



# The Millennial Generation

Developing Marketing Strategies

- ▶ Insert picture of Millennials from webinar 1

- ▶ Insert Ohio SPF Goals slide as reminder of our focus
  - ▶ Understanding the thinking of Millennials around attractive marketing strategies may be helpful in community assessment activities.
  - ▶ Can provide reasonable expectations about the cultural make up of this age group
  - ▶ Provide a realistic platform for engaging them in finding community solutions
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# Webinar 2 Agenda

This educational session will explore :

- ▶ Ways in which the Millennials might be open to marketing.
  - ▶ What appeals to Millennials and why
  - ▶ How do we engage Millennials in meaningful dialogue and networks
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# Millennial Marketing

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

Peter F. Drucker

Peter Ferdinand Drucker (November 19, 1909 – November 11, 2005) was an influential writer, management consultant, and self-described "social ecologist."<sup>1</sup>



# Millennial Marketing

- ▶ To better address the issue of connecting with Millennials, we have to tap into the knowledge and experience of others
  - ▶ Marketers have been paying attention to the purchasing psychology of Millennials since the early 1990's
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# Millennials are Challenging

- ▶ Millennials are not difficult to reach
- ▶ They are almost always online
- ▶ But, Millennials are a challenging generation for marketing
  - Not impressed with technological magic
  - Dubious of all forms of marketing
  - Have a short attention span <sup>(1)</sup>

# Technological Magic in Marketing

- ▶ Digitals grew up with computers
  - ▶ Not impressed with the thing they have always lived with
  - ▶ They grew up with “Spam” and got in trouble for text messages that promised fun ringtones but not making it clear that they were signing up for a \$9.99 monthly fee
  - ▶ Advertising designers cannot so easily trick those who are so familiar with the powers of technology
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# Dubious of Marketing Authenticity

- ▶ Learned early to distinguish spam from legitimate marketing messages
  - ▶ Has led to caution about all forms of marketing, even traditional ones
  - ▶ Grew up with Google and Wikipedia
  - ▶ Conditioned to be internet researchers
  - ▶ Comes across to Non-Millennials as a “know it all” attitude
  - ▶ Professionals find it annoying that what they share is verified by Google
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- ▶ They grew up immersed in all sorts of medias (print, radio, television, internet)
  - ▶ They seem to intuitively understand the manipulative nature of marketing
  - ▶ Skeptical about the authenticity of commercial messages
  - ▶ They develop disdain for any advertising the is too slick, too neatly packages and too good to be true
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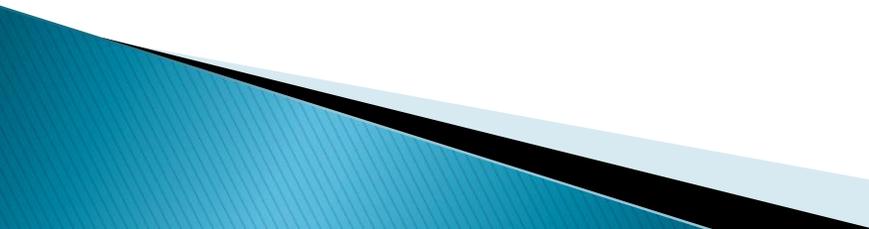
# Conditioned to the Internet

- ▶ Not because Millennials do not believe what is being told to them
- ▶ They have become accustomed to unreliable marketing messages
- ▶ And, they are conditioned to use the web to verify *everything*
  - *What device they'll buy next*
  - *What the service is like at a restaurant*
  - *What is the rash on their body*
  - *How much they should be saving to buy a home*

# Millennial Short Attention Span

- ▶ Grew up with digital devices
  - ▶ Combined with diverse and complex video games
  - ▶ Cable television with thousands of channels
  - ▶ This theory is why Twitter experienced mass success as 140 characters is a reasonable amount of content for a mind used to taking in thousands of marketing messages daily
  - ▶ Expect to experience life in a digital world, faster, customized, choices
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# Marketing Assumption Blunders

- ▶ Assumption: That the marketing that appealed to Generation Y and Baby Boomers is still relevant for Millennials
  - ▶ Assumption: That a snappy slogan combined with attractive visuals would be sufficient to gain attention and ultimately dollars
  - ▶ Series of missteps by powerful brand names served to prove that Millennials were not going to be the same as the markets that had preceded it
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# The Nike Experience

- ▶ Nike had history of innovative footwear, highly visible world wide
  - ▶ Seemed to be in a strong position to win the hearts and minds of Millennials in 1990
  - ▶ Millennials somewhat resistant to high profile marketing campaigns
  - ▶ Slick advertising featuring celebrities fell flat
  - ▶ They had failed to reach the generation that was supposed to be buying their athletic shoes
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# Millennial Input



- ▶ A Nike executive, listening to his Millennial son heard key words, “color choice and the way I want it”
- ▶ Executive Marshall told the team what his son said to him about the lack of selection in stores.
- ▶ The idea: a store/branch of Nike incorporated that provides customers with the ability to customize equipment, and apparel the way they like it” ..... Nikeid born

# Nike Outcome

- ▶ Nikeid allows the purchaser to choose colors, additions and even their name
  - ▶ They are ordered on line
  - ▶ The customer is in charge of the product they want
  - ▶ Appeals to the branding that Millennials like
  - ▶ Nike is back in the market !
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# The Levi Experience

- ▶ Levis , in 1997 discovered that their sales were sliding for the Millennial Generation
- ▶ They relied on the same strategies as had been used for boomers and Gen-Y
- ▶ Product line had become stale
- ▶ Levi's forced to reinvent its market lines



# Levi Millennial Response



- ▶ Reinvented product line with designs more appealing to Millennials
- ▶ Restructured marketing to appeal specifically to Millennials
- ▶ Greater use of teenage focus groups to track trends
- ▶ Used effective web-based marketing
- ▶ Used new media avenues available to their target market (computers, internet, mobile phones)

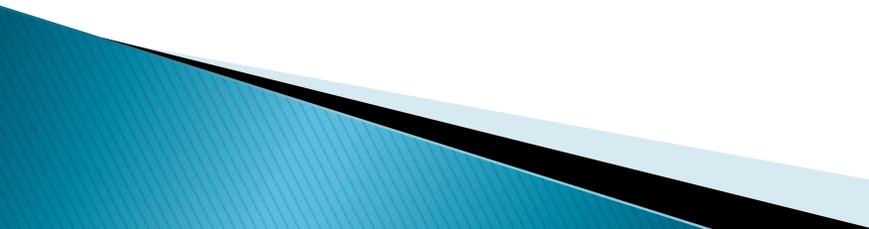


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## Media Consumption By Generation

Millennials are outstretching others in User Generated Content (UCG)

Media	Consumers	Millennials
Watching and reading personal content created by others	All Consumers 51%	71%
Reading Blogs	Gen Y 42%	55%
You Tube or other video-streaming	Gen Y 41%	62%
Creating own entertainment	All Consumers 40%	55%



# Interactive social media or internet use by Millennials

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**57.3 % manage a profile on an existing social network**

**52.2 % upload photos to a photo-sharing web site**

**67.5 % read personal blogs or weblogs**

**45.8% have left a comment on a news site**

**82.9 watch video clips online**

**45.1 % have downloaded a podcast**

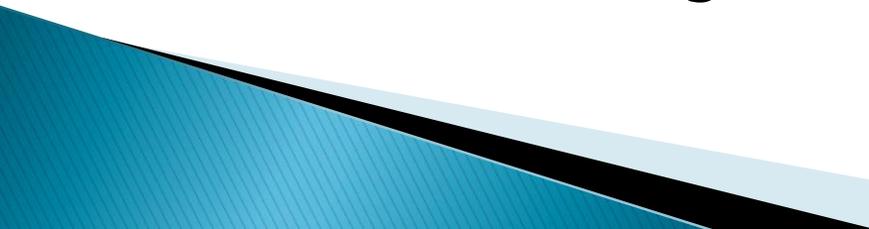
# Marketing of a President

- ▶ Used digital methods for reaching the youth
  - ▶ Well designed web site, easy to navigate
  - ▶ Message– "Join us in making history"
  - ▶ Options: if the web site was unappealing – Facebook, My Space, Flickr, Twitter, Digg, LinkedIn and 9 other networking websites
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# Marketing of a President

- ▶ Internet used to organize thousands of volunteers
  - ▶ Encouraged people to form their own volunteer groups
  - ▶ Individuals given opportunity to create their own support page
  - ▶ Allowing open expression of opinions, post photos, list friend, communicate with fellow supporters
  - ▶ Use "Apps" that allowed iPhone users to check on the candidates progress
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# Marketing of a President

- ▶ Creative placement of advertising ads
  - ▶ Used bestselling video games such as Madden 08.
  - ▶ Clever ads appeared as banners on billboards, score boards, stadium walls,
  - ▶ Immense generation of publicity in the media regardless of age
  - ▶ Employed viral marketing– Viral marketing strategy is to encourage people to voluntarily share marketing messages with friends
  - ▶ Used messages on You Tube or Flickr to garner millions of viewings
  - ▶ Used media to generate funds
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# Marketing Appeal for Millennials

- ▶ Millennials are media skeptics
  - ▶ Sleek is cool
  - ▶ Join the network
  - ▶ Meet them where they live
  - ▶ Multichannel advertising
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# Marketing appeal for community

- ▶ Add picture here

# Millennials want meaning

- They are civic and cause minded
- 50% of them volunteer three and a half hours a week
- 83% of freshmen volunteered in past year
- 61% feel personally responsible for making the world better

**NOTE: Self-serving missions won't wash with Millennials**

# Millennials want collaboration

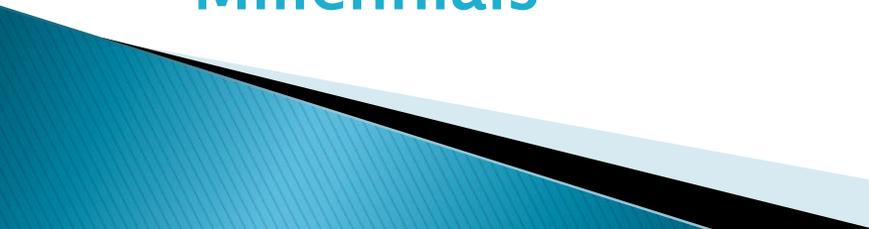
- ▶ As the play-date generation they had to learn collaboration
- ▶ They work, problem solve and date in groups
- ▶ Comfortable creating own physical and virtual communities
- ▶ Not intimidated by age or experience
- ▶ See themselves as peers of their elders

NOTE: Pay your dues first leadership won't cut with Millennials

# Millennials are connected

- ▶ Connection removes borders
- ▶ Quick adopters of technology
- ▶ Interactive websites like Neopets ([www.neopets.com](http://www.neopets.com)) and Webkinz ([www.webkinz.com](http://www.webkinz.com)) for ages 6–13
- ▶ They are gamers: 94% of adolescents play videogames for average of nine hours weekly
- ▶ Studies show that surgeons who play video games are more skillful in microsurgical procedures
- ▶ Government and companies are investing in gaming as teaching tools

**NOTE: Passive connection won't play with Millennials**



# Millennials multitask

- ▶ Most scheduled generation ever
- ▶ Previous generation played freely
- ▶ Millennials have been watched over
- ▶ May have short attention spans because they have been over programmed
- ▶ Upside is ability to take on simultaneous assignment
- ▶ Must clear and short

**NOTE: Boring and duplicative committee work is a yawn for Millennials**

# Implications

1. Millennials will not respond to marketing strategies in the same way that Baby Boomer parents and Gen Y did
  2. We can learn from the missteps of much larger companies such as Nike, Levi and Coke
  3. Use of technology is an absolute in attracting, communicating and keeping Millennials engaged
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# Implications

1. Don't be too edgy
2. Bring them together for a purpose
3. Get them to share love
4. Adopt a friendship approach
5. Use media for positioning , they have heard every message before
6. Invite a dialogue
7. Market for the local good
8. Make your brand or message useful
9. Keep trying new editions
10. Build trust through Twitter, Facebook, blogging, YouTube

(Stephen Mellor Youth and Kids Research. Harris Interactive)



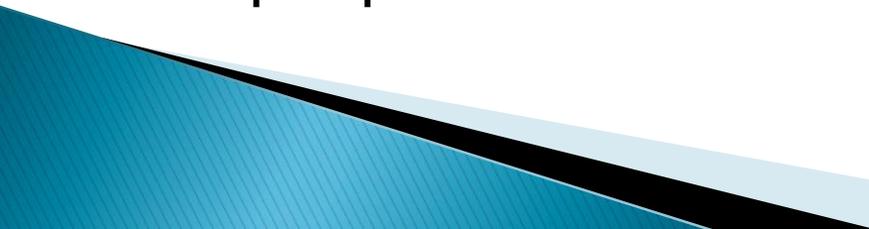
# References

1. Keeping the Millennials, Dr. Joanne G. Sujansky, CSP and Dr. Jan Ferri-Reed, Chapter 10.
  2. Brand Amplitude
  3. To Engage Millennials, Be Meaningful, Quick, and Shiny!, Brand Amplitude
  4. The Millennials are Coming; Bruce Butterfield, CAE, APR, and Susan Fox, CAE.
  5. The Next Generation of Givers, Achieve and Johnson Grossnickle (JGA) survey
  6. Youth and Kids Research. Harris Interactive, Stephen Mellor
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# Webinar 3, February 13, 2012



# Effective Website Marketing

- ▶ Create websites that attract a large amount of viewers.
    - A visually appealing website
    - Easily navigated website
  - ▶ Create and maintain constant traffic to the website
    - New and fresh content
    - Quality SEO (Search Engine Optimization)
    - Different forms of internet marketing (Google Adwords / Adsense and several other ways) to drive people to the site.
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# YouTube / Viral Marketing

- ▶ Often when people think of “Viral Marketing” they are often referring to a YouTube video or something similar.
  - Due to the global viewing capabilities of the internet, a video or bit of information can gain popularity extremely fast.
  - This can be an excellent form of free marketing.
- ▶ The best way to start is to create a YouTube account.
  - Add new videos to your channel on a regular basis in order to gain subscribers
  - Link all videos to your website and other social media pages

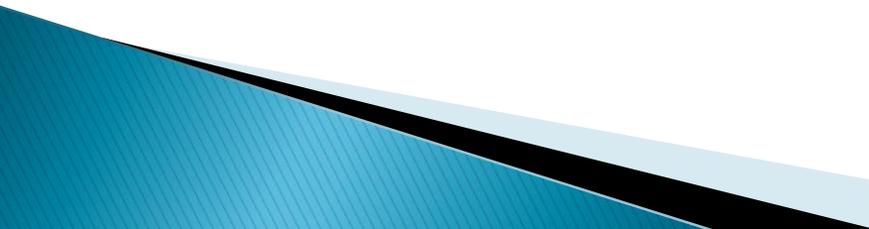
# Social Media

- ▶ Create a Facebook page
- ▶ Try to bring people to the page and build a large amount of “likes”.
- ▶ Another excellent free marketing opportunity.
- ▶ Add useful information to a potential viewer
  - Your website URL, e-mail address, phone number (if applicable) and more.
- ▶ Try to create posts and status updates that drive people to your website

# Social Media

- ▶ Create a Twitter page
- ▶ Great free marketing tool
- ▶ You have 140 characters to send out small comments to your “followers”.
  - The goal is to gain more followers so you can have a large group of them to market to.
- ▶ Once you have several followers, send out messages that drive traffic to your website and promote your business.

# Smartphone Marketing

- ▶ Smartphones (iPhone, Droid etc.) have become the standard cell phone
  - ▶ In several countries the first contact a consumer has with the internet will be through a smartphone
  - ▶ Millennials are very familiar with this technology
  - ▶ Several ways to market with smartphones
    - Apps
    - Websites that are smart phone compatible
    - Videos and content to be viewable on smartphones
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# Smartphone Marketing

- ▶ Millennials get their information on their smartphones in two main ways
  - Apps
  - Websites that are smartphone compatible
- ▶ They find websites and information through search engines such as Google
  - This shows the importance of SEO (Search Engine Optimization)
- ▶ SEO is absolutely critical in driving traffic to your website
- ▶ Ways to increase SEO rankings
  - Must have your website tagged with certain keywords in what are called the “meta tags”
  - You will also have a relevant title, keywords, and description of your website here in the HTML code.
  - Build relevant and new content that revolves around your keywords
  - Also with database driven websites such as Wordpress, there are several easy-to-use plug-ins that can help to create great search engine ranking results.
  - Have reputable websites display links to your website and vice versa.

# Text Message Marketing

- ▶ Since Millennials are on their smartphones all of the time, text message marketing could be an effective marketing technique.
- ▶ Obtain cell phone numbers through a promotion where the consumer has a way to opt-in
  - Ex. A video that ends with a message saying text this number for a chance to win X.
- ▶ Then with this group of phone numbers you can send out marketing messages through text messages.
- ▶ Several websites that offer ways to send out mass text messages or auto-respond text messages.
- ▶ <http://www.eztexting.com/>