To: Professor Jason Ellis

From: James Mitchell

Subject: Reaching Different Audiences

Date: 11/07/2017

This memo is to explain a concept from the article below, to two different audiences - preschool and college aged.

To a 7 yr old:

When buying new toys, it’s important to see what kinds of toys your friends are playing with. You will more than likely be playing with them while friends are with you. So if they have hot wheels, but you have army men you’re not having to borrow something in order to play the game. Also, if you’re buying toys that only you can play with, it may end up sitting in the closet while you’re out playing with friends. It’s always better to have toys that other kids can be excited about.

To the college student:

When using new tools look at the trends of the market. If people spend most of their time on instagram or facebook, then that’s where you’ll want to share your ideas. Same goes with any start up campaigns or group initiatives. Start marketing your contributions where you know your friends and peers are active. As you witness the market shift, shift with it to stay current.

Vaynerchuk, Gary (09/2017). “When do you Really Need the Next big Thing?”. Inc. Magazine, 206.

Thank You,

James Mitchell