





# Internet Advertising to Recruit Youth

[in 8 short videos]

Genevieve Martínez-García, PhD



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



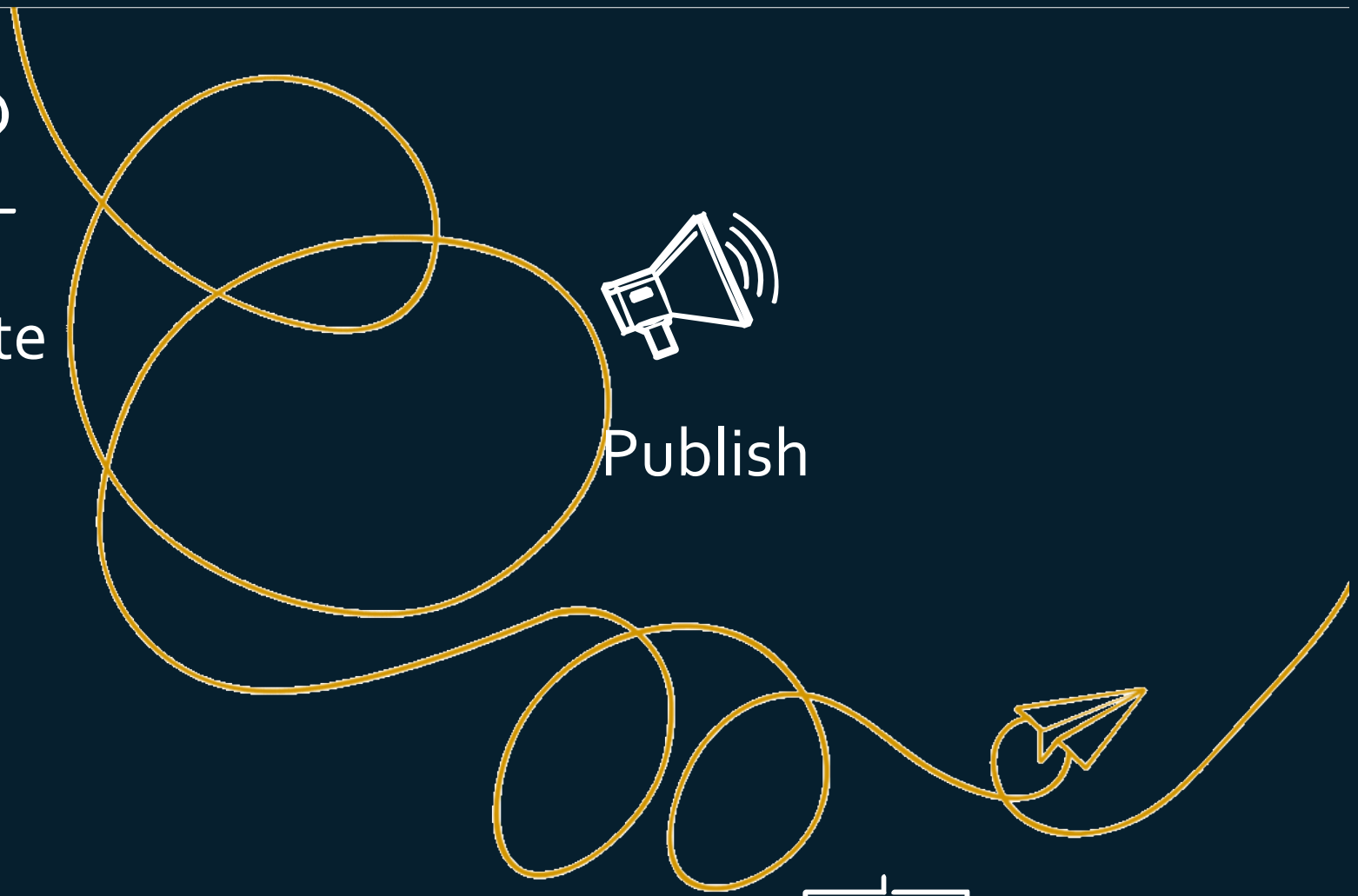
Create



Publish



Assess





# Internet Advertising to Recruit Youth

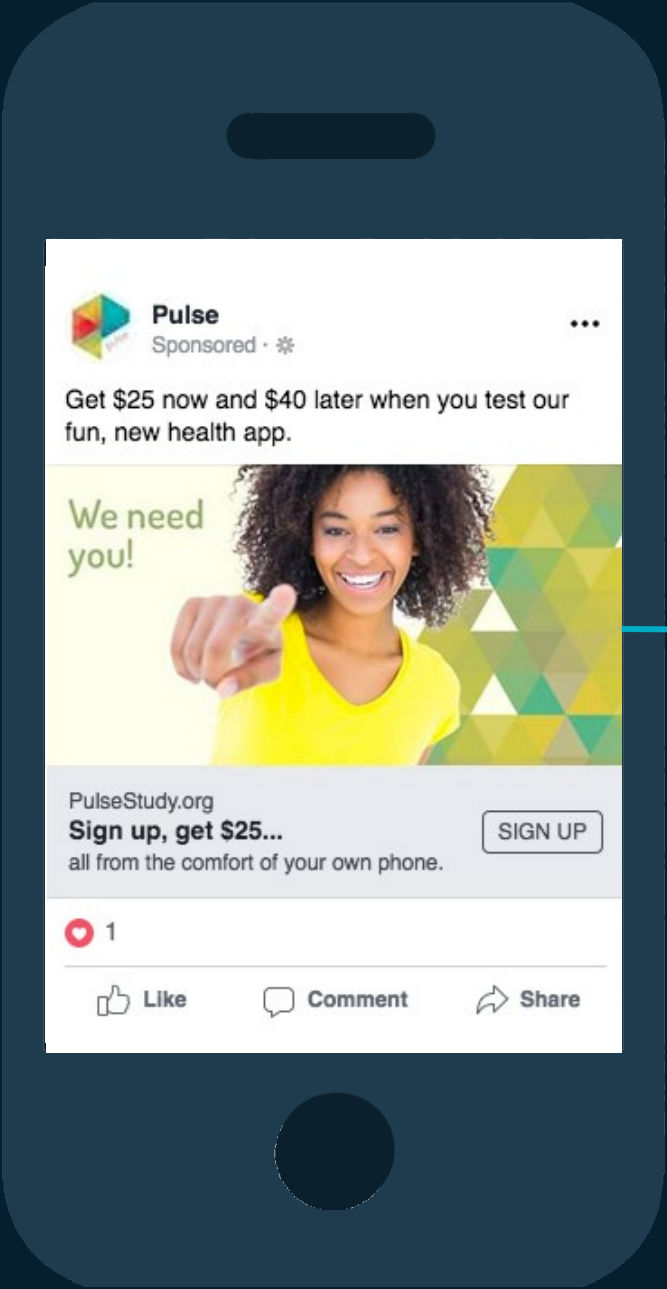
[in 8 short videos]

## Lesson 1



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Avoid stock photography.



Stock photography





Solo se Vive Una Vez

Sponsored · 🌐



Aún si estás en una relación estable, siempre es mejor hacerte la prueba para protegerte a ti y tu pareja.

[See Translation](#)



SOLOVIVE.ORG

**El VIH solo es peligroso cuando lo ignoras.**

[LEARN MORE](#)

👍 🤔 4



Like

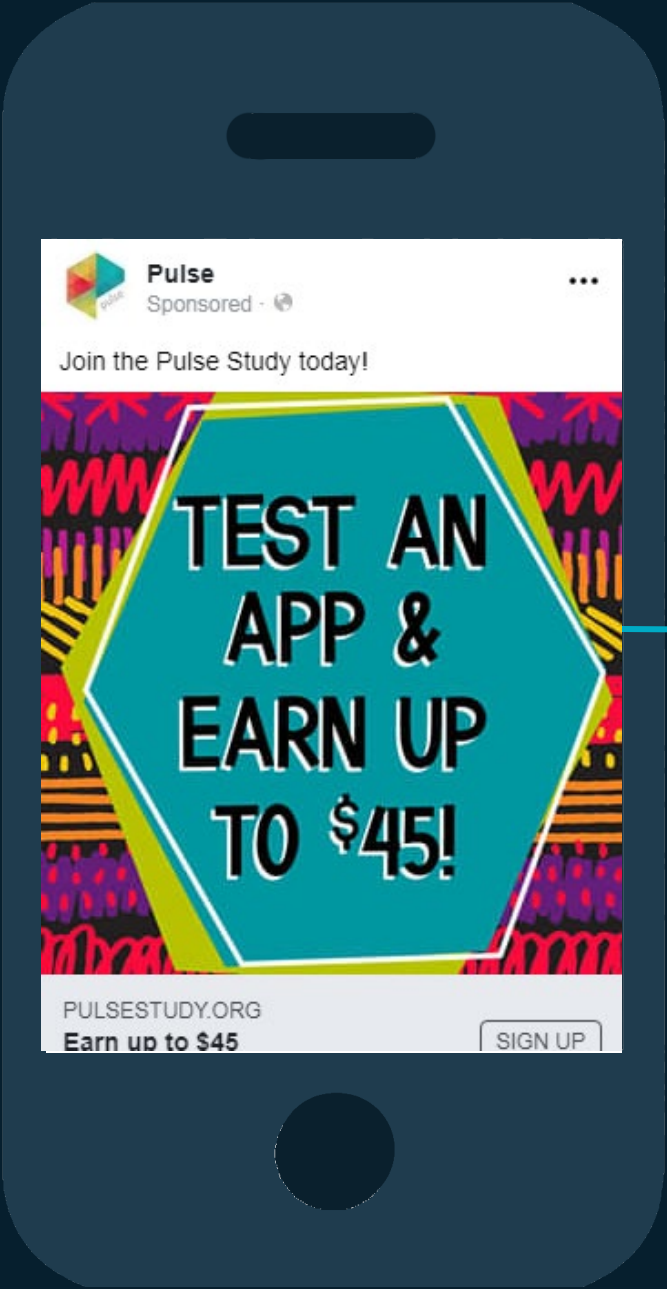


Comment



Share

Photographs of “real” people



Colorful illustration



# Internet Advertising to Recruit Youth

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## Lesson 2



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Be concise.



 pulsehealthapp  
Sponsored



Be part of  
something  
bigger.


Be the  
difference.

Be heard.

Looking for  
college-age women  
to test a new health app.

Get up to **\$70** for participating.

 @PulseAppStudy

 @PulseHealthApp

 @PulseHealthApp

 PulseStudy.Org



[Learn More](#)



**pulsehealthapp** Test an app and earn up to \$45

Copy  
More copy  
Even more copy  
OMG even more copy!  
Seriously?  
Logo

pulsehealthapp  
Sponsored

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Learn More

pulsehealthapp Test an app and earn up to \$45

Photograph  
Social media handles  
Web address



Instagram handle

Copy

More copy

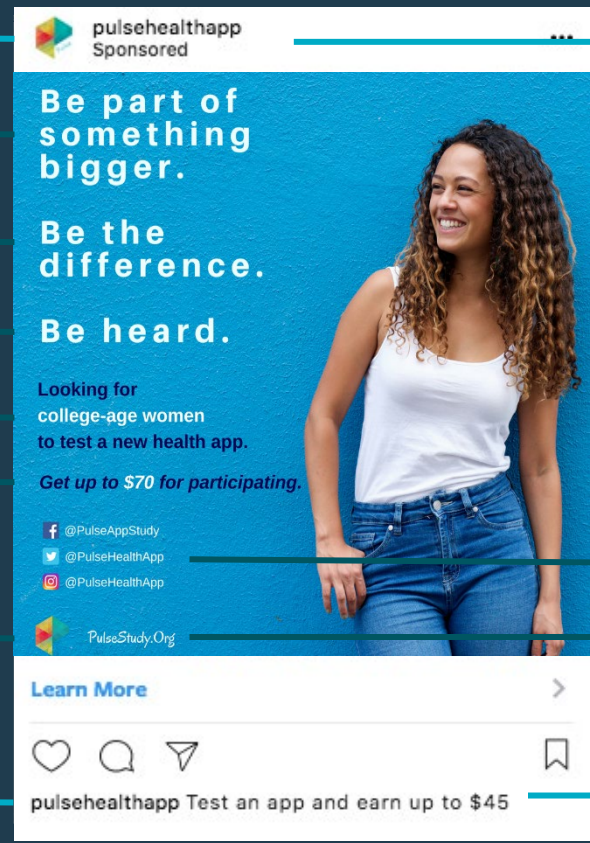
Even more copy

OMG even more copy!

OK, WTF

Logo

Instagram handle



Instagram handle

Photograph

Social media handles

Web address

Yes, more copy!!!

Copy

pulsehealthapp  
Sponsored

Be a part  
of something  
**bigger.**

[Learn More](#)

pulsehealthapp Test an app and earn up to \$45

Photograph

# Top Lessons of Internet Advertising

[in 8 short videos]

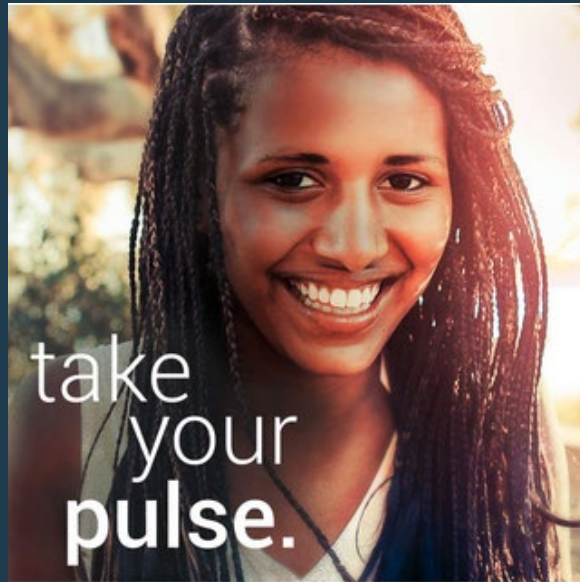
## Lesson 3



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Be clear.



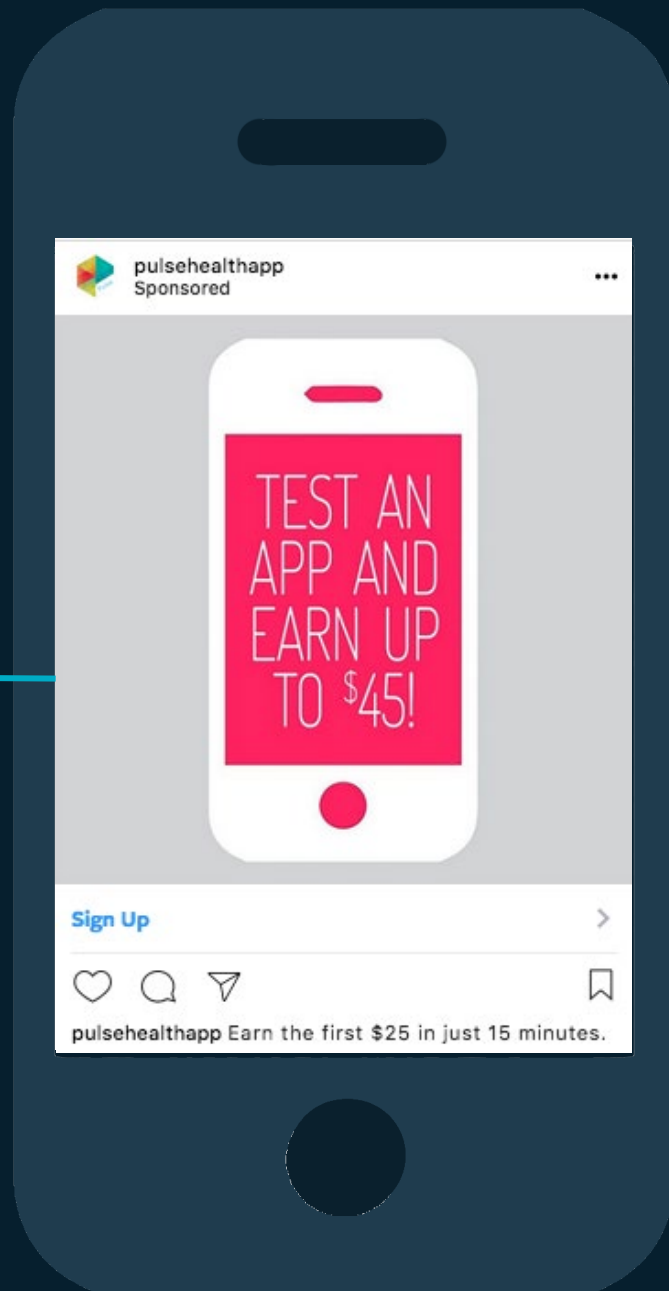
take  
your  
pulse.

[Sign Up](#)



**pulsehealthapp** We're looking for young women of color to test our new health app! Sign up and get up to \$70!

Clear copy with  
call-to-action





# Internet Advertising to Recruit Youth

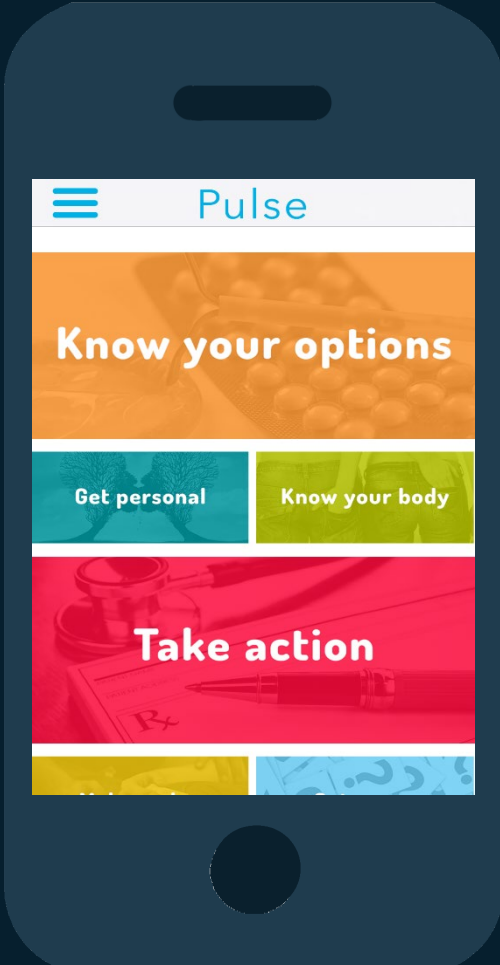
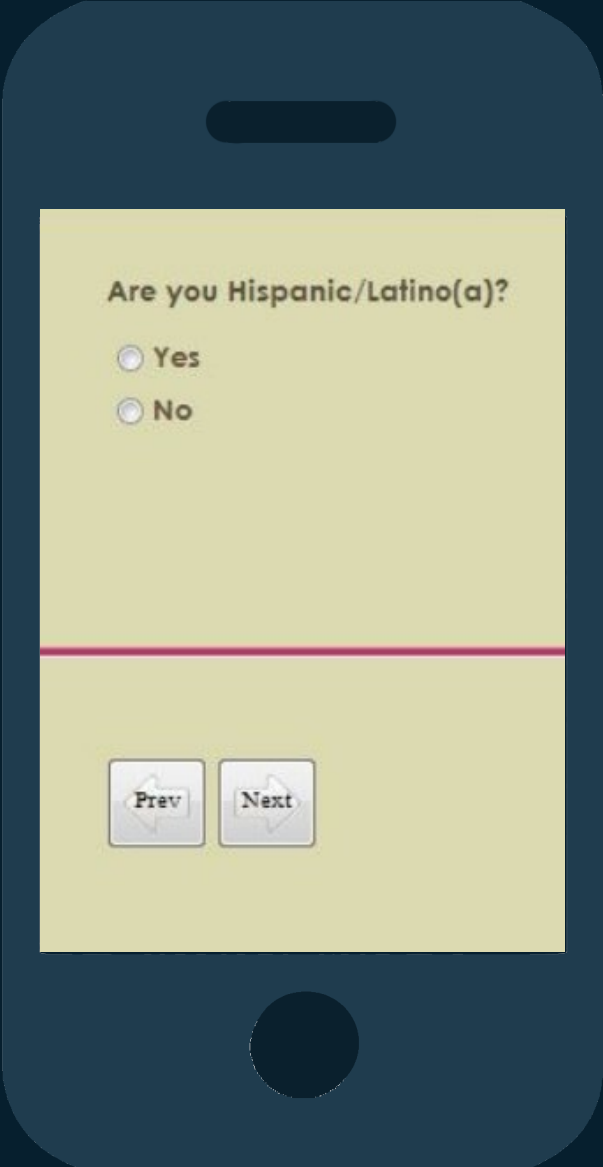
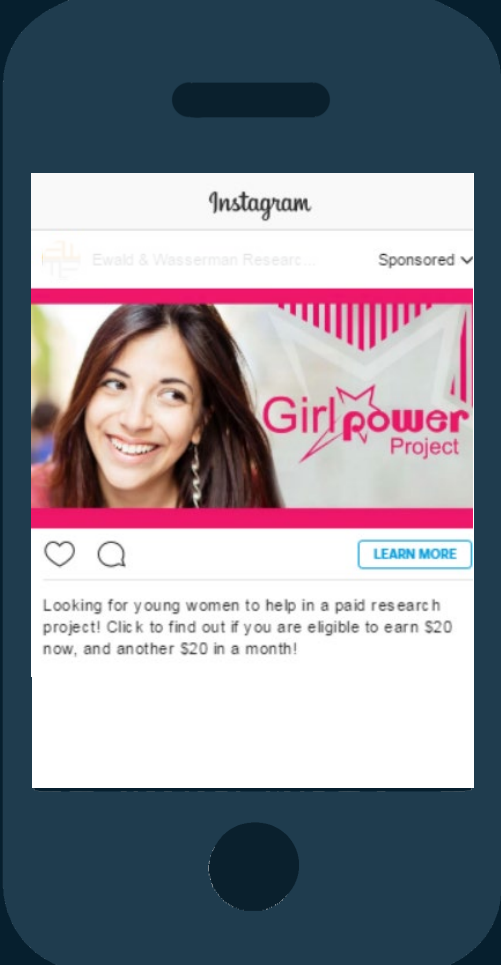
[in 8 short videos]

## Lesson 4



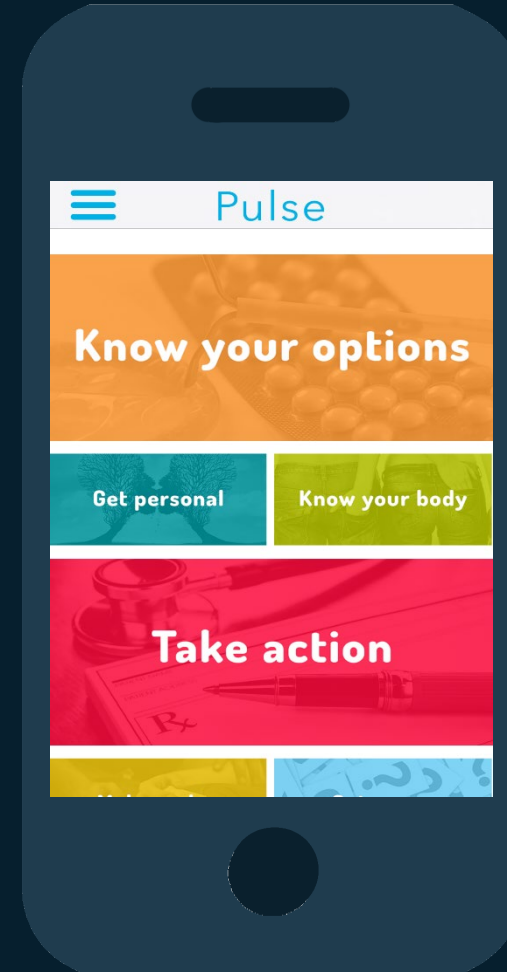
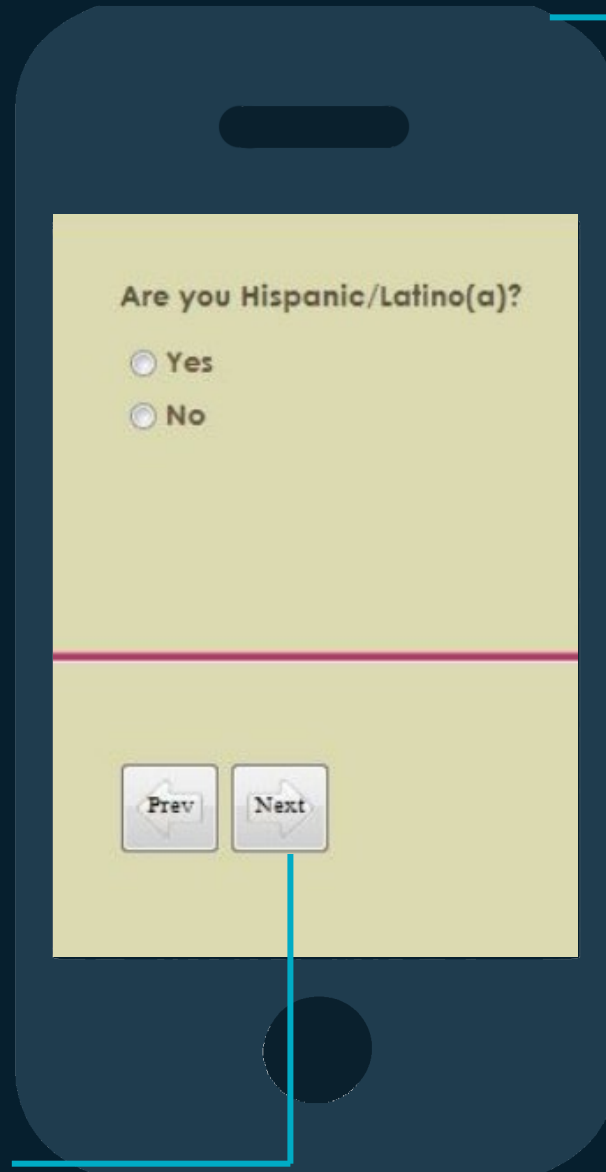
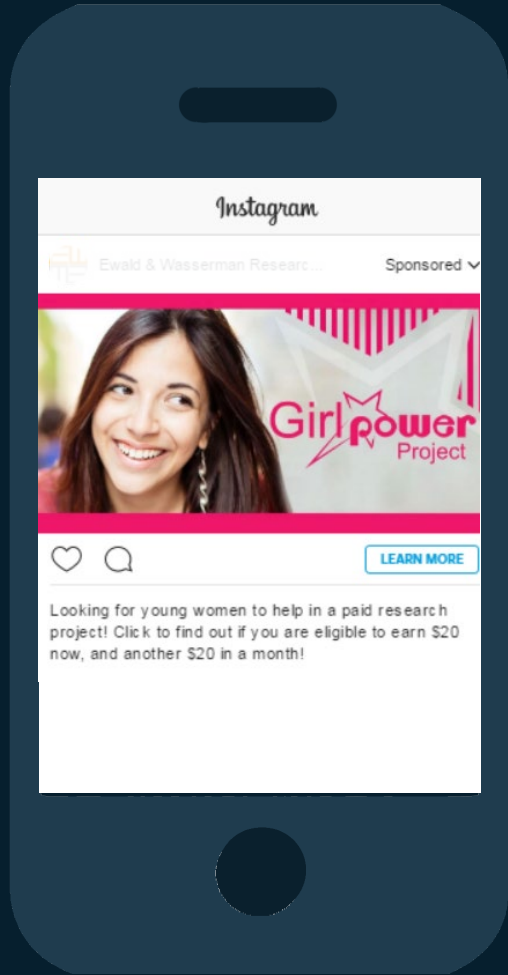
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UX matters.



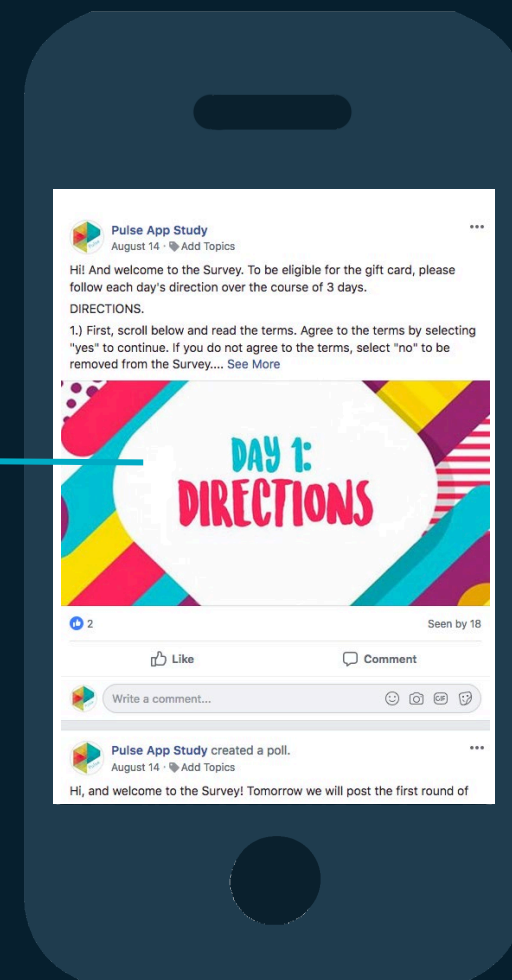
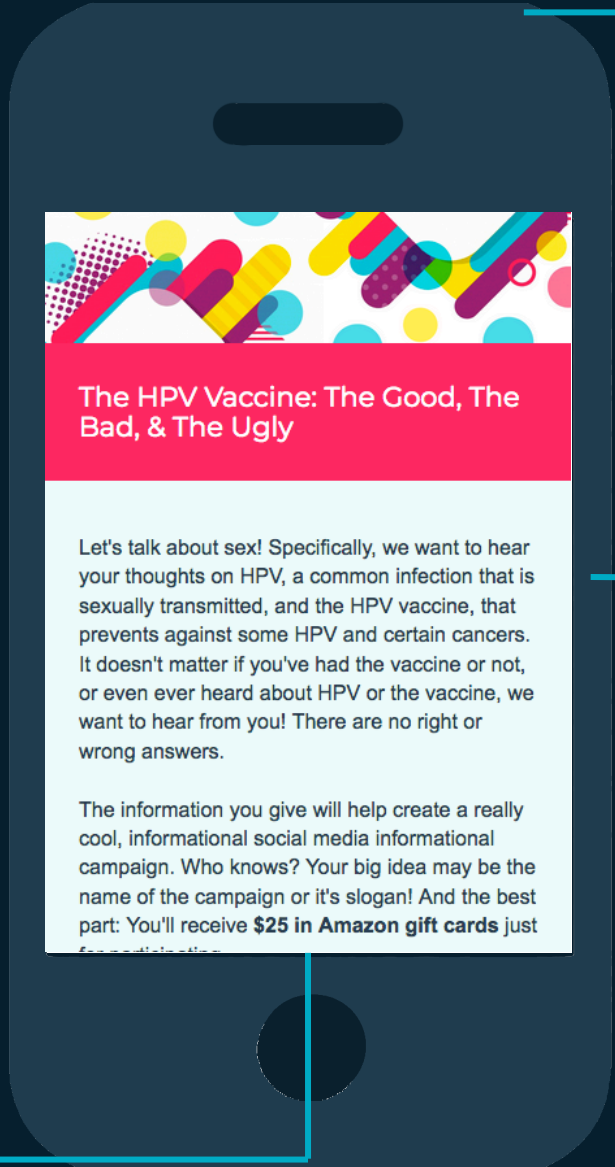
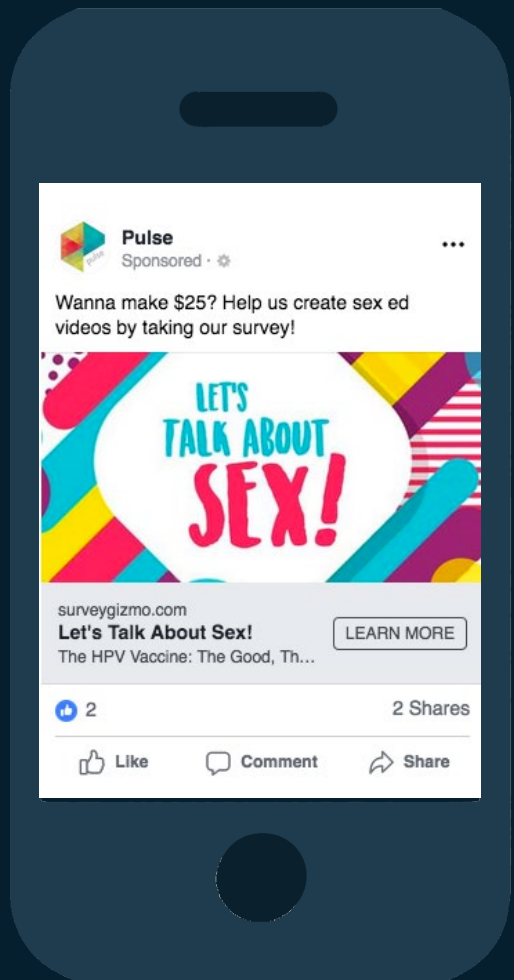


Varied visual identities



Click, click, click. So many clicks.

Uniform visual identity



One page-screener

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## Lesson 5



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Platform follows audience.



Platform follows audience.

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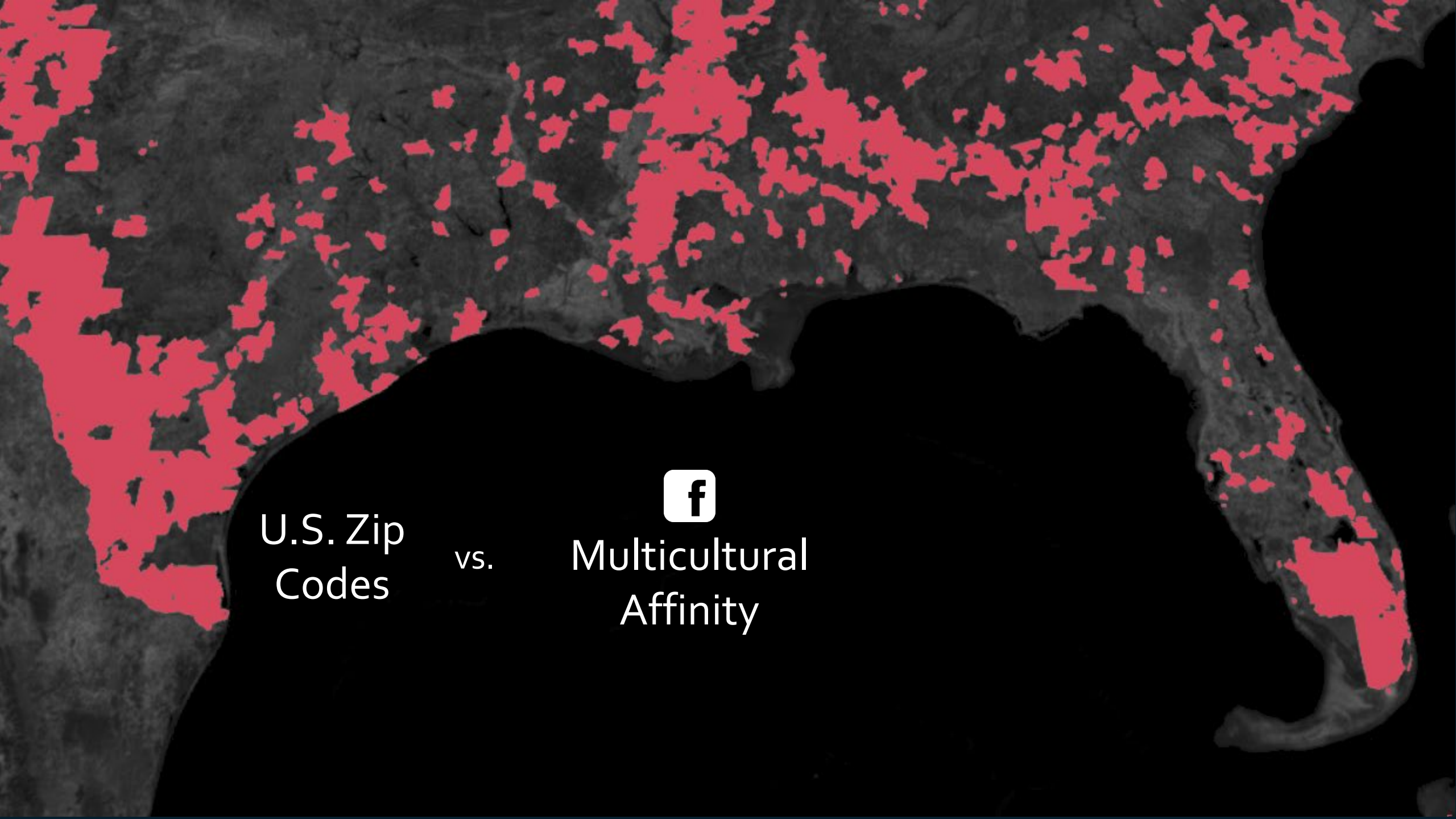
## Lesson 6



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Targeting ain't perfect.



U.S. Zip  
Codes

vs.



Multicultural  
Affinity



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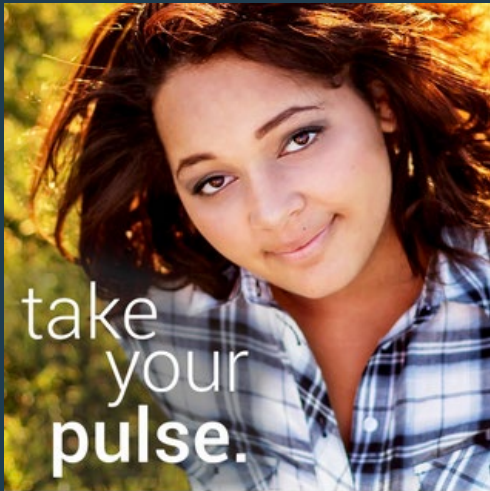
## Lesson 7



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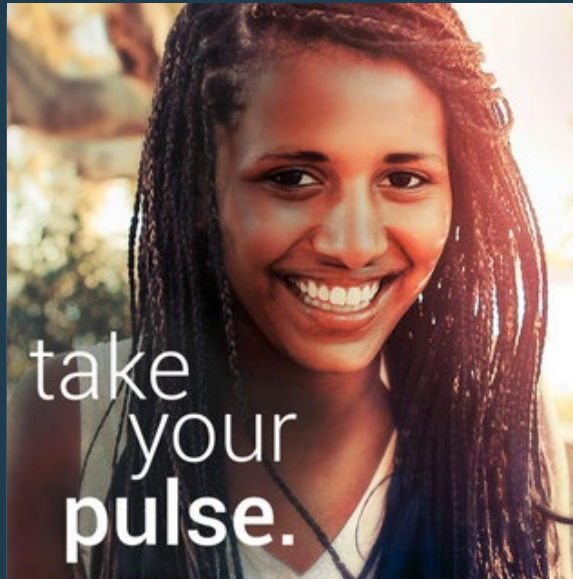
Iterate, iterate, iterate.



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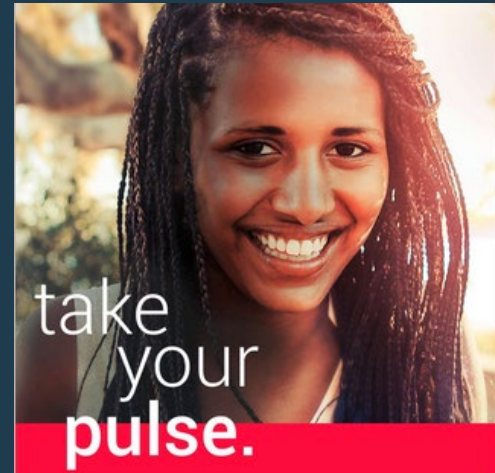
[pulsehealthapp](#) We're looking for young women of color to test our new health app! Sign up and get up to \$70!



[Sign Up](#)



[pulsehealthapp](#) We're looking for young women of color to test our new health app! Sign up and get up to \$70!



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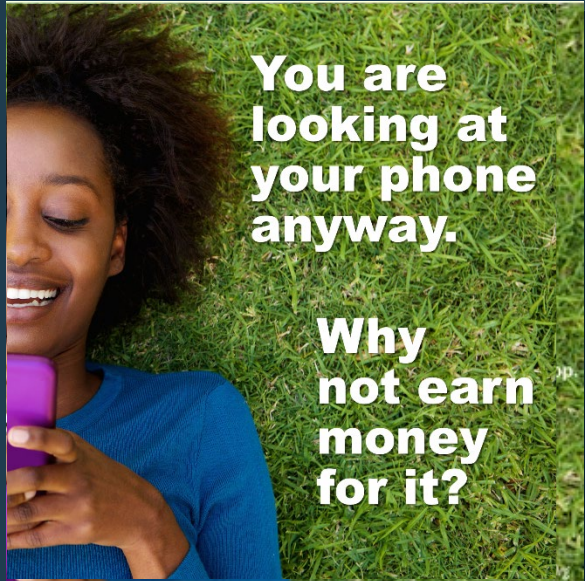
## Lesson 8



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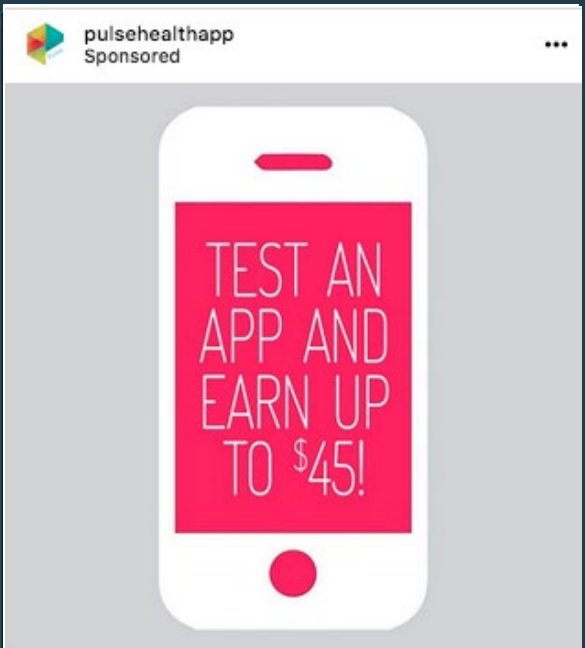
Pivot.



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pulsehealthapp We're looking for young women of color to test our new health app! Sign up and get up to \$70!



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pulsehealthapp Earn the first \$25 in just 15 minutes.

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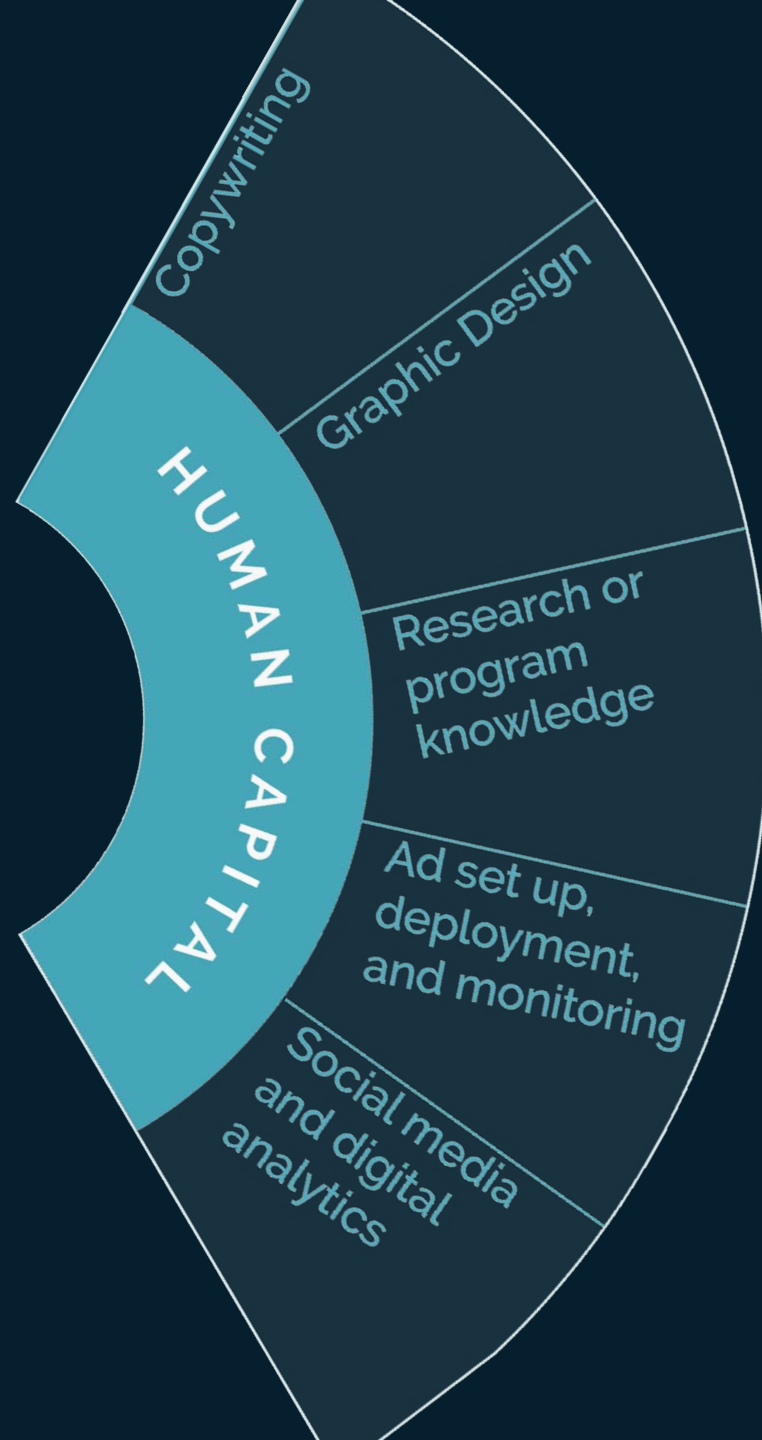
One final thought.



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It's work.



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443-216-1359



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