

Advertising

Business



Marketing to Digital Natives DBQ After reading the six tips on marketing to digital natives discussed in the article, the two tips that I found important are Tip 1) Cater to Their Needs, and Tip 6) Be Everywhere. Tip 1 covers the key requirements to appeal the millennial agencies such as utility, entertainment, a source of information, and rewards. This is important because, for instance, utility will help the millennial streamline their days since they multi-task. Tip 6 covers the importance of product and brand awareness. This is important because targeting the current millennium is a challenging task. Companies who carry out their advertisement through social media networks such as Facebook and Twitter experience positive result since most of the millennial spend their time on such sites.

DBQ#2: These two concepts are almost similar but differ in such a way that, utility enhances easy marketing access. The target customers should not at any given time feel that marketers are targeting them, but marketing should be done in a way that shows daily activities. For instance, this involves doing marketing via Facebook or Twitter. I like viewing advertisements posted on either Twitter or Facebook since I will stick to my own way of doing things rather than reading magazines or watching TV. Also, this form of advertisement is very convenient for a large group of Millennials.

Part II: The other student found Tip 5 and Tip 6 to be the most important for marketing to digital natives. Tip 5 is also very important since it talks about how companies should allow the Millennials to discover new products and trends. This is significant since it allows them to feel they are among those who discovered the new product, hence increasing the volume of sales.

Work cited

<https://assignbuster.com/advertising/>

Drell, Lauren. 6 Pro Tips for Marketing to Digital Natives. Mashable. 31. 01. 2014.