

MEMORANDUM FINAL

TO: Students in ENGW33019 and Ted Moss, Instructor, Businesses

FROM: Jessica Holoschutz Berger, Lourdes Martos Ferrer

DATE: April 5, 2018

SUBJECT: Project 3 Context

Corporate marketing is increasingly becoming more and more important due to the technological, competitive and constantly changing business environment. Therefore, most businesses are working on their marketing strategies and social media accounts in order to acquire competitive advantages. The topic of this project is attracting millennials to a company/brand. The goal is to provide information about millennials and strategies to attract them to certain products or services. This topic is based on the research report done for project 1. The language, design, and content has been adapted into the format of a PowerPoint presentation. It is a general presentation to inform businesses, specifically Ashoka Fellows, how Fellow's can cater and tailor certain strategies to their business and or products.

Ashoka Workshop: Effective Marketing Strategies to attract millennials to your Business

Publication/Audience

Ashoka is a network that tries to address the world's most pressing problems. They identify and accelerate cutting edge social innovation: whether in social entrepreneurship, education or business. By bringing together these communities across sectors they build a world to empower changemakers. Entrepreneurs want to become Ashoka Fellows to acquire funding, visibility and acquire a strong network of like minded people that can help improve and scale their businesses. Ashoka makes several events and workshops for their entrepreneurs to meet, network and improve their businesses. Most of these events include informational presentations and guest speakers (successful ashoka entrepreneurs). As employees of Ashoka with the rest of the Ashoka team we are creating a workshop: Improving youth marketing, an event with presentations and activities that provide a framework for effective strategies to attract millennials. The workshop will consist of 4 presentations, three guest speaker Fellows and one effective marketing strategies presentation. Ashoka's Fellows are a set of entrepreneurs who join the Ashoka network for funding, expertise, visibility and networking. Ashoka helps them network and develop through a series of events specifically catered for these social entrepreneurs. Most of these Fellows lead recent companies with limited resources and great ambition. Their need for effective marketing strategies is strong.

The presentation is directed at educated business audience. The target audience is those who will attend the workshop. The pool of attendees is limited to the 247 Fellows Ashoka Mexico Centroamerica has. Any entrepreneur (Fellow) of Ashoka's network is welcome to sign up to the workshop but only a few will be directly targeted. The expected attendance is of 10-25 entrepreneurs. Ashoka has contacted and confirmed the attendance of 5 entrepreneurs that directly work with the youth including: Greta Rios from Ollin Jóvenes en Movimiento, Dina

Buchbinder from Educacion para Compartir, Miguel Barrera, from Espacio Libre Independiente Marabunta, Katia Gomez from Educate2Envision and Raul Mendoza from Germinalia. From these invitees, 3 (Greta Rios, Miguel Barrera, and Raul Mendoza) will give short presentations about their businesses during the workshop session. At the end of the workshop session there will be an activity that requires all the Fellows that attended this workshop to evaluate their own companies strategy based on the information given in the presentation. The presentation will cater a couple of strategies and explain what to do and what not to do.

Germinalia A.C. is a youth association dedicated to the construction of spaces filled with possibility to promote education, inclusion and sustainability with a possible reduction in violence. <http://www.germinalia.org.mx/germinalia/>

Ollin Jóvenes en Movimiento is a company dedicated to the promotion of civic participation in the youth. Greta focuses on promoting voting to younger generations. They generate communication through their social media: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#), where they share their companies efforts and other interesting news to the youth. <http://ollinac.org/dona/>

Espacio libre de Marabunta is a company that aims to reduce violence by offering members of violent communities equal opportunities for development. https://www.facebook.com/pg/IniciativaMex/photos/?tab=album&album_id=205174402860503

Many developing countries like Mexico have really high percentages of youth right now and most social entrepreneurs are trying to target this market to change their habits and in turn, change the world for the better. As Millennials enter the workforce and increase their spending power it is imperative to know how to get their attention. Ashoka's Fellows (set of entrepreneurs) would greatly benefit from a crash course on effective strategies and tips to attract the youth, specifically millennials, to their businesses. Most of these are recent companies with limited resources. With a short presentation we can help them optimize their resources and attract a youthful generation that will self market for them. Word of mouth is very important for younger generations and these are the generations that will change the world. Ashoka's changemakers (Fellows) need to know the best approaches to take when targeting millennials. This workshop provides a full understanding of simple strategies that can help transform their business. This presentation serves as a baseline to compare businesses current strategies and use the presentation to modify and improve said strategy.

Thesis/Focus of Content

As presenters of this Ashoka workshop we offer businesses advice on their current marketing strategies and provide them with content and research that helps improve their business. This powerpoint presentation serves as a quick overview to address the most effective strategies Ashoka's social entrepreneurs can use to improve visibility and attract millennials to their business.

Purpose

The purpose is to inform companies about useful do's and don'ts on certain marketing strategies to attract millennials, allowing them to compare their business strategy also providing support and recommendations for improvement.

Persona

The genre of this project is a PowerPoint presentation. We have put together an informational presentation directed at social entrepreneurs and their companies who form part of the Ashoka network. Access to this information will be available at Ashoka's youth marketing workshop event and at Ashoka's central database. This way social entrepreneurs that assist the event can have the presentation as future support. This will also allow the presentation to be sent to all other entrepreneurs who were unable to attend the event and perhaps still benefit from the information given. The presentation can also be e-mailed to Fellows upon request. The goal of the workshop and presentation is to evaluate business marketing strategies that work and providing recommendations for the future use.

The power point includes many visuals depicting the current climate and serving as a support for the written content. Providing a brief overview of effective strategies. Our presentation is both understandable and interesting for the company. Our goal is to make sure they are aware of the importance of a marketing strategy that can attract millennials and use social media appropriately. We have provided statistics, examples for strategies and information about millennials. For example: "47% of millennials are influenced by brand reputation". For every topic a list type format of useful tip "Do's" is given. We have chosen this format because it is an easy and clear way to provide advice to the audience. The guest speakers slides are there to provide a brief pause in which the entrepreneur would present. After they present, the marketing strategies come in.

The general section about millennials gives some general demographics amongst them while the "targeting millennials" section provides some preferences that millennials have that are useful in drafting an effective marketing strategy. Recommendations with useful pointers are given throughout for each topic: "transparency", "build meaningful relationships", "adapting to a visual generation", "incentivize sharing", "experiential campaigns", "website recommendations", and "social media recommendations". The goal is that after these recommendations are given these Fellows can work together to evaluate their own businesses or evaluate the guest speakers businesses, pointing out what they are doing that works and what does not work.

The power point showcases Ashoka's logo and a short introductory section of the Fellows that will provide a short presentation. The power point then goes on to give more specific general recommendations. Highlighting key research information that was found in project 1. The font chosen is the one used on all Ashoka documents and the colors are the Ashoka brand's colors. The tone of this presentation is appropriate, it is formal and includes appropriate diction. It addresses the audience effectively since the target is entrepreneurs/companies interested in improving their business, who would benefit in designing effective marketing strategies to target millennials. Additionally, the length of the presentation is 22 slides because it is a workshop for Ashoka and they usually take long (they tend to last from 1 hour to 3 hours depending on topic and presenters).