

Ksantikara's Brief Notes on How to Attract Young People

As part of the Sikkha seminar on Saturday 24th April 2021 we heard from three case study projects:

1. The monthly Sub35 class at the Manchester Buddhist Centre
2. **A meditation course with mentoring at London Buddhist Centre's**
3. An online meditation course that took place in mainland Europe

You can re-watch these case studies on the [Sikkha Seminars Page](#).

We also heard from Ksantikara, who shared some principal tips on marketing for young people (based on his experience). Here are his brief notes:

Revisit the *How to Reach People* seminar on the [Sikkha Seminars Page](#).

- **I'd really recommend you revisit this seminar** that took place on 23rd May 2020.

In particular, give some time to reading through document for that seminar, *The Triratna Communications & Publicity Toolkit*. This document introduces you to [The Five Steps to Effective Dharmic Communication Online](#) (see the document for more details on each of these):

1. Objectives – What is your aim?
2. Audience – Who do you need to reach to achieve your aim?
3. Message – What is your message and why is it relevant to your audience?
4. Content – What words, images etc. communicate your message?
5. Channel – Where will you post your content to reach your audience?

Some thoughts **on the 'look & feel' of your marketing:**

- If you lack adequate design skills, then photographs offer a simple way to make attractive marketing materials. Use images of young people as much as possible!
- Centres that aim to use images / titles / words that appeal to young men tend to be the most successful. And **other demographics 'get scooped up on route to that aim'**.
- Avoid Buddhist jargon words.
- Make sure you lead with a value not description – for instance, **'Meditation, Monday 2pm' vs 'Work on your mind and change your life'**.
- Speak to the reasons that people first came along – typically stress, search for meaning, community seeking, disillusionment, worry at state of the world, lost souls etc.
- Video content is really important – particular if young people are in the video.
- Film participants at the end of a course saying why they loved it / get young people on **camera saying 'just come', 'don't be scared', 'you'll love it' etc.**

Remember they don't know we exist:

- Make sure to familiarise yourself with Facebook, Instagram, and Google advertising.
- Collectively we are spending very little on marketing. Remember, you have to speculate to accumulate, we need to put ourselves right in front of people!
- It used to be common for people to see posters / flyers for the local Buddhist Centre around their town – **even in our 'new digital world' print marketing might still have a place.**

It's time for a content culture change:

- Marketing is now all about content. We need to start putting our energy into a balance of *sales messages* – book for this, come to that – with *content* – **here's a** podcast, watch this **cool video**, **here's what we think about X**, **read this blog post**, that sort of thing.
- Look at what art galleries, museums, theatres are doing online – take inspiration from them.
- Looking at the newsletters and social media of most Triratna Centres you find an endless list of **'come to this at 3pm, and this on Monday, and a retreat next month, and a yoga class, oh and also pay for this...'** These days people tune out of that very quickly – or even if our regulars may not, newcomers soon will.