Delivering Relevant Content to Younger Audiences at Pulse Africa

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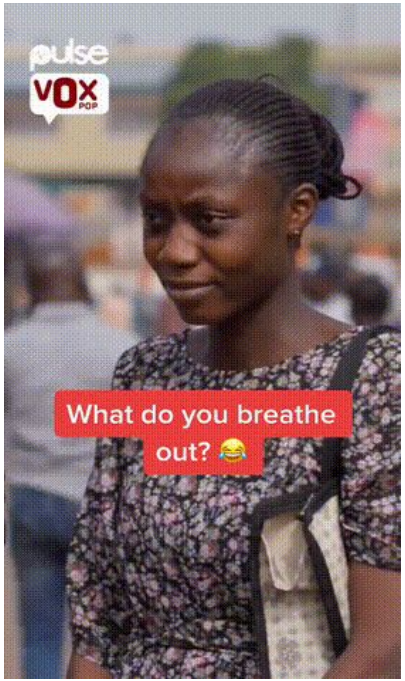
Who Are We At Pulse?

Pulse is a leading digital media company in Africa, focused on engaging young audiences through innovative platforms and channels across six African countries.

Pulse leads by prioritizing audience-first strategies to create cutting-edge content that resonates and remains relevant in a fast-paced media landscape.

Pulse is committed to being fast, adaptable, and responsive, ensuring timely, impactful content that informs and engages Africa's young demographic.



Understanding & Engaging Africa's Youth: The Pulse Formula

Who Are They?

Young digital-first, mobile-driven, and highly engaged Africans on platforms like TikTok, Instagram, YouTube, Facebook, and X.

They consume news and video content on-the-go, actively participate in conversations on social media and value self-expression.

What Do They Want?

Stories and conversations that feel personal, relevant, and that deeply resonate.

Content that taps into their lived experiences, emotions, and cultural realities, from humor and nostalgia to the struggles that shape their identity.

What is Our Approach? Right Format, Content, & Platforms

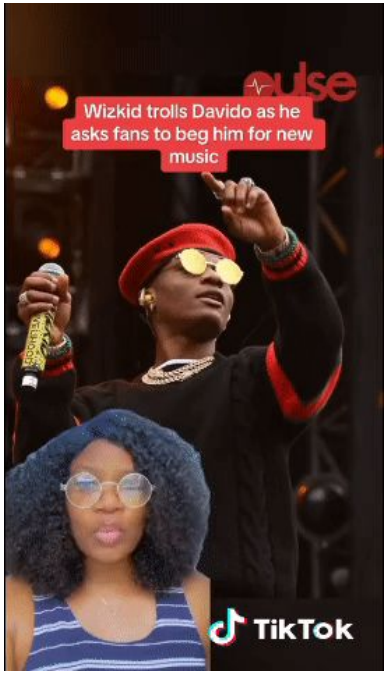
We go beyond just creating content, we craft narratives and experiences that genuinely reflect the vibrant spirit of the African youth.

By weaving music, fashion, lifestyle, and culturally relevant stories into our content, we inform, entertain, and create a sense of belonging.

Our goal is to be authentic, engaging, and undeniably relatable, meeting young Africans where they are and amplifying their voices.

How Do We Connect With the African Youth? Real Examples

We leverage diverse content formats to break down topics and interests into categories like viral moments, nostalgia, human interest stories, etc.



Green Screen: Updates with the channel manager over a video or image.

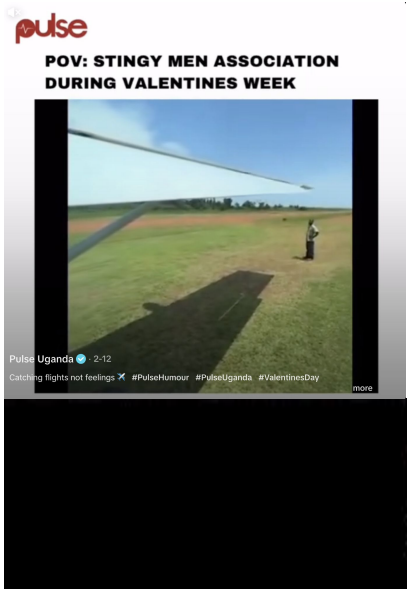
Pulse Celeb: Trending celebrity interviews.

Trending News Update posted as a carousel to provide more information

Pulse VoxPop: The social team engages people on the street with fun questions

How Do We Connect With the African Youth? More Examples

What sets Pulse apart is our ability to present entertainment and news in bite sized formats and unique content formats that truly resonates with the youth.



Virals with a unique POV: The channel manager uses a viral video and includes an original POV

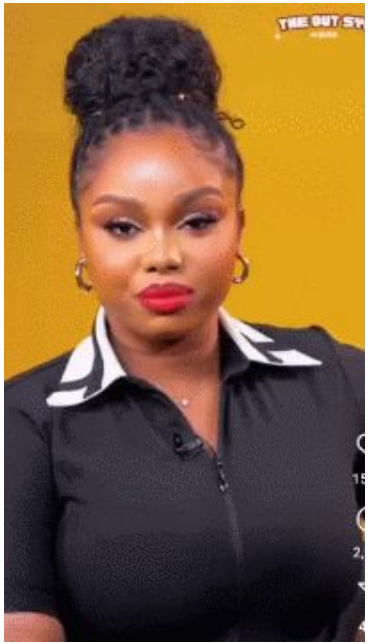
Finish the Lyrics: The anchor engages celebrities to finish the lyrics to different songs

Trending News Update timely report on social media.

Pulse VoxPop: The social team engages people on the street

How Do We Connect With the African Youth? More Examples

We interview celebrities, dive into trending conversations with audience participation on our shows, and maintain strategic partnerships to deliver exclusive celebrity news and updates.



The OutSyd Show: We were the first media house to interview evicted housemates from the popular Big Brother Naija Show

Pulse Fun Facts: Celebrities share fun facts about themselves that the audience are curious about

Pulse Hot Takes: We explore various topics, with each guest sharing their unique perspective on the discussion.

Live at Pulse: Studio visits with celebrity Q&As.

How Do We Connect With the African Youth? What is the process? Here's how we bring ideas to life

Ideation & Research

We start by tracking trends, audience interests, cultural moments, etc.. Our team brainstorms ideas that align with what's buzzing while ensuring they fit our brand voice.

Scripting & Structuring

Once an idea is locked in, we outline key points and draft scripts where necessary. We focus on clarity, engagement, and storytelling that keeps the audience hooked.

Filming & Production

Whether it's short-form videos, interviews, or skits, we prioritize high-quality visuals, dynamic pacing, and attention-grabbing hooks within the first few seconds.

Editing & Elements

This is where the magic happens. We enhance content with fast cuts, bold text overlays, trending sounds, and smooth transitions to maintain energy and captivate viewers. Each frame is optimized for mobile viewing, ensuring a seamless experience.

Publishing & Engagement:

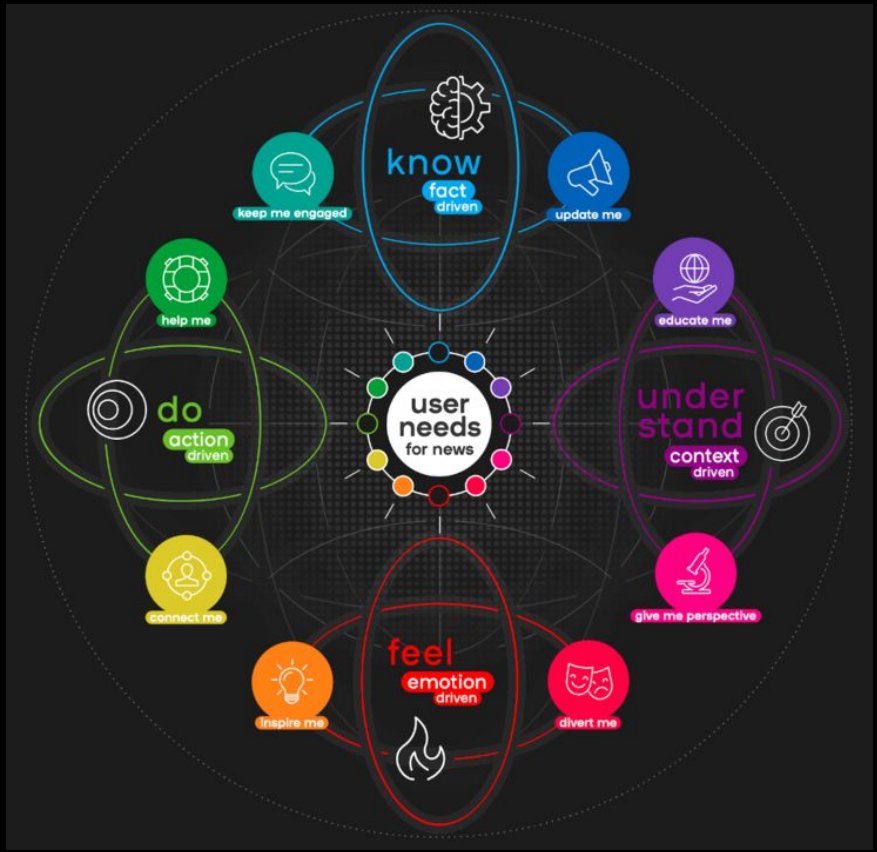
Once edited, content is distributed across platforms with platform-specific tweaks. We track performance, engage with comments, and refine our approach based on real-time feedback.

We took it a step further by integrating Dmitry Shishkin's User Needs Framework

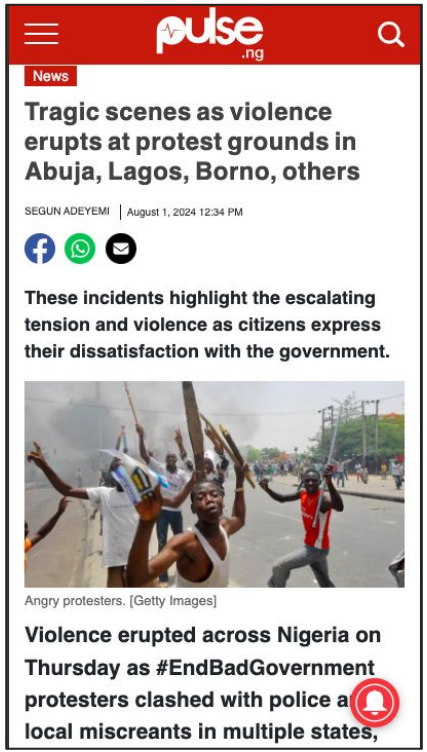
Studying our audience's behavior made it clear, we needed continuous tailored content to stay top of mind. Adopting the User Needs Model refined our strategy, boosting engagement across social video, editorial, and our website, strengthening audience connection.

We adopted this workflow

Educate Me	User needs
Lifestyle	Main topic
Use AI to get quick ideas which can then be brainstormed further	Article and social media content suggestions



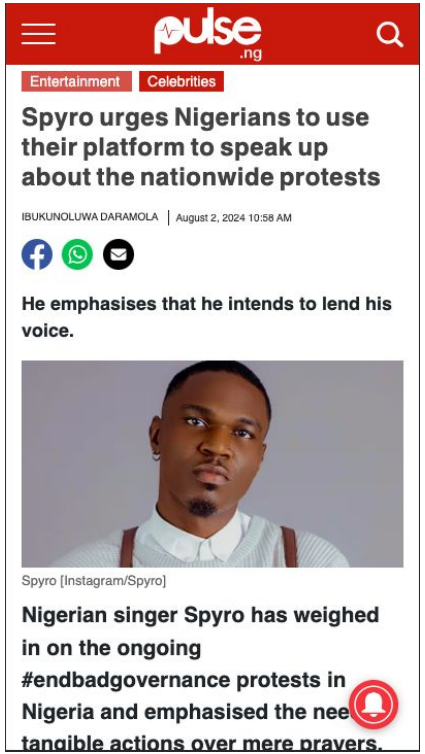
Editorial Examples from User Needs: Breaking down a Main Topic into different User Needs: #EndBadGovernance protests



Update Me

First, an "Update Me" article to quickly inform our audience about the latest developments.

Next step is to explore other user needs helping to ease the tension during the protests.

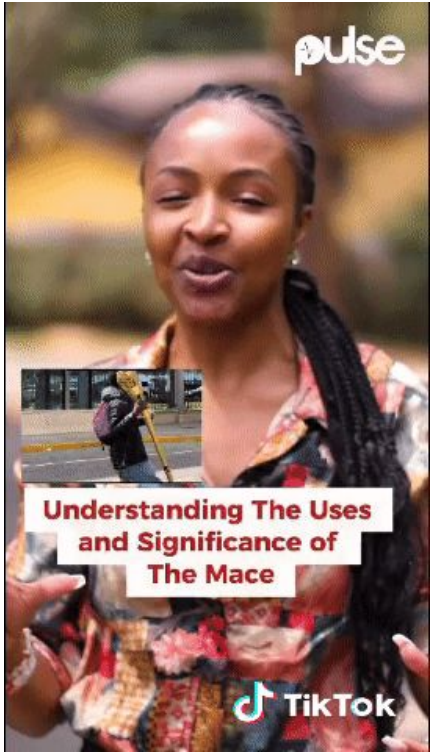


Connect Me

Help Me

Social Examples from User Needs: Building an Ecosystem of Relevant Content Creation

#PulseUpdateMe

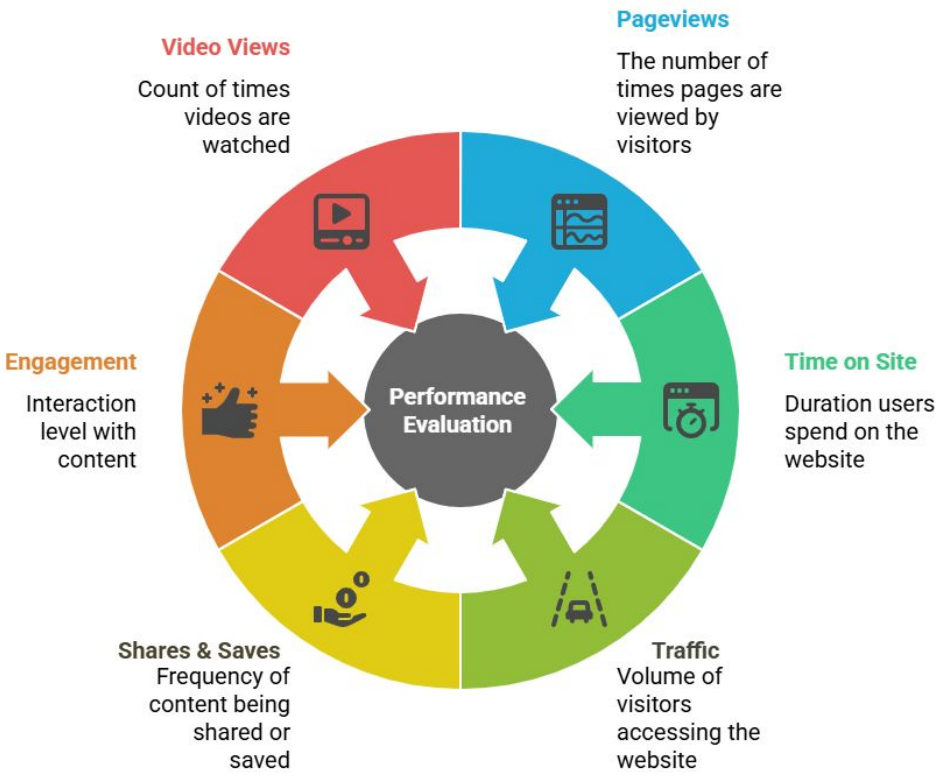


#PulseEducateMe

#PulseInform Me

#PulseEngageMe

How do we know our efforts are working? What are we measuring? Key Metrics we measure.



What This Means for Our Audience

When our audience actively engages with our content across these metrics, it shows that we are creating content that is relevant, relatable, and valuable to them. It also indicates that they trust us as a source of information and entertainment. Their interactions help shape our content strategy, allowing us to refine and tailor what we create to better serve their needs and interests.

How do we know our efforts are working? Key Examples! The numbers do not lie

Editorial

Using the Smartocto tool, we observed a high index for our "Help Me" and "Educate Me" content, **indicating strong audience engagement**. In response, we focused on producing high quality pieces tailored to these user needs.

We saw a **66.49% increase in traffic** to our lifestyle section during this period.

Educate me CPI **977**
EXP: 992 ENG: 990 LOY: 951
High Exposure, Engagement and Loyalty

Help me CPI **969**
EXP: 973 ENG: 981 LOY: 955
High Exposure, Engagement and Loyalty

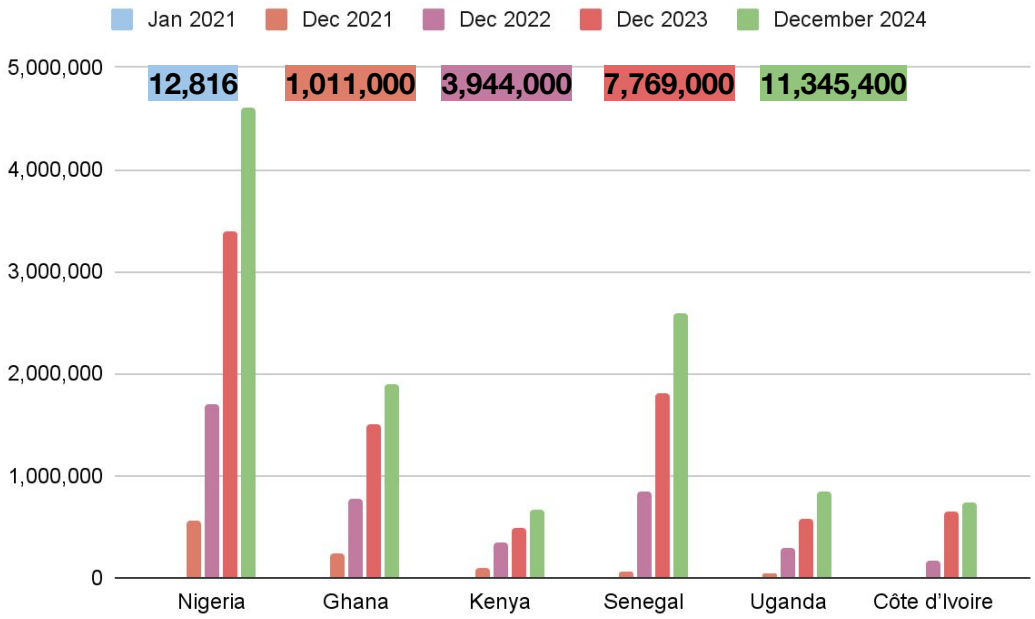
	Active users	Total users	Views	Sessions	Engaged sessions
lifestyle					
Aug 1 - Aug 31, 2024	493,393	502,832	691,549	597,072	442,205
Jul 1 - Jul 31, 2024	296,352	304,767	433,165	363,565	253,156
% change	66.49%	64.99%	59.65%	64.23%	74.68%

Social

We identified a trending video that would **resonate with our audience**. We created a green screen video where our presenter provided commentary on the topic while engaging viewers. The video also **included a clear CTA**, encouraging the audience to share their thoughts and interact.

The video had Likes over **90,000 likes, 7,874 comments 3,140 saves and 30,900 shares** (one of the highest shares we've seen.

Case Study: How Pulse successfully built its audience on TikTok by starting early in 2021

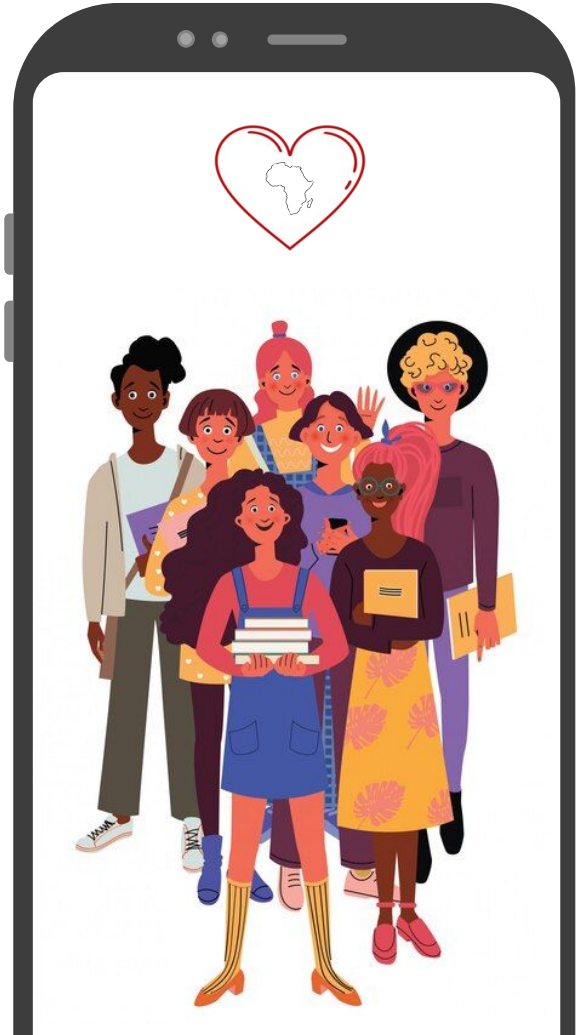


- ★ **Strong partnership with TikTok:** We had direct support from TikTok to help with trending topics, push of our content, campaign collaborations, account issues, advice and connection with TikTok creators.
- ★ **Dedicated channel managers in each country:** TikTok advised on influencers that could be a good fit, we hired a dedicated channel manager for TikTok in each country at the beginning of the year – they had ownership of the execution of our strategy on TikTok.
- ★ **Channel-specific strategies & content framework:** Our Content Framework highlights dedicated strategies and formats tailored to TikTok and we executed the same strategies across all Pulse markets.
- ★ **Strong community engagement through:** Content co-creation with influencers at our studio and at events & Pro-active community engagement in the comments and creation of reply videos.
- ★ **Focus on output & performance KPIs:** Output is crucial: +5 posts / day and performance KPIs are tracked on a weekly basis around 4 metrics: impressions, engagement, follower growth and video views.

No media company in Sub Saharan Africa has been able to achieve such immense growth, shared by our TikTok partner support.

pulse

We want to be the heart that pumps life into African narratives. Join us to become the Pulse of Africa together.



Thank you!