


Marketing to Youth (Checklist)



“(Generational poverty) lives in the moment – does not consider future ramifications. Being proactive, setting goals and planning ahead are not part of generational poverty... Future implications of present actions are seldom considered.” (*Bridges Out of Poverty: Strategies for Professionals and Communities, 2001*)

The Message

- ☐ Tie it directly to the goal
- ☐ Make it personal
- ☐ Make it relevant to “now”
- ☐ Make it real/authentic
- ☐ Use testimonials
- ☐ Consider putting a picture of the youth beside the quote
- ☐ Involve the word “free”
- ☐ Talk about free food, coffee, etc. (if offered)
- ☐ Talk about recognition (example - certificates, something to put in a portfolio)
- ☐ Talk about supports (example - bus tickets, child care)
- ☐ Make ads that are colourful and eye-catching
 - Balance this with white space so that important information stands out
- ☐ Use the words “job seekers,” “adults,” or “persons 18-29” instead of “youth”
- ☐ Include information about the program:
 - Qualifications to participate
 - Location
 - Cost
 - What the program environment is like
 - Time commitment
 - How to sign up


- ☐ Use Clear Writing principles:
 - Use simple words (Plain Language)
 - Use short sentences
 - Have one thought or idea per sentence
 - Focus on what the reader needs to know; less is better
 - Make important information stand out

The Medium

- ☐ Use word of mouth
 - Establish a referral process with community partners
 - Have a youth promote your services
- ☐ Use video clips
 - Keep them short (15-30 seconds)
 - Get to the point right away
 - Have a youth client or staff member in the video

Placement of Messages

- ☐ Set up situations where youth can find out information from another person (face-to-face)
- ☐ Ask other agencies to promote your program through word of mouth and on their websites (example - employment services, social services, OW, ODSP) through word of mouth and on their websites
- ☐ Selectively use social media based on who you are targeting with your message (example - Facebook, Instagram, Twitter, internet commercials)
- ☐ Consider posting programs on Kijiji
- ☐ Consider ads inside buses or bus shelters
- ☐ Post in libraries instead of malls



“One place put an ad in the newspaper and on Facebook with a phone number that they (youth) could text their interest and register for the program. The class was full instantly.” (*Project Report: Results of in-year youth focussed programming, Literacy Link Niagara 2014*)

Website

- ☐ Place phone numbers and other contact information at the top of the home page so it's easy to find
- ☐ Make web addresses short and easy to remember
- ☐ Lay out information clearly; avoid clutter
- ☐ Keep information current
- ☐ Supply an email address instead of expecting youth to use a contact form

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