Internet Advertising to Recruit Youth

Why internet advertising?
- 95% of youth have phones
- 45% are online constantly
- YouTube, Instagram, and Snapchat dominate

Is internet advertising for me?
- Large population from a community
- Diverse participants
- Population with special traits
Internet Advertising to Recruit Youth
[in 8 short videos]

Lesson 1

Avoid stock photography.
Lesson 2

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Be concise.
Top Lessons of Internet Advertising
[In 8 short videos]

Lesson 3

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Be clear.
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Lesson 4

UX matters.
Click, click, click. So many clicks.

Varied visual identities

Uniform visual identity

One page screener

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Lesson 5
Platform follows audience.

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Lesson 6
Targeting ain’t perfect.

U.S. Zip Codes vs. Multicultural Affinity

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Lesson 7
Iterate, iterate, iterate.

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Lesson 8
Pivot.

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One final thought.
It's work.

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