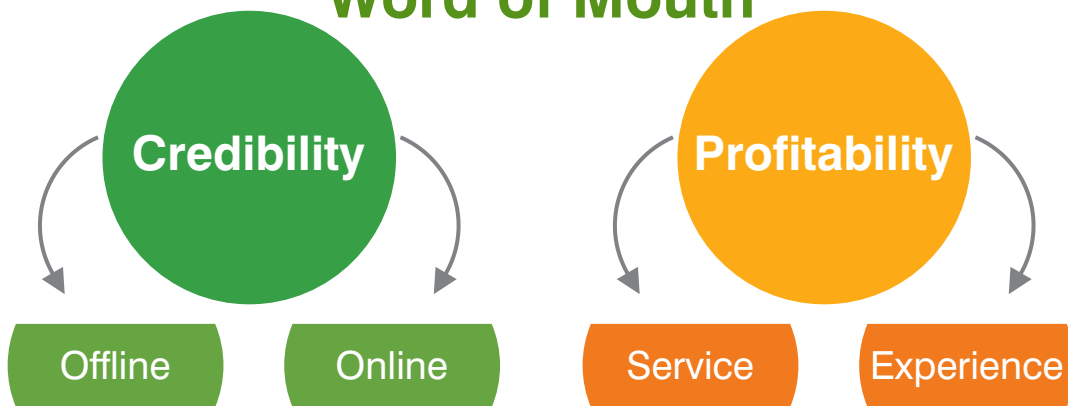


iv. Focus on Word of Mouth

Marketing through “Word-of-Mouth” is not a new concept. People have always advertised around individual’s experiences, emotions and needs for products, services and brands. However, the young have a more pronounced belief in the word of mouth. With the arrival of social media, the patterns, roles and impact of word-of-mouth have evolved further and new forms of advertising pitch and themes have emerged. With the online features of “reviews and ratings” available on social media platforms, products/services reviews by customers can be seen by visiting the official pages of business. These changes affected the way businesses can leverage the power of word-of-mouth for marketing purposes. This also explains the emerging importance of social media in advertising.

The most influential element driving purchase decisions today is

Word of Mouth



v. Meeting with Youth in Person and Giving them Instant Response

Ensure one on one contact with the youth. Set up meetings and focused group discussions with youth to develop an understanding of their expectations from the product. Giving them instant response also means showing them immediate gratification from the product and service, as they do not want to wait for the benefits and satisfaction.



vi. Make the Campaigns Adaptable

Develop campaigns in a way that they can adapt with the changing trends. Depending on the mood and response of the audience, bring innovation and change in the campaign strategy.

Conclusion



Marketing specifically to young people is a strategy used by a wide range of businesses. Social media and mobile advertising are highly effective for marketing to young people, who more often than not trust their own and peer experience. There are several ways to target the market to reach the younger generation. One of the strategy is to “Optimize for mobile and tablet” experience through influencer marketing, brand ambassadors, one on one interaction with customers, highlighting user generated content and word of mouth advertising.



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