Significance of the Problem

Almost every company on the planet eyes young consumers. There are a lot of reasons for that. Young consumers adapt fast to new technologies and new products. Companies will find themselves in trouble if they ignore this segment of customers as they will be the dominating segment in terms of spending in the future. However, few companies have successfully retained this customer base. Companies to hold the younger generation loyal to a brand is not an easy task with the internet making it so easy to access information about new advancements in technologies and products. Moreover, social media influencers seem to have more effect on the buying decisions of young people. Unlike prior generations, who if they like a brand, will most likely stick to it and be loyal customers, the younger people of a new and fast-paced world seem to shift as soon as they find a better deal. This brings us to the idea of why technology and continued innovation are so important. New technologies like artificial intelligence and machine learning are very important for fast and creative innovation based on customer needs.

Statement of Purpose

Marketing strategies need to be inclusive of social media and artificial intelligence to target young consumers.

Course of Action

To start with, we need to train our employees to tackle the new technology and new ways of communication in the virtual world. Employees in the marketing department need to be given digital marketing training. While every employee should know the basics of digital and social media marketing, a new sub-department within in the marketing department needs to be created to oversee the social media and influencers marketing. The sole focus of this department is to increase the social media presence of the company to reach the younger audience. This Social media marketing department will share posts and engage with the customers through social media. The department will reach out to influencers for marketing as a lot of young people follow social media influencers more than celebrities.

The company need to implement artificial intelligence engines to collect data. Employees of the department that collects and evaluates data need to be trained to work with artificial intelligence and machine learning models. The machine learning models make sense of the data that is fed to them. This evaluated data can then be used to make marketing decisions like what alternative marketing techniques yield favorable outcomes. In the long term, with the implementation of artificial intelligence, the company will need to spend less money due to the automation of regular tasks like evaluating incoming data and classifying it.

The adaptation of artificial intelligence should be implemented in phases as the technology itself is new and continuously developing. Employees should be gradually introduced to the new technology.

The social media presence will create awareness among young consumers. The company can use social media to raise awareness about its sustainability initiatives and charity funding. This makes the image of a brand genuine and strong in the customer’s eyes. Moreover, mutual environmental and social motives create loyalty towards a brand. As Christian Valiulis of Forbes’s Expert Panel says:  “Millennials and Gen Z especially will often only engage with brands they trust, so have a trustworthy brand that reflects the values of the company to increase sales opportunities.” (Panel, 2019)

Young people seem to be a lot more cautious when it comes to marketing, so lifestyle marketing is the best choice when it comes to marketing through influencers. Females are most likely to spend more time on the internet and purchase products online, so they have a good background of many of the brands and also, they usually check the feedback and ask their friends about them (Rehman, et al., 2014).

While we are posting on social media to market ourselves, the machine learning models in the back end collect the data of users who visited our website or made purchases. It helps in understanding consumer behaviour. Success or losses in new products can be predicted early using these data-collecting models. Thus preventing money and resources wastage on marketing of underperforming products. According to experts: “Considerations such as atmosphere, messaging and packaging are all elements that can be altered within the virtual realm and then gauging customer reactions without committing the resources to do so in the physical environment” (“A Whole New World,” 2023)

Both new approaches are imperative to attract young consumers as they spend most of their time on their phones and other devices.

Challenges

The greatest challenge for the proposal is the funding and amount of resources required to implement it. This can be solved by using existing workers in the department and having them focus on creating a social media presence. The initial investment to acquire and have running programs of artificial intelligence is what makes it less accessible. To tackle this, we can start by outsourcing third-party artificial engines like “ChatGPT-4” and others. As workers develop an understanding of this new technology, a gradual progress can be made. The change can be gradual and slow but needs to happen.

Another challenge is that the employees overseeing and working in the social media department might not exactly understand the mindset of a young person who is still in college. To tackle this, the company needs to hire new and young talents who have the situational awareness and capability to make these decisions. It will be easier for young people because they have been in the shoes of those whom are they trying to influence.

The possible challenge that we might face when implementing artificial intelligence is the possibility of inaccurate decisions. The AI technology being at such an early stage makes it less proven and error-prone. To solve this, the data coming from AI will need to be taken with a pinch of salt and important decisions should be made with careful thinking and evaluation. A log can be kept to track the decisions of AI data and their outcomes to track how reliable it can be considered in the future. And how can it be improved.

Conclusion

The addition of social media marketing and immersive technologies will help our company target young consumers. The implementation needs to start by training our employees to work with digital and virtual environments. Increasing social media presence helps a brand push and market its products and services to everyone on the internet. Marketing through influencers they follow can convince young people to be loyal to a brand. New immersive technologies like machine learning need to be implemented to scale a company while making effective marketing decisions. Using virtual resources helps a company save its physical resources and use them where it needs the most. All these reasons weigh in favour of implementing new policies for social media marketing and artificial intelligence technologies.

References

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