

# Marketing to millennials

Top 5 essential components

TOP  
05

Stealth





# Marketing to millennials

There's a lot of buzz today about how to market to millennials – especially now that they've officially surpassed Gen Xers as the largest generation in the workforce.

So what makes them tick? How are they motivated? How do they make decisions in the workplace? And how can you make sure you reach them with your marketing efforts?



Let's find out...

# Millennials: born 1980 to 1999

83.1

million

millennials live  
in the U.S.

46

percent

of B2B  
researchers are  
millennials

53.5

percent

of millennials are in  
the workforce –  
surpassing Gen  
Xers as the largest  
generation in  
U.S. labor force

# Millennials' attributes & values

## Key attributes

of millennials

- Optimistic
- Busy & stressed
- Like personalized attention
- Want instant interaction
- Want the opportunity to achieve
- Prefer instant messaging, email or social media
- Brand loyal
- Rely on peer recommendations vs. sales campaigns

## Personal values

with greatest influence on decision-making at work

- Impact on clients, customers
- Personal goals and ambitions/career progression
- Being true to an organization's values or overall sense of purpose
- Meeting organization's formal targets or objectives
- Avoiding trouble/minimizing personal risk
- Impact on colleagues



# Connect

Did you know that email is the millennials' preferred communication method from companies, followed by phone, in-person and direct mail?

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1) Email



2) Phone



3) In-person



4) Direct mail





# Connect

Understanding how millennials prefer to receive communications from your company can help you tailor your own pre-sales, point-of-sale and post-sales communications to these 83.1 million potential customers.

Don't think millennials make key decisions in the workplace? Think again. There are nearly as many millennials in management roles as Gen Xers, according to an EY study.



*Sources: Forbes 2016 Is The Year Of The Millennial Customer: Is Your Customer Experience Ready?; Accenture; EY Study: work-life challenges across generations*

# Engage

## WITH VALUABLE CONTENT

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. It can include:

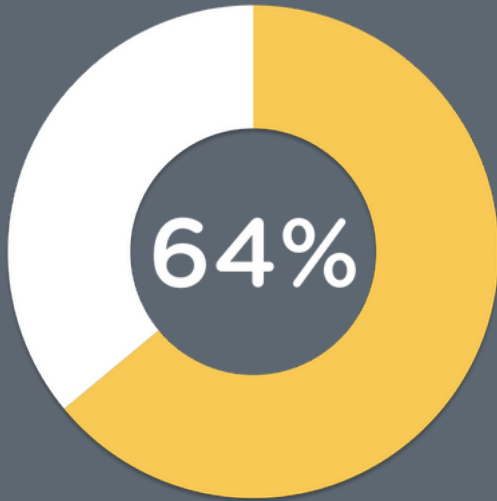
- Email
- Infographics
- Blogs
- Video
- eBooks
- Whitepapers

02

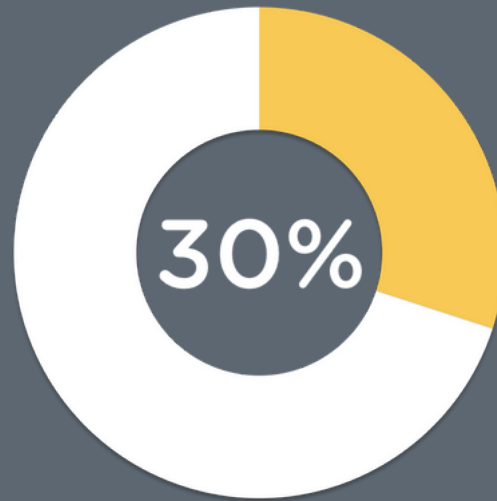


Content marketing

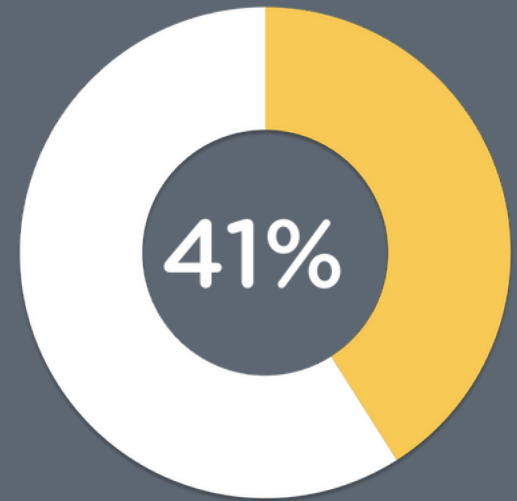
## 02 Engage WITH VALUABLE CONTENT



of millennials  
respond  
positively to  
content that is  
useful



refuse to read  
content that  
doesn't either  
entertain or  
educate them



of millennials  
said the main  
reason they  
abandoned  
content was that  
it was too long






# Engage

## WITH VALUABLE CONTENT

If you're not engaging millennials with entertaining, educational and valuable content through a consistent, ongoing content marketing strategy that includes multiple types of media, you're missing a \$600 billion opportunity.



An ongoing content marketing strategy not only educates and informs, but also builds a relationship with new clients and reinforces the connection with your current clients.

*Sources: Forbes 2016 Is The Year Of The Millennial Customer: Is Your Customer Experience Ready?; Accenture; EY Study: work-life challenges across generations*

# Inform

## WITH A MODERN WEBSITE

Millennials spend 7.43 hours per day online – much of it researching potential purchases. And the top place they engage with brands? Your company's website.

Whether you're selling B2C or B2B, your website is the first stop for prospective buyers – even if they're buying your product or service through a third party.

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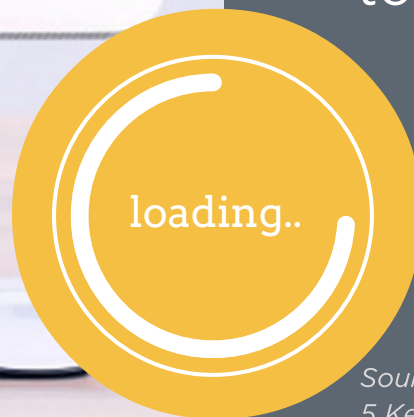




# Inform

This means millennials expect technology to work – the first time. And your website needs to be seamless, intuitive and integrated. They won't spend time searching for information if it's not front and center.

Likewise, the information on your site must be aesthetically pleasing, educational, short and to the point. Thinking of your website as just another marketing brochure is a sure way to lose a customer.



*Source Forbes 2015 Is The Year Of The Millennial Customer:  
5 Key Traits These 80 Million Consumers Share*

# Get social

Millennials use social media to be, well, social. This is how they share and collaborate with their friends and family.

This has big implications for anyone marketing to millennials. They tend to make buying decisions collaboratively, and share what they're eating, drinking, buying, as well as their questions and concerns through social media.

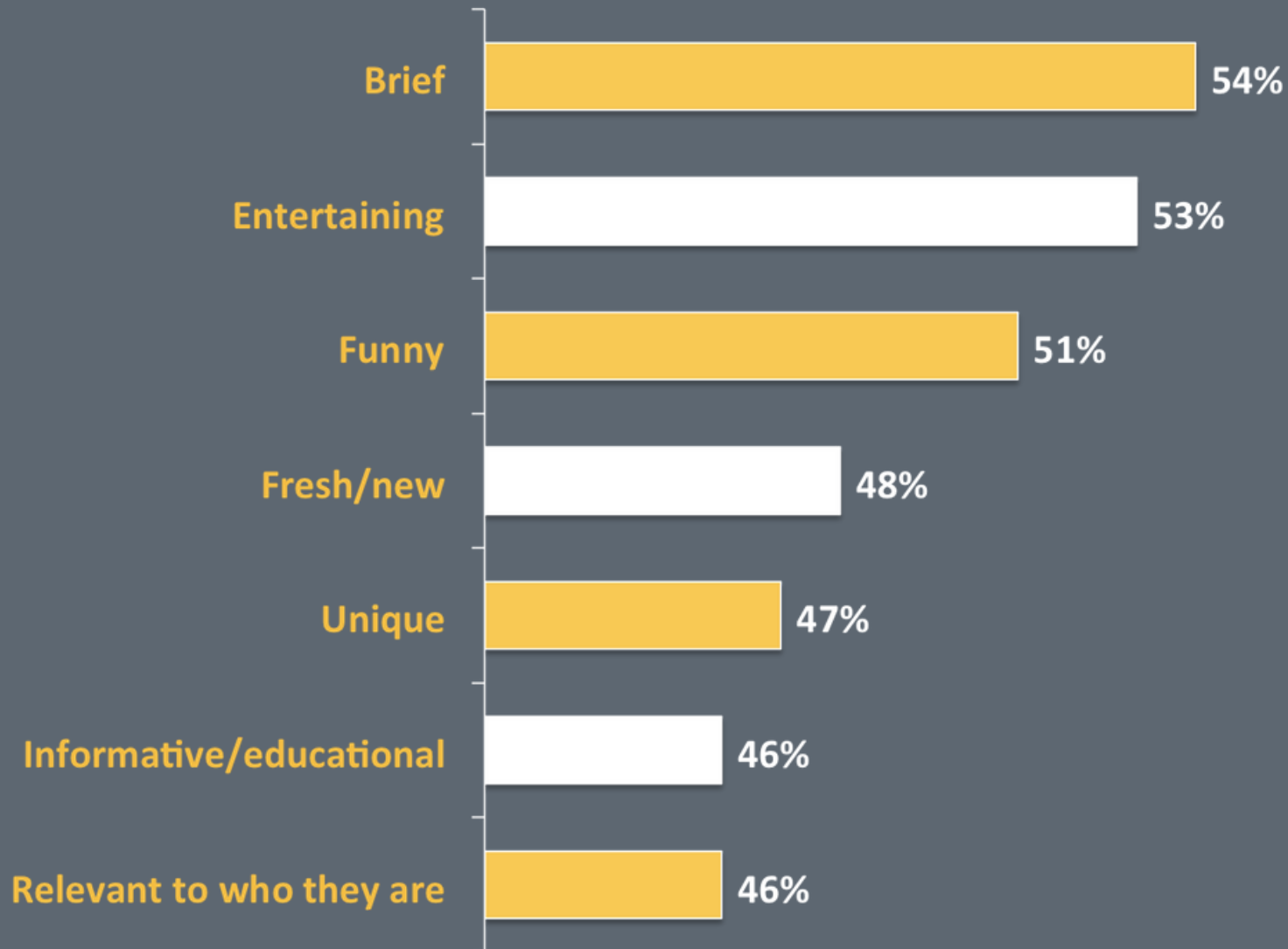


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Source: Forbes 2016 Is The Year Of The Millennial Customer: Is Your Customer Experience Ready?

## 04 Get social

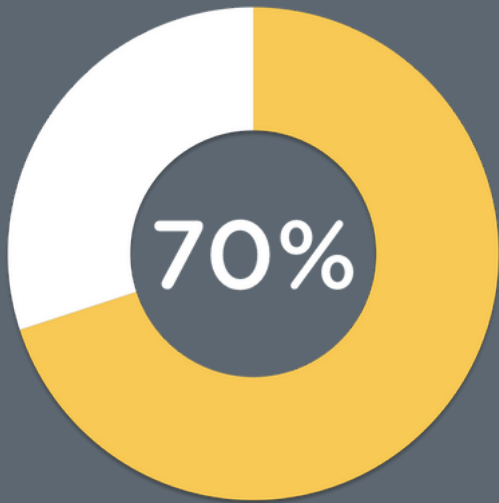
Branded content works for millennials if it is:



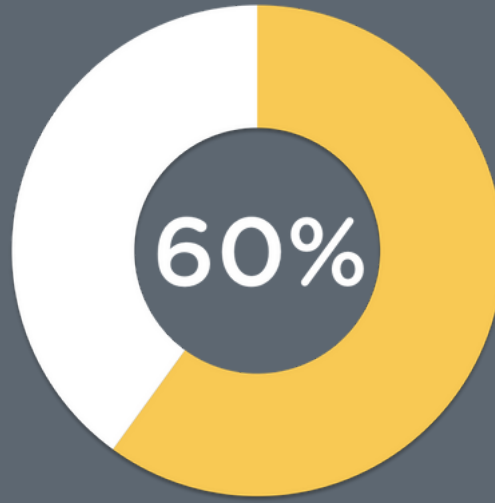
*Source: Content Marketing: Best Practices Among Millennials*



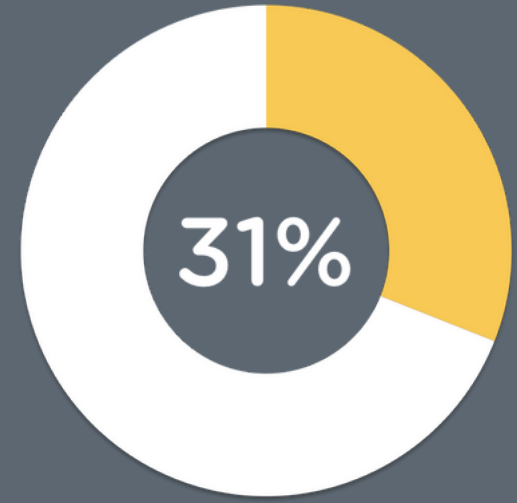
## 04 Get social



of millennials  
share content  
because it makes  
them laugh



of millennials will  
only share content  
if it's thought-  
provoking and  
intelligent



of millennials are  
more likely to buy if  
the brand delivers  
interesting content  
that teaches them  
something

# Live your values

Millennials place a lot of weight on their own personal values, and that translates to your company and brand. They want to understand how your values align with their own.

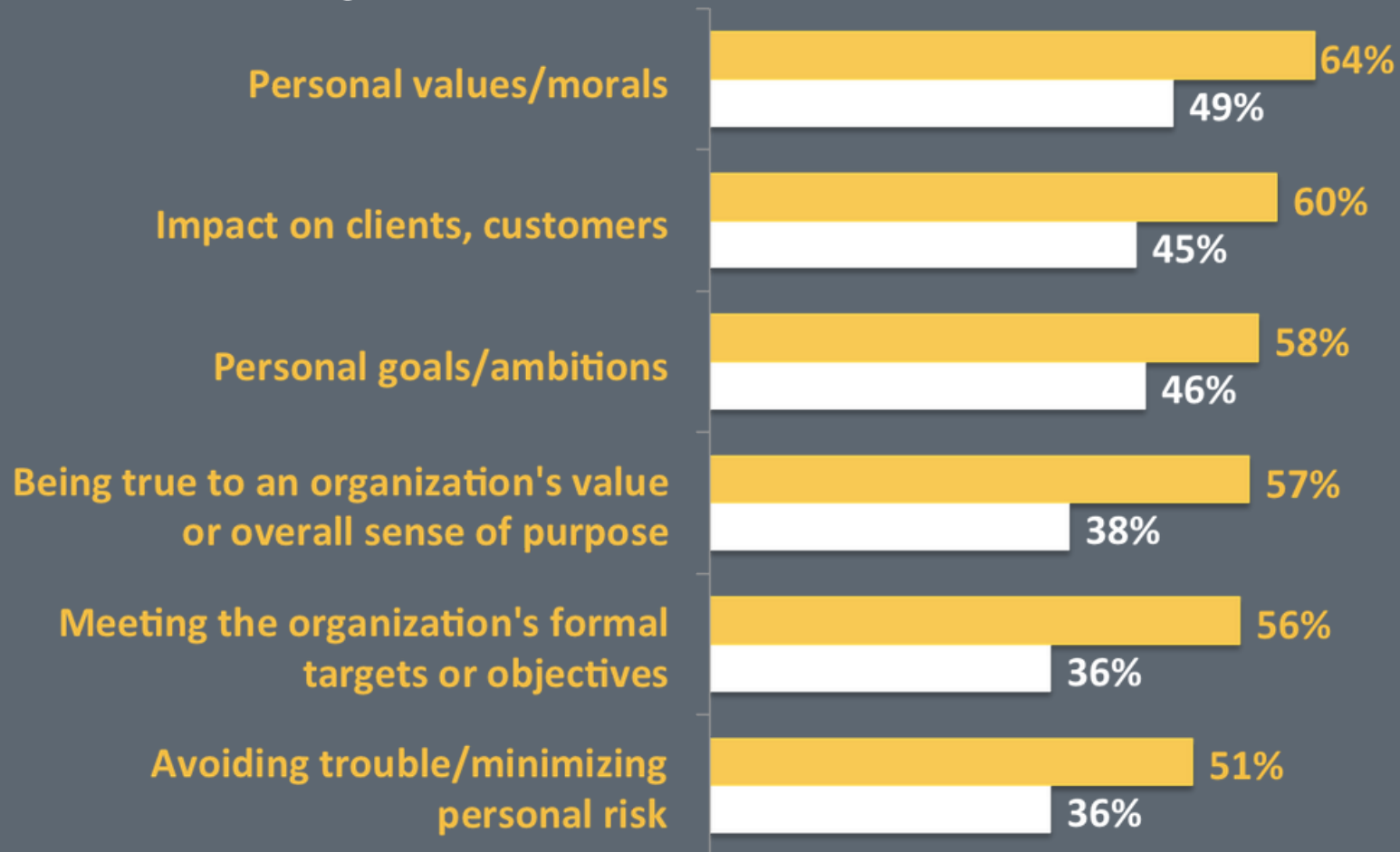
This means you have to share your values. Be open, honest and genuine. Create ways they can share in and promote your brand as advocates.

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# 05 Share your values

Junior and senior millennials said these factors influence their decision-making at work.



■ Senior millennials: heads of dept & above

■ Junior millennials: graduates & junior positions

Source: Deloitte Millennial Survey 2016

# Marketing to millennials

Millennials are now the largest generation in the U.S. workforce, and many hold senior, decision-making positions. This means it's imperative to understand how they view business – because they directly impact the way you conduct yours.

- 01 Connect.
- 02 Engage.
- 03 Inform.
- 04 Get social.
- 05 Live your values.

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To learn how you can take advantage of these marketing components and more, contact Stealth Creative today.

# About us

At Stealth Creative, we make it our business to ensure people notice your business. Reach out today to schedule a complimentary review of your program with our marketing team.

Laura Maly, VP of Marketing Strategy  
p: 224.627.8205 | LMaly@stealthcreative.com

[www.StealthCreative.com](http://www.StealthCreative.com)



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