

---

Subject: Re: Audio Marketing

Posted by [gofar99](#) on Mon, 05 Sep 2016 21:19:10 GMT

[View Forum Message](#) <> [Reply to Message](#)

---

Hi, I actually see two sets of marketing... The obvious one on the web and internet of easily found sources. It is aimed at the Millennial population (no offense) as that is what they want and are willing to pay for. There is a more laid back bunch of adverts and sites that cater to older buyers. Often not advertised as the the latest and greatest, or cheapest. Rather to quality and exclusivity. As you might expect they are targeted to a different group who will value such things and be willing to pay for them. Sort of the difference between a six pack and fine wine (yes I am stretching it a bit). I do see (through my business and diy contacts) a small but growing revival in high quality audio gear and a desire to understand how it works and is built by the Millennial population. Not anything like in the diy heydays, but growing none the less.

---