



## Improve efficiency of Marketing Campaigns and Product Development by empowering Youth

HigherEye Training & Consulting is a Social Responsibility firm focused on developing International Business skills for Young People; and helping organizations increase their understanding of the Youth market. Why should Youth Marketing Consulting be important to your organization:

- ◆ Youth have spending power in the range of \$500 Billion according to Georgetown University .
- ◆ Attracting Youth improves likelihood of long term brand loyalty, thus reducing the costs of new customer acquisition; and
- ◆ No one knows what Youth want or desire more than... YOUTH!!

Organizations have realized the following benefits by utilization our Youth Marketing Consulting Services :

- ◆ Reducing costs of Marketing Research and Promotion by thousands
- ◆ Tighter integration of Business Strategy with Social Media improving mind share
- ◆ Increased Short Term and long term Revenues by ensuring customer retention

## Our Current and Past Clients span across the Globe!!

### SOUTH EAST ASIA



### AFRICA



### AMERICAS



## Youth Marketing Consulting Services

### Youth Advisory Board Consulting

- \* Youth Advisory Boards determine the needs and wants of the Youth Market.
- \* To reduce cost of marketing and customer retention activities within the Youth Market.
- \* Attract Youth as potential suppliers, customers and/or employees of your firm.
- \* Introduce new products and services offerings with Youth Advisory Board

### Services Offered

- ◆ **Recruiting and Assembly:** of Youth Advisory Board addressing factors relevant to your marketing strategy.
- ◆ **Managing Youth Advisory Board:** meetings and interactions with your organization.
- ◆ **Gather non bias opinions:** about your brand and offerings to the Youth Market place.
- ◆ **Report on key finding of Board:** to stakeholders in your organization.
- ◆ **Run minimum of 4 Youth Advisory Board meetings:** during your organizations Fiscal year.

### Business Strategy Integration with Social Media and Mobile Marketing

- \* Increase revenues within Youth Market.
- \* To translate Social Media and Marketing Strategy into customers, just not followers.
- \* Ensuring that Social Media presence is integrated into company processes.

### Services Offered

- ◆ **Linking Feedback from Youth Advisory Board:** to Social Media/Mobile Marketing strategy.
- ◆ **Partnership and Internal staffing Review:** ensuring relevance of partnerships to needs of Youth online.
- ◆ **Report on Corporate Social Responsibility:** to ensure Social Media presence is effective.
- ◆ **Workshop:** How to Present to Young People



## Why HigherEye?

### 1) Real Youth Experience

*Impact:* Youth are at the core our business. With interactions with thousands of young people; we understand youth wants, needs and trends. This translates to improved efficiency of your marketing campaigns.

### 2) Results Driven

*Impact:* Since 2002, we have helped organization increase revenues in the Youth Market by up to \$13 Million across an array of industries and sectors.

### 3) Strong Partnerships

*Impact:* Partnerships with organizations in Education, Technology, Global Trade and Entertainment ensure that your organization will receive the most practical, up to date material. Saving you money on research and marketing.



## Participant Feedback

*"HigherEye's consulting services has helped us obtain an additional \$3.6 Million in tuitions over 2 years"*

**University Recruitment Officer - Canadian University**

*"By utilizing Hip Hop Culture in the classroom we have increased academic participation by over 200%, thanks to HigherEye Training & Consulting"*

**Toronto District School Board**

*"HigherEye's Partnership Review helped us find partners that reduced our marketing costs by \$200,000 yearly"*

**Multi-National Personal Computer Manufacturer**

## Win in the Youth Market NOW, before your Competitors do!

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