

Online – the avenue for winning content, readers and research - 15 Jun 2015

[BY @BIZ AFRICA](#)

If you're ignoring the youth in your marketing campaigns you're in for a big surprise, as [African youth account for 65% of the continent's consumer spending](#), and they read everywhere, all the time - that's according to research from Frukt, an international ad monitoring agency.

With this 'read anything, anywhere' mindset in mind, Sibongile Lehloo shares [five important tips to creating viral content](#), keeping in mind that there's an art and a science to creating online content and a campaign that goes viral.

That's also why it's important to take your research online, [with the rise of the R500 smartphone handset](#) pointing to benefits such as increased speed and reduced cost, as well as improved accuracy and validation of research results.

What are you waiting for? Online isn't just the next thing, it's the only thing.

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