

Internet Advertising to Recruit Youth

[in 8 short videos]

Genevieve Martínez-García, PhD

© 2019 Healthy Teen Network



Healthy Teen Network



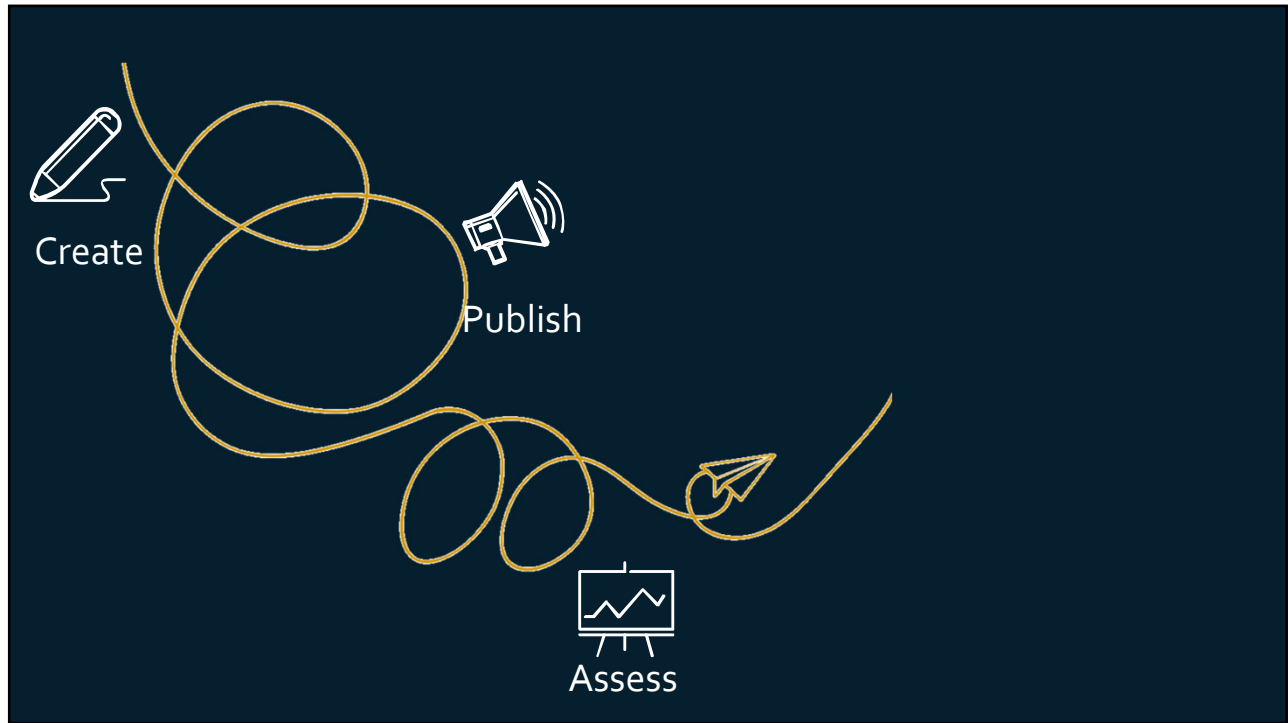
Why internet advertising?

- ❖ 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

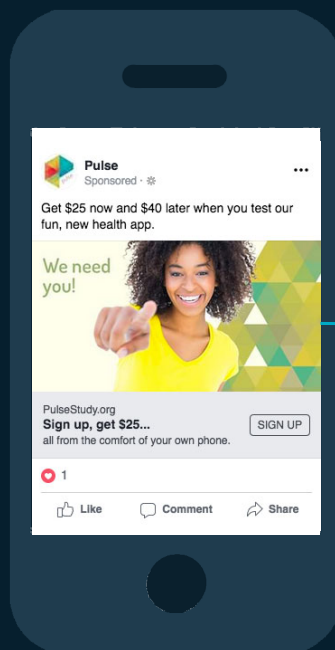
[in 8 short videos]

Lesson 1

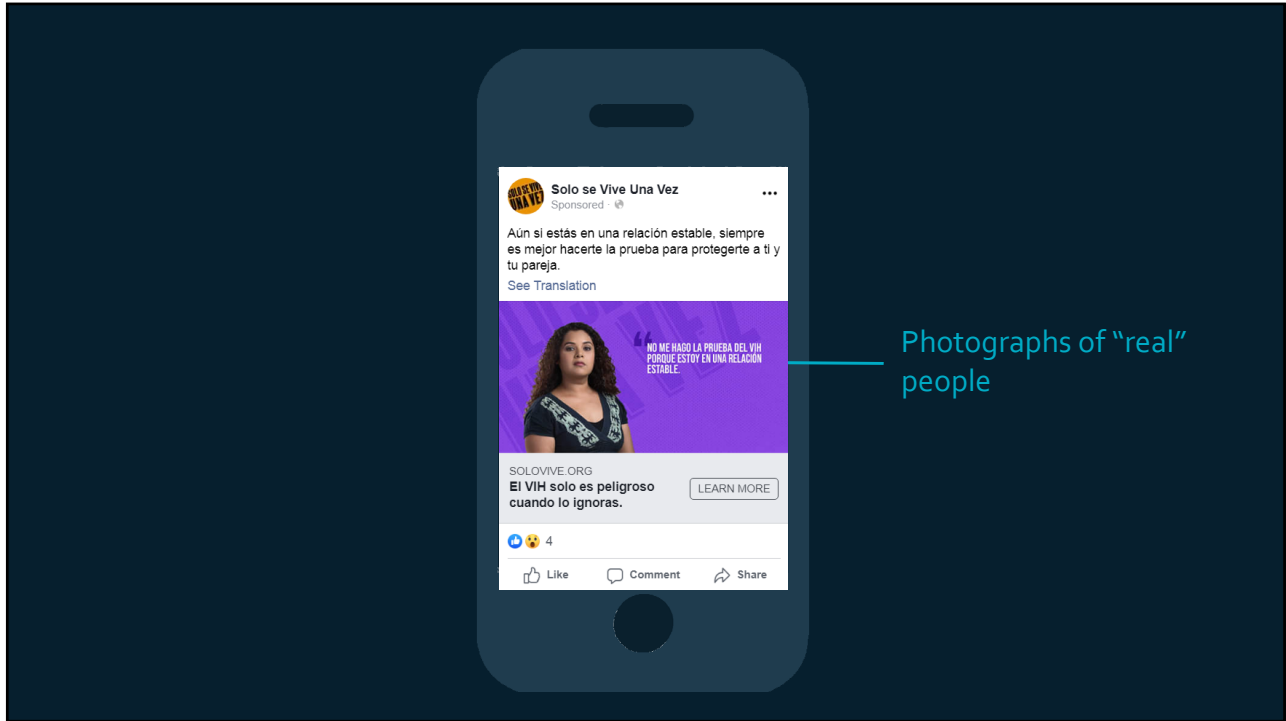
© 2019 Healthy Teen Network

Healthy Teen Network

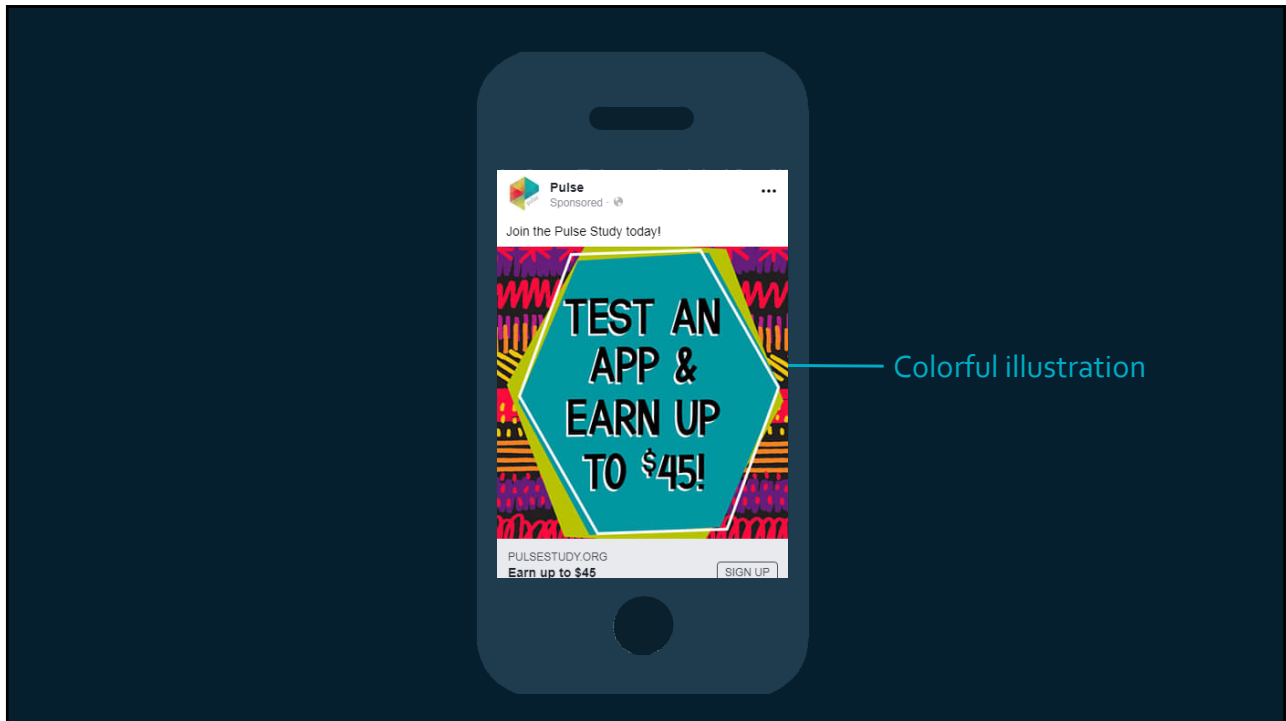
Avoid stock photography.



Stock photography



Photographs of "real" people



Colorful illustration



Internet Advertising to Recruit Youth
[in 8 short videos]

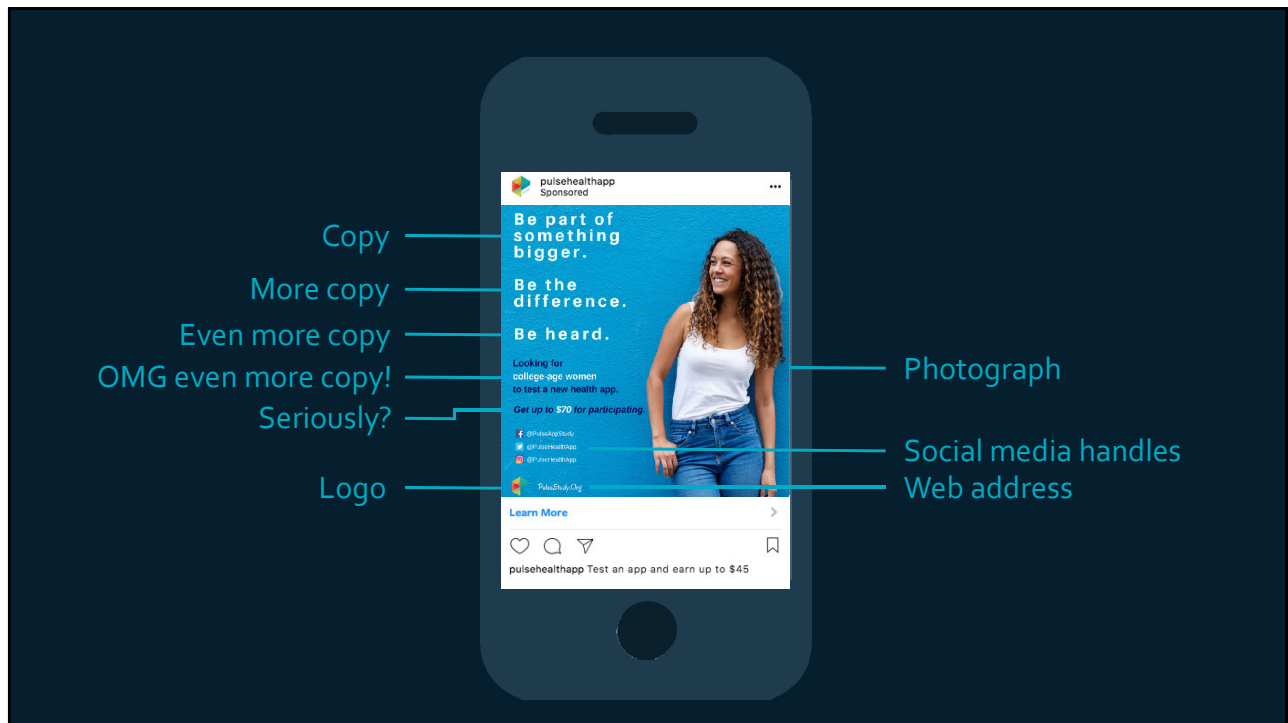
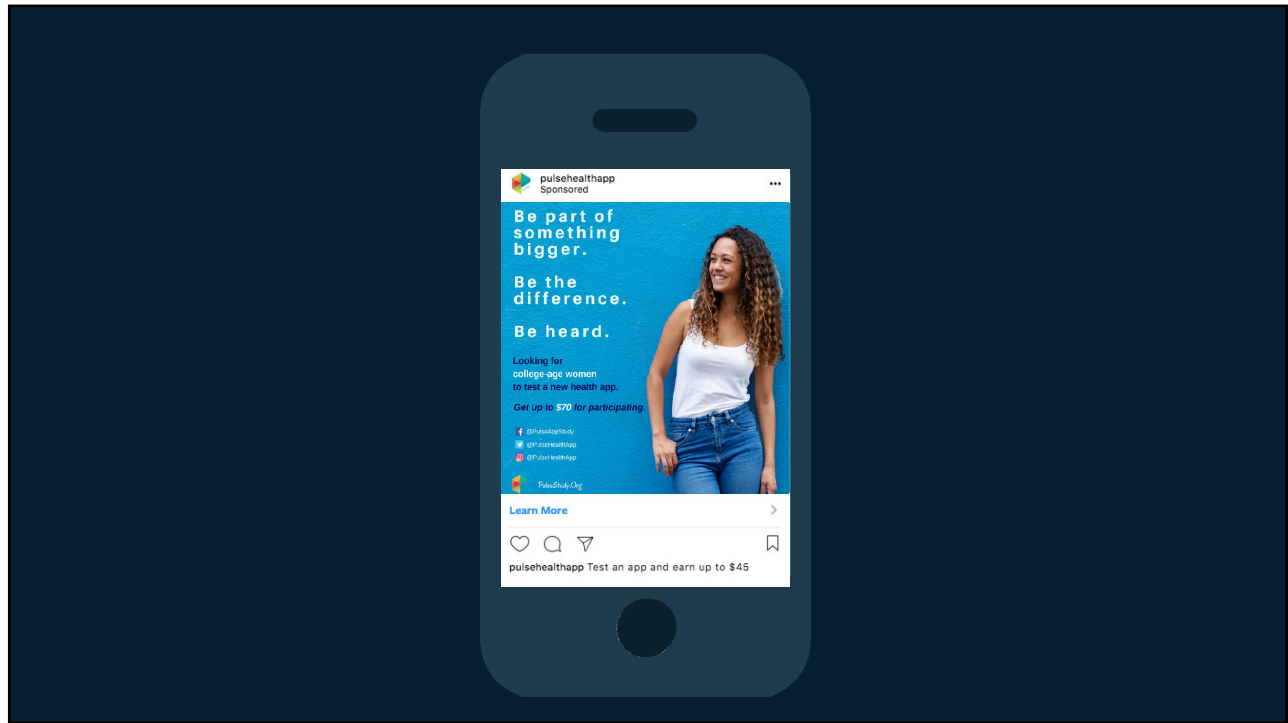
Lesson 2

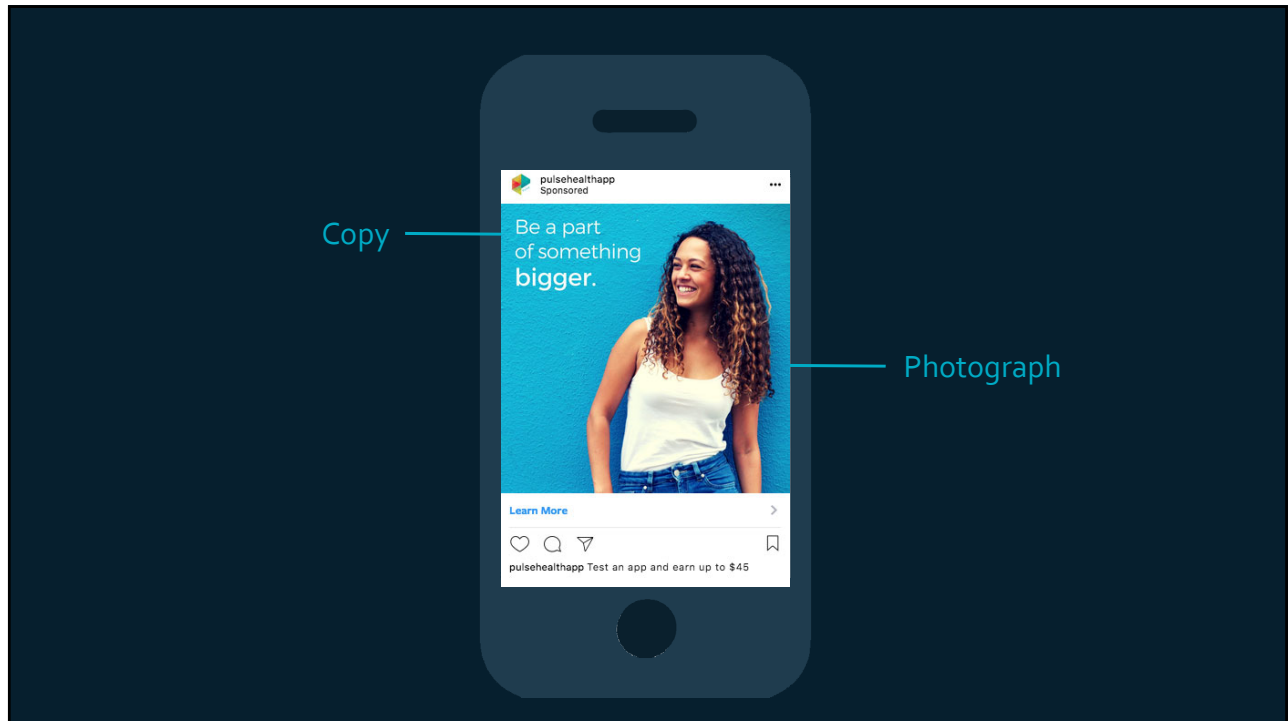
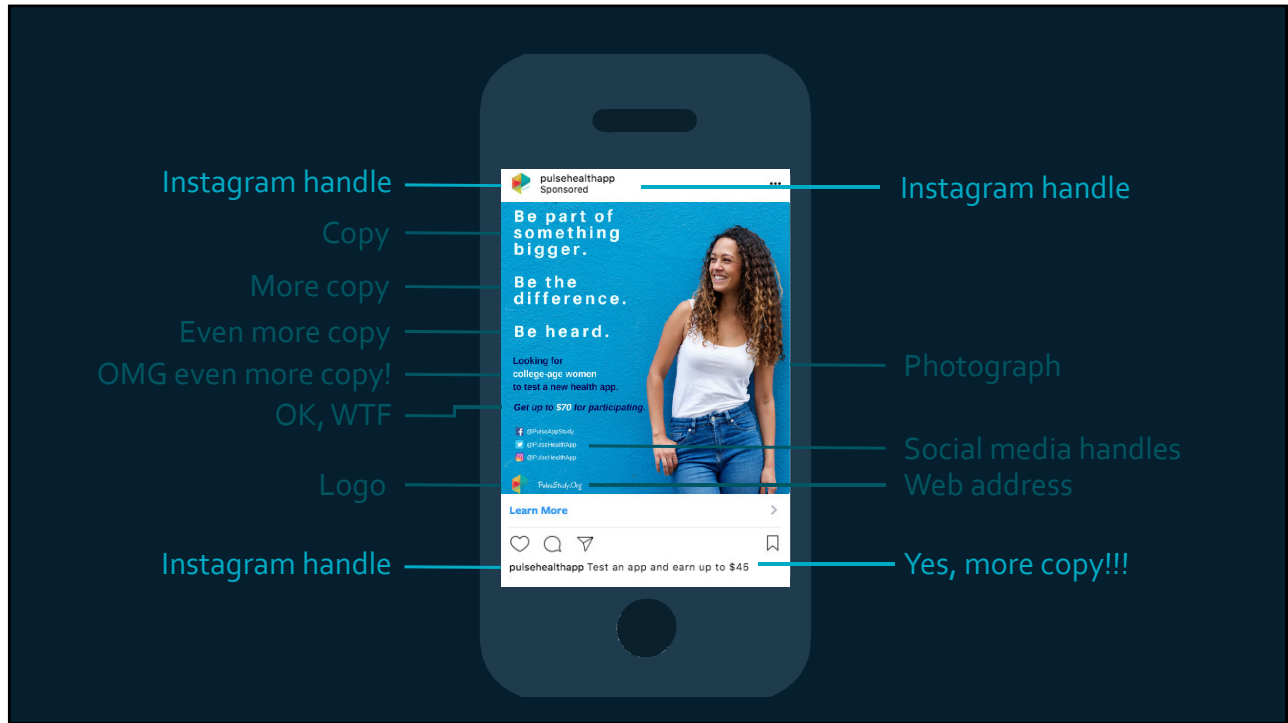
© 2019 Healthy Teen Network



Healthy Teen Network

Be concise.







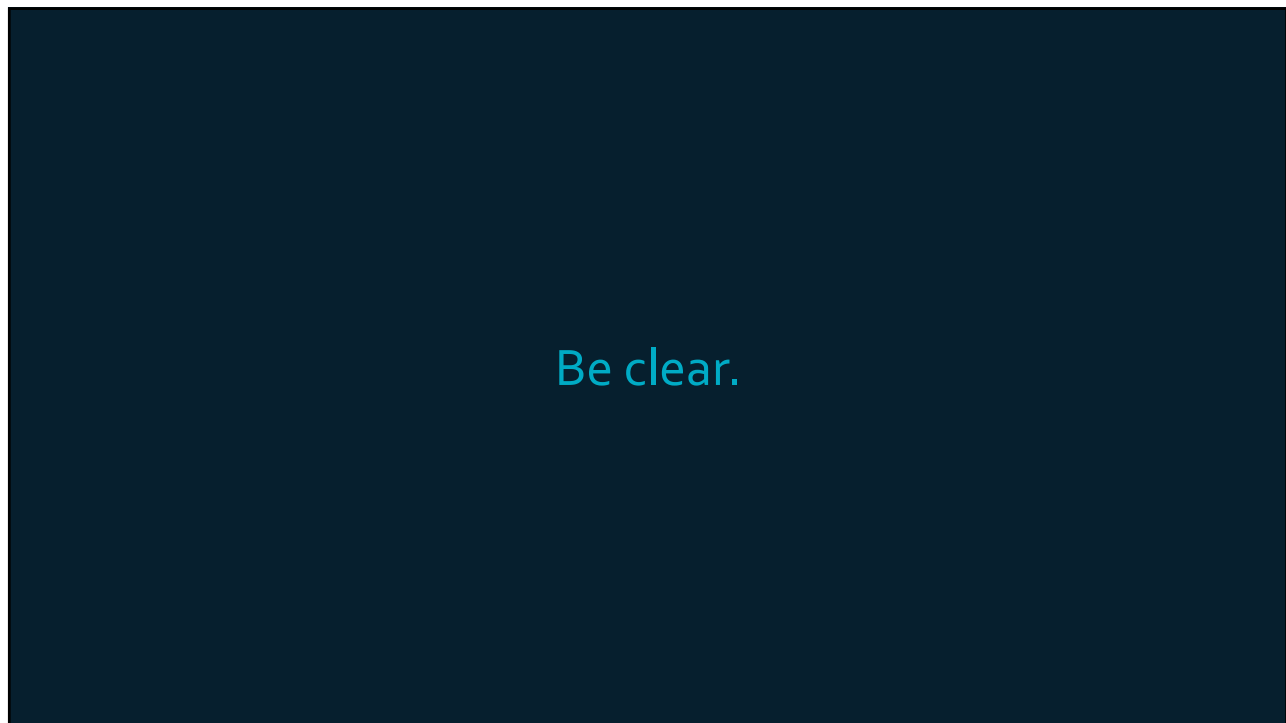
Top Lessons of Internet Advertising
[in 8 short videos]

Lesson 3

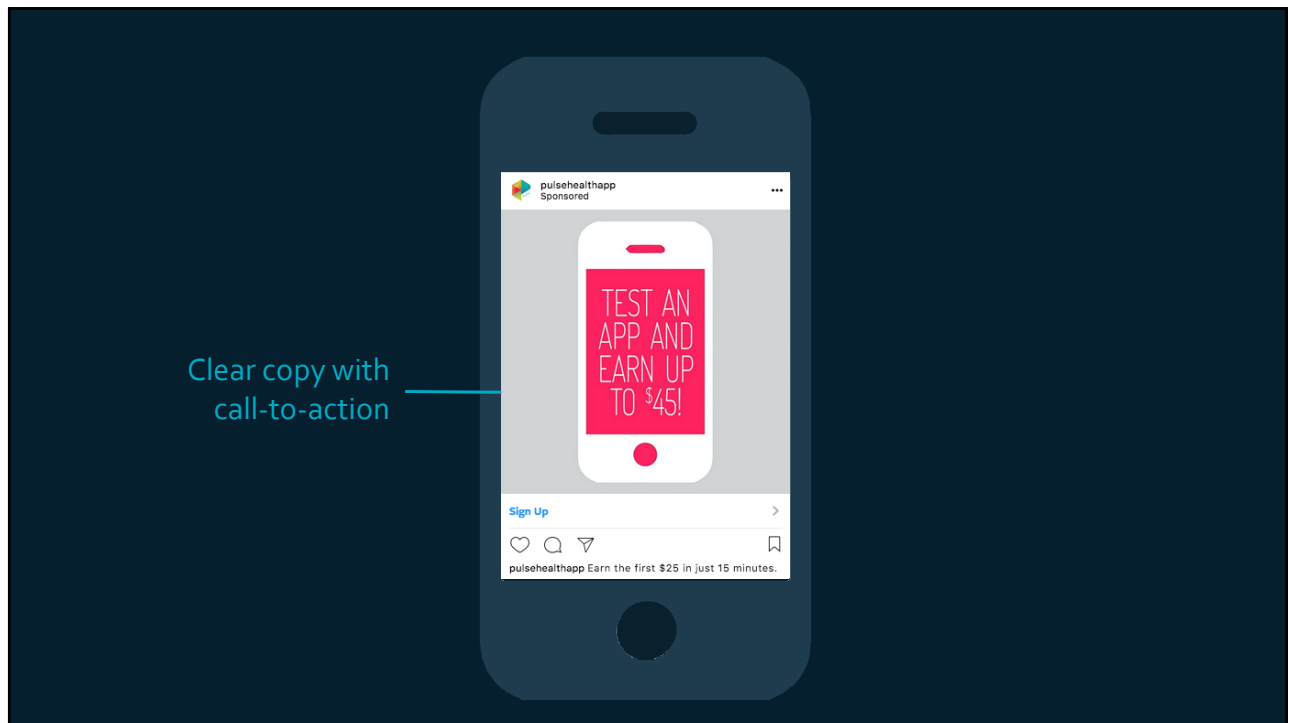
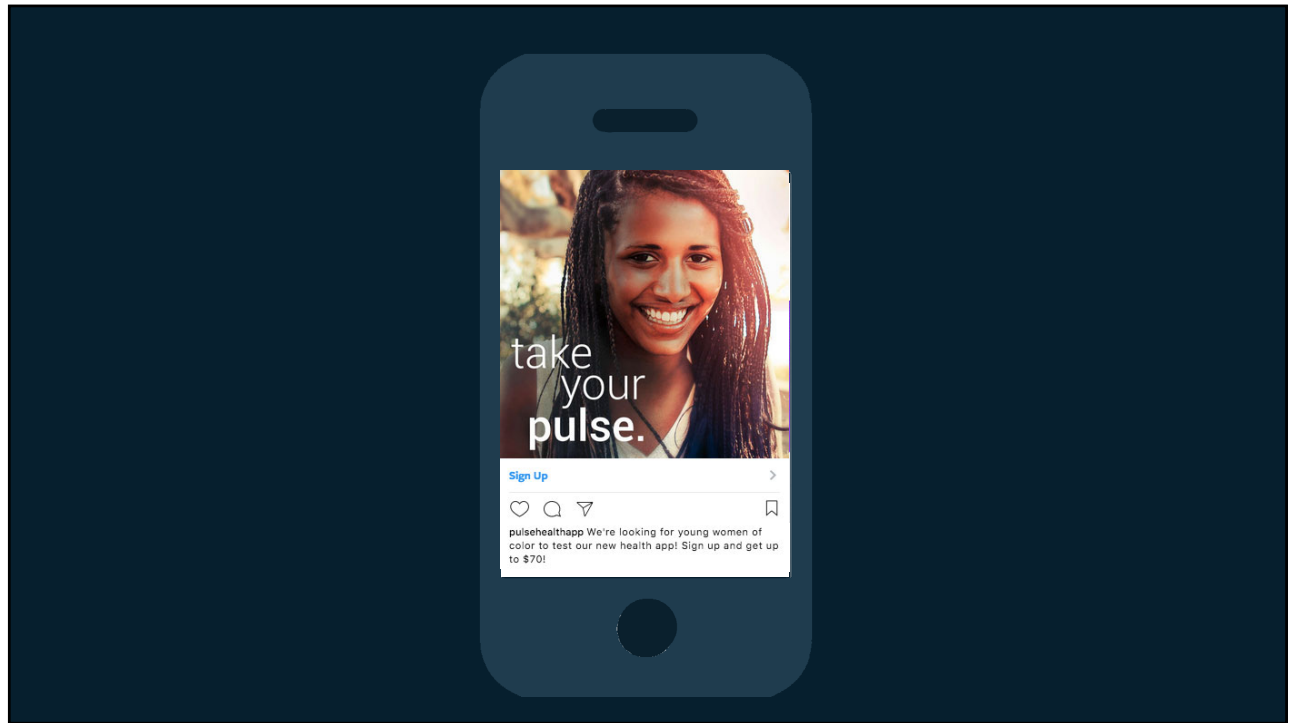
© 2019 Healthy Teen Network



Healthy Teen Network



Be clear.



Clear copy with call-to-action



Internet Advertising to Recruit Youth
[in 8 short videos]

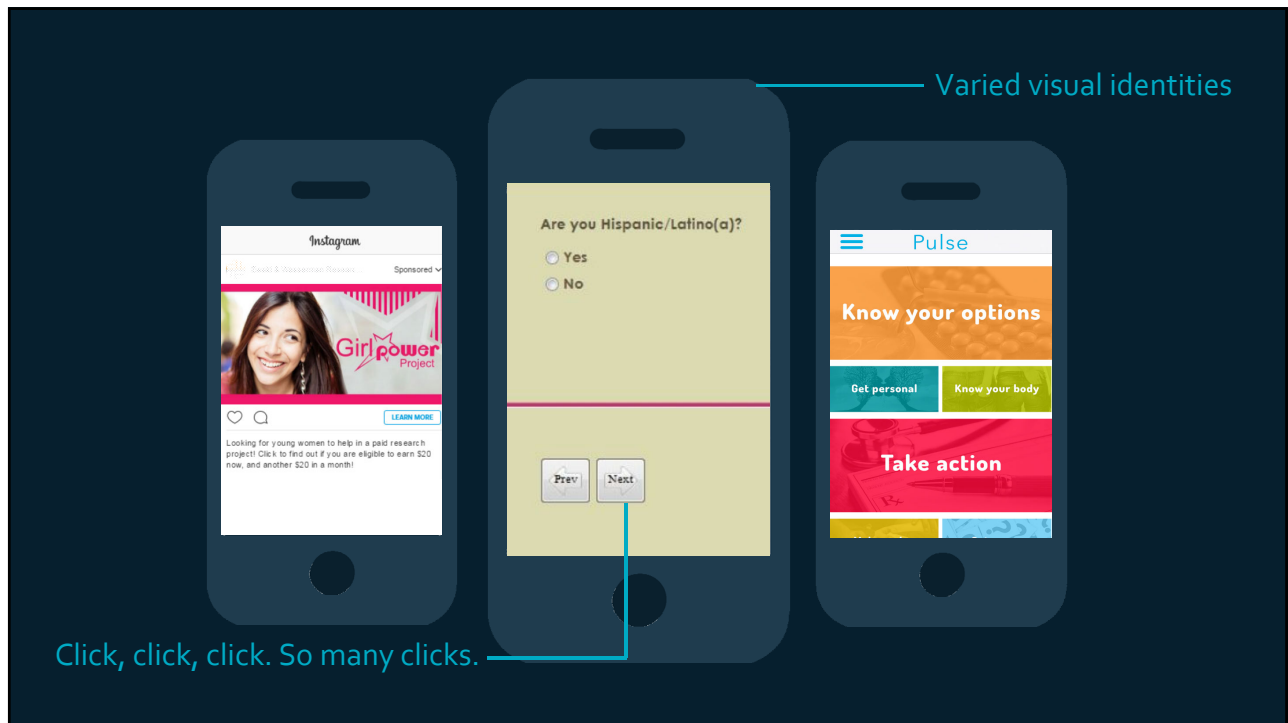
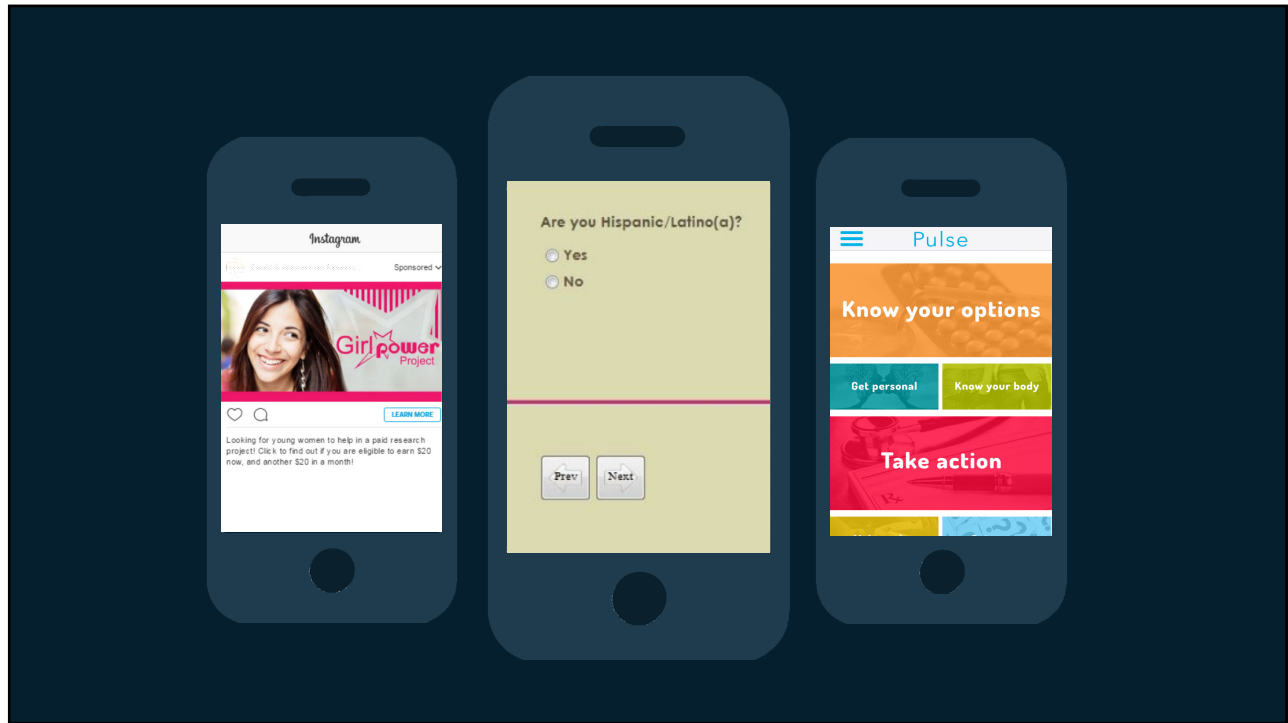
Lesson 4

© 2019 Healthy Teen Network



Healthy Teen Network

UX matters.





Platform follows audience.



Platform follows audience.



Internet Advertising to Recruit Youth
[in 8 short videos]

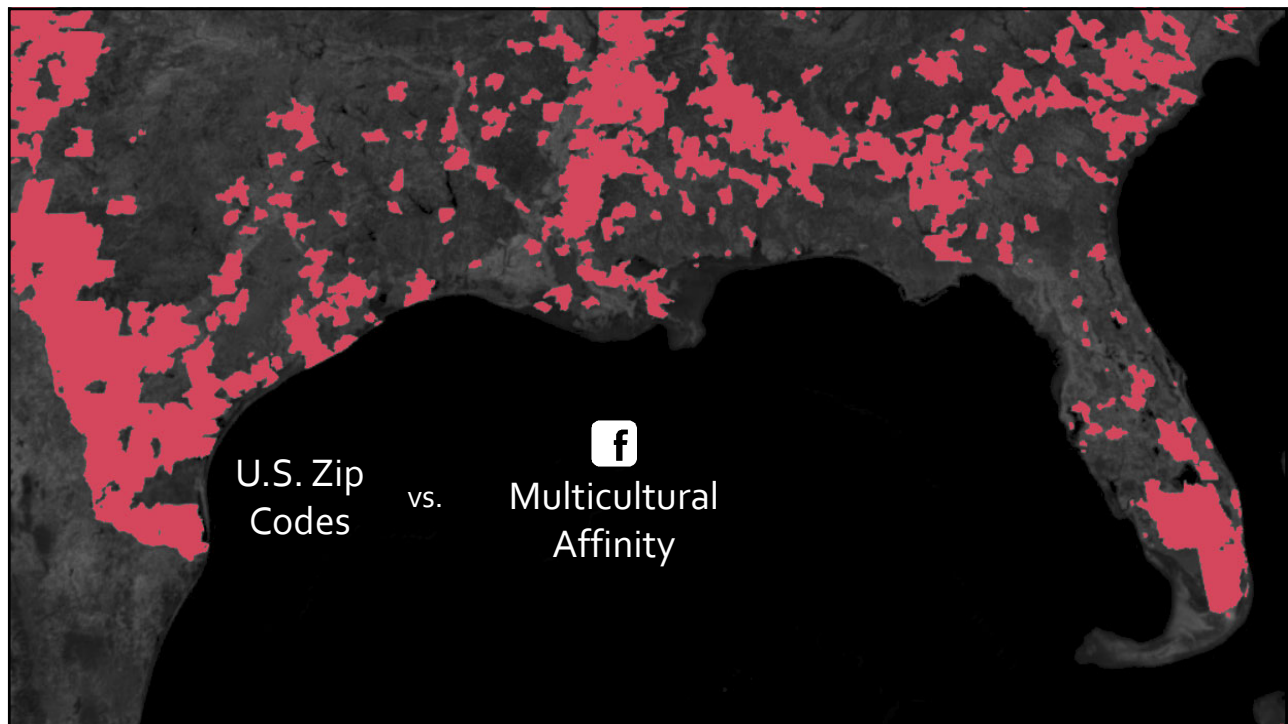
Lesson 6

© 2019 Healthy Teen Network



Healthy Teen Network

Targeting ain't perfect.



Internet Advertising to Recruit Youth
[in 8 short videos]

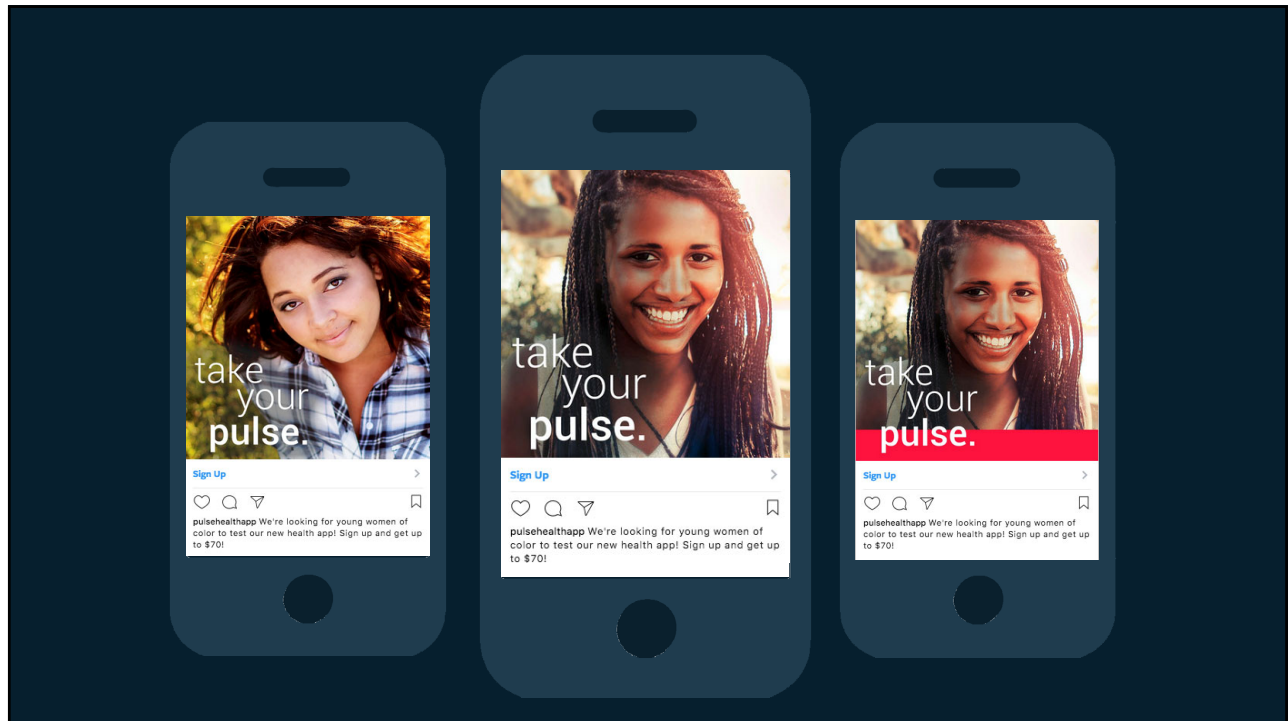
Lesson 7


Healthy Teen Network

© 2019 Healthy Teen Network

The image shows a hand holding a smartphone displaying a social media interface. The text 'Internet Advertising to Recruit Youth [in 8 short videos]' is at the top, 'Lesson 7' is in large yellow letters in the center, and the Healthy Teen Network logo and name are at the bottom. A vertical copyright notice is on the left side.

Iterate, iterate, iterate.





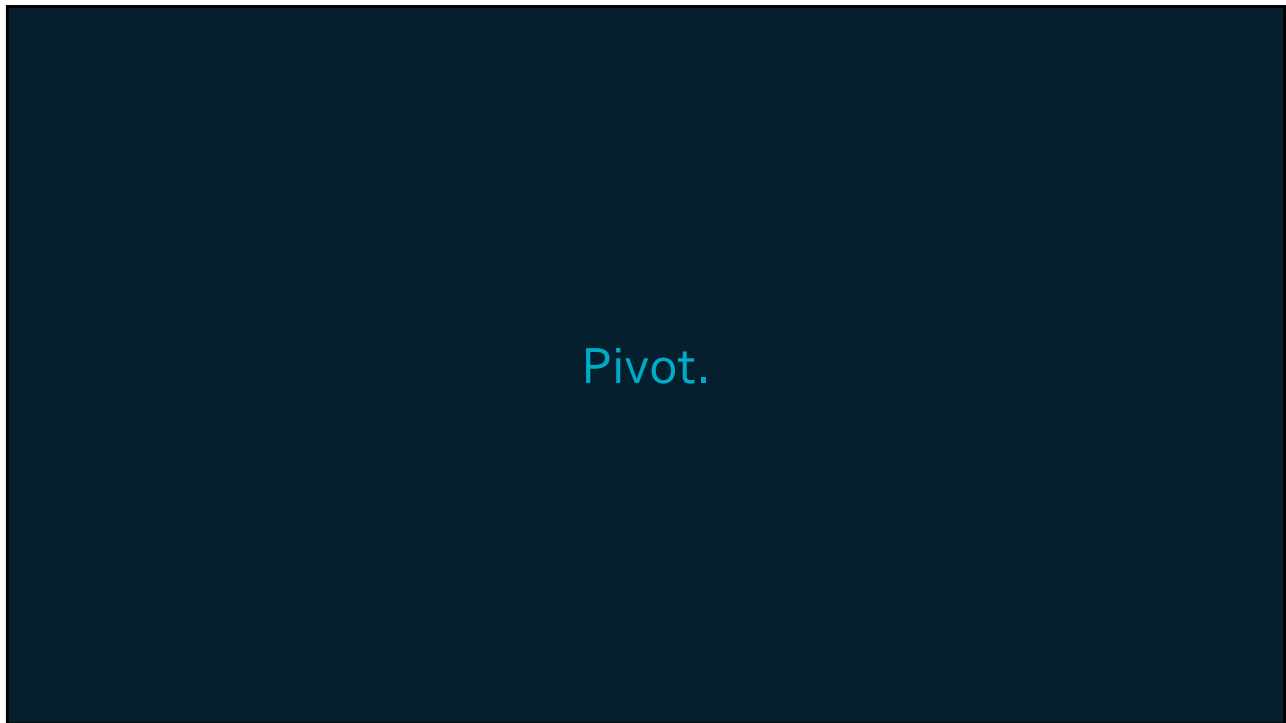
Internet Advertising to Recruit Youth
[in 8 short videos]

Lesson 8

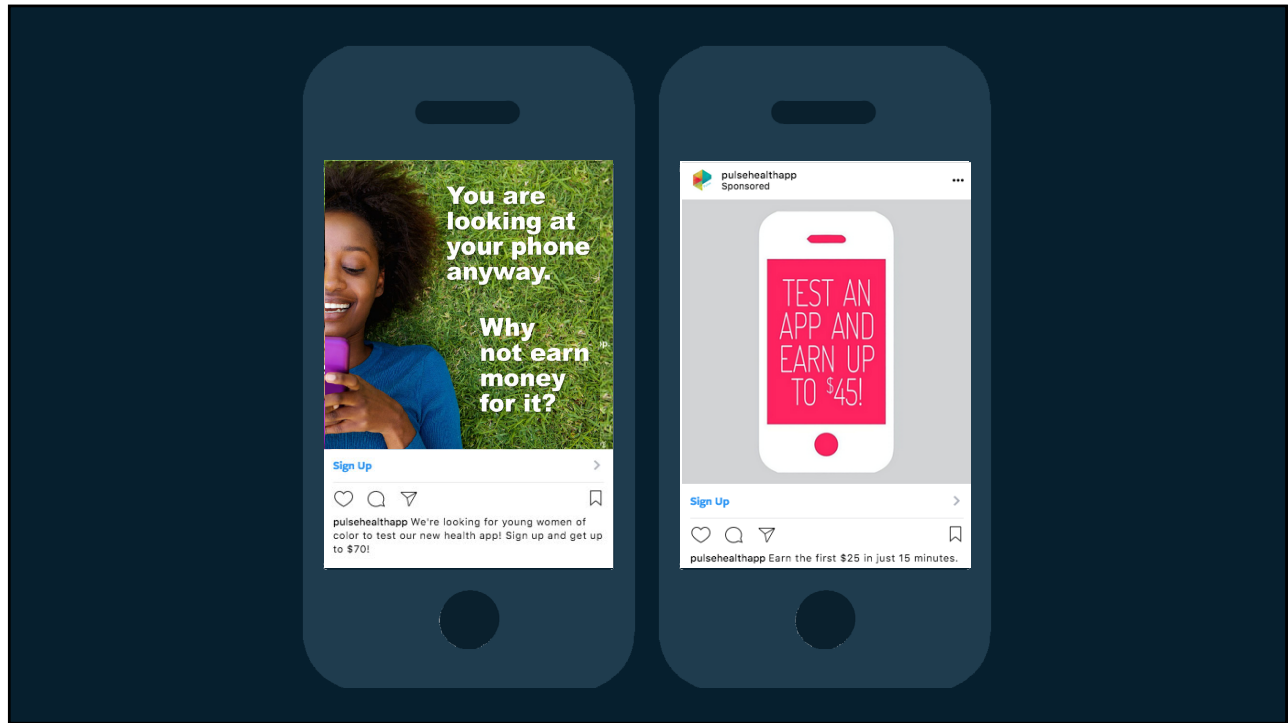
© 2019 Healthy Teen Network



Healthy Teen Network



Pivot.



Internet Advertising to Recruit Youth

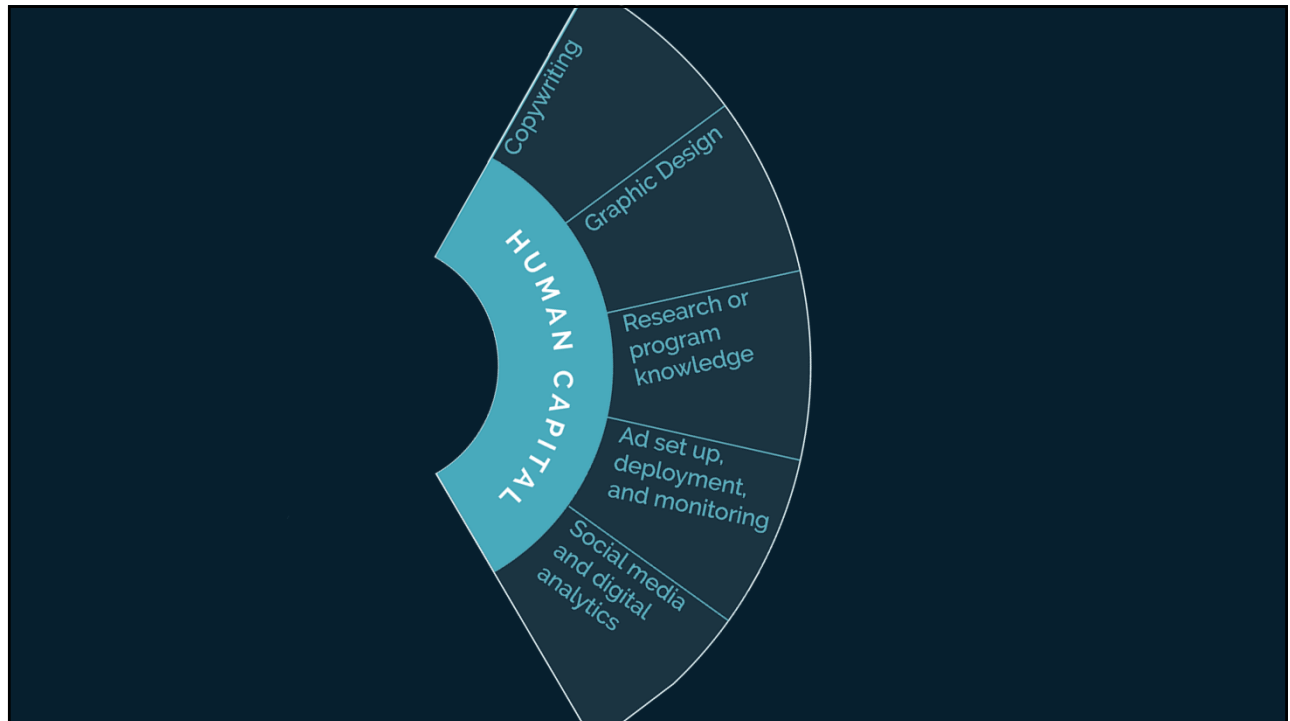
[in 8 short videos]

One final thought.

© 2019 Healthy Teen Network

The logo for Healthy Teen Network, featuring three stylized icons: a hand holding a heart, a sun, and a group of people.

It's work.



Internet Advertising to Recruit Youth

[in 8 short videos]

Genevieve@HealthyTeenNetwork.org
443-216-1359

© 2019 Healthy Teen Network



Healthy Teen Network