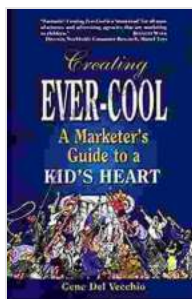


The Marketer's Guide to Kid Heart: How to Capture the Attention of Young Consumers

Children are a powerful consumer demographic, with an estimated spending power of \$25 billion per year. They are also highly influential in their parents' purchasing decisions, with studies showing that kids can influence up to 80% of their parents' purchases.

As a marketer, it is essential to understand the unique characteristics of the kid market in order to effectively market to this important demographic. In this article, we will explore the kid psychology, provide actionable tips on how to create engaging content, and discuss the most effective marketing channels for reaching kids.

Kids are not simply small adults. They have their own unique way of thinking and perceiving the world. When marketing to kids, it is important to keep the following psychological factors in mind:



Creating Ever-Cool: A Marketer's Guide to a Kid's Heart

by Gene Del Vecchio

★★★★☆ 4.3 out of 5

Language : English
File size : 3162 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 256 pages

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- **Kids are egocentric.** They see the world from their own perspective and have difficulty understanding the needs and wants of others.
- **Kids are concrete thinkers.** They are not yet able to think abstractly, so they need to be presented with information in a clear and concrete way.
- **Kids are emotional.** They are easily swayed by their emotions, so marketing messages that appeal to their emotions are more likely to be successful.
- **Kids are imaginative.** They have a vivid imagination and are always looking for new and exciting things to explore.

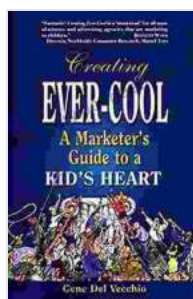
Kids are bombarded with marketing messages every day. In order to stand out from the crowd, it is important to create content that is engaging and interesting. Some tips for creating engaging content for kids include:

- **Use bright colors and eye-catching visuals.** Kids are drawn to bright and colorful things, so use these elements to your advantage.
- **Use simple language.** Kids are not yet able to read complex text, so keep your language simple and easy to understand.
- **Tell stories.** Kids love stories, so use storytelling to capture their attention and keep them engaged.
- **Make it interactive.** Kids love to interact with the world around them, so make your content interactive and engaging.

There are a variety of marketing channels that can be used to reach kids. Some of the most effective channels include:

- **Television.** Television is still one of the most popular ways to reach kids, so consider running ads on kid-friendly TV shows.
- **Online video.** Kids are spending more and more time watching videos online, so consider creating video content that is targeted to kids.
- **Social media.** Kids are also active on social media, so consider using social media to connect with them.
- **Print media.** Print media, such as magazines and newspapers, can still be an effective way to reach kids, especially if you target publications that are popular with kids.
- **In-person events.** In-person events, such as festivals and sporting events, can be a great way to connect with kids and build relationships.

Marketing to kids is a challenging but rewarding endeavor. By understanding kid psychology, creating engaging content, and using effective marketing channels, you can effectively capture the attention of young consumers and build lasting relationships with them.



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