# Ashoka -Workshop-



ASHOKA

Improving your Marketing Strategy to Attract Millennials

# OUTLINE

PRESENTERS

\$ 1.1. Ashoka Workshop and Guest Speakers

THE GENERATION

\$ 2.1. About Millennials

\$ 2.2. Targeting Millennials

WHAT TO DO &
WHAT NOT TO DO

\$ 3.1. Transparency
\$ 3.2. Build Meaningful Relationships
\$ 3.3. Adapting to a Visual Generation
\$ 3.4. Incentivizing Sharing
\$ 3.5. Experiential Campaigns

3.6. Websites Recommendations

3.7. Social Media Recommendations



# I.I. GUEST SPEAKERS





#### I. Ollin Jóvenes en Movimiento

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: <u>Facebook</u>, <u>Twitter</u>, <u>Instagram</u>, <u>LinkedIn</u> and <u>YouTube</u>, where they share their companies efforts and other interesting news to the youth.



**Greta Ríos** 



# 3. Espacio Libre Independiente Marabunta

Espacio libre de Marabunta is a company that aims to reduce violence by offering members of violent communities equal opportunities for development.





#### 2. Germinalia A.C.

A juvenile association dedicated to the construction of spaces filled with possibility to promote education, inclusion and sustainability with a possible reduction in violence.



Raúl Mendoza

Miguel Barrera

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ill plan to focus.

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ice better than

site with 100% content. Adapting the same strategy of Company with the subscription model there are potentially millions traditional customers and Iterally biligins of new oustomers out there. What is social media without images. Videos 71 predict we are currently one of the top 2 micro stock contributors. But now after a lot of hard work on developing our fearn strategies and system are now in a position to quickly ome number one and move further and further away from competi-Son. We have better quality: more diverse skill set, a better understanding of the trends and what designers want than all our competition. hat is holding us back the most is our IT systems and then the micro stock agencies themselves.) predict we are currently one of the top 2 micro stock contributors. But now after a lot of hard work on developing our team strategies and system are now in a position to quickly become number one and move further and further away from competition. We have better quality, more diverse skill set, a better understanding of the se hand this is trends and what designers want than all our competition. What is holding us back the most is our IT systems and then the micro stock agencies themselves. Our mission is to create a good company for US, ins for loans to: our CUSTOMERS, and the WORLD.

CUSTOMERS: Connect with our customers and provide them with the best design resources and images. Ultimately we will be successful because we have the best quality work.
WORLD: I first got map photography through travel. I witnessed a very

By owning all the content we can underbut other agencies on price

They can't pay their photographers any less. Already, now the only people being able to make a full-time living out of this are in developing

countries. We wouldn't be able to do this if we weren't here in Thailand.

For about 3 years now I have been obsessing about starting our own stock agency. The big stumbling block has always been the complexity

and capital required to start a site with other contributors. About a year

and a half I realized we didn't need to if we could keep focusing on qual-

ity and continue to develog our team and systems we could produce a

whole stock industry is com-

pletely amateur. The industry is

we are doing upstairs with our

systems is pomehow plready

for loans to accelerate things I

assively undervalued. What

different side to the world to what I saw growing up in Redmarley. Although live are in the micro stock category we aim to produce better

than the images in the macro stock category. We are in a position to st more in shoots than almost all of our competitors. The world is ut I believe we are in a position now to help significantly to of people. At least 50% of all revenue received by Com

ren charities. Over the following year

their own style and share everything. Some young talented kid comes. along who can take better images than me. I'll doen her images and add cherry to it to regain the number one spot. An amazing photographer takes a photo in New York and uploads it. By the end of the day, zero amazing retouchers have all edited in their own style and our best graphic designers have already added their graphic concepts to it. We keep hiring the most talented young people, we are doing this right now here in Thailand and soon we'll be able to start attracting the best young. creatives from around the world. We don't need people with tons of experience, just brilliant artists straight out of uni or not. Ultimately we will be successful because we have the best quality work.

Then there is collaboration. We can hire creatives for specific peolects. Hire a famous photographer for a shoot. Contract a fint foundry to create a set of fonts for us.

We are already creating the biggest shoots in the industry. Next month. we are planning 2 crazy shoot days in a world-class library facility with ground 50 models each day. If we pull off what I envision, nobody else iff the world will have this concepts on this scale. The more money we make. The more we can reinvest in large-scale shoots the rest of the world agencies can compete with. Imagine a revenue of hundred million with 50 million reinvested in photo shoots. We could produce a music concert with a thousand fans and bands all model released. We could produce content equal or better than the best-branded photo shoots.

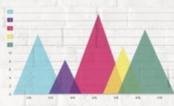


photo shoots.

Thus there is enlisheration. We can him resulting for anacolic senioris. Hire a famous photographer for a shoot. Contract a fort foundry to always been the complexity and capital required to start a site with other

# Effective Marketing

Effective Marketing Tips to Attract Millennials to your Business



# THE GENERATION



## 2.1. ABOUT MILLENNIALS





#### Households

11.6 million households with kids



#### Consumers

Expected to spend \$200 billion this year.



#### **Size**

Largest generation: **75.4 million** 



#### **Projection**

Projection of 8.1 million
Millennials by
2036

# THE GENERATION



## 2.2. TARGETING MILLENNIALS

#### **HOW ARE MILLENNIALS INFLUENCED?**



Friend Recommendations

55%





#### **CHARACTERISTICS**











Use some Form of Social Networking

## 3.1. TRANSPARENCY



## WHAT TO DO

Information Cause Company actions Marketing Brand perception

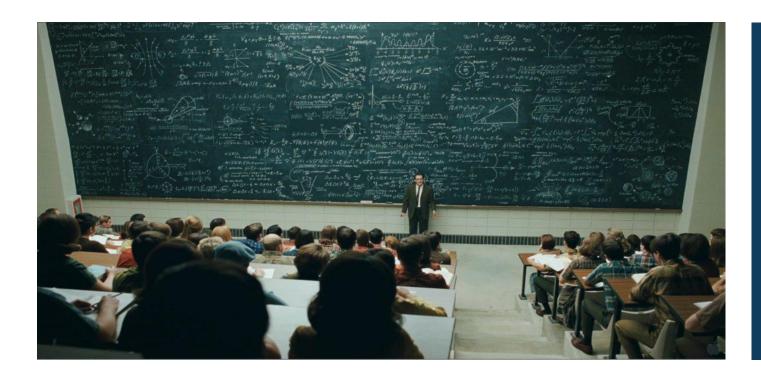


## 3.1. TRANSPARENCY



### WHAT NOT TO DO

- Don't be confusing
- Don't use filler content
- Don't overcomplicate company description or explanation

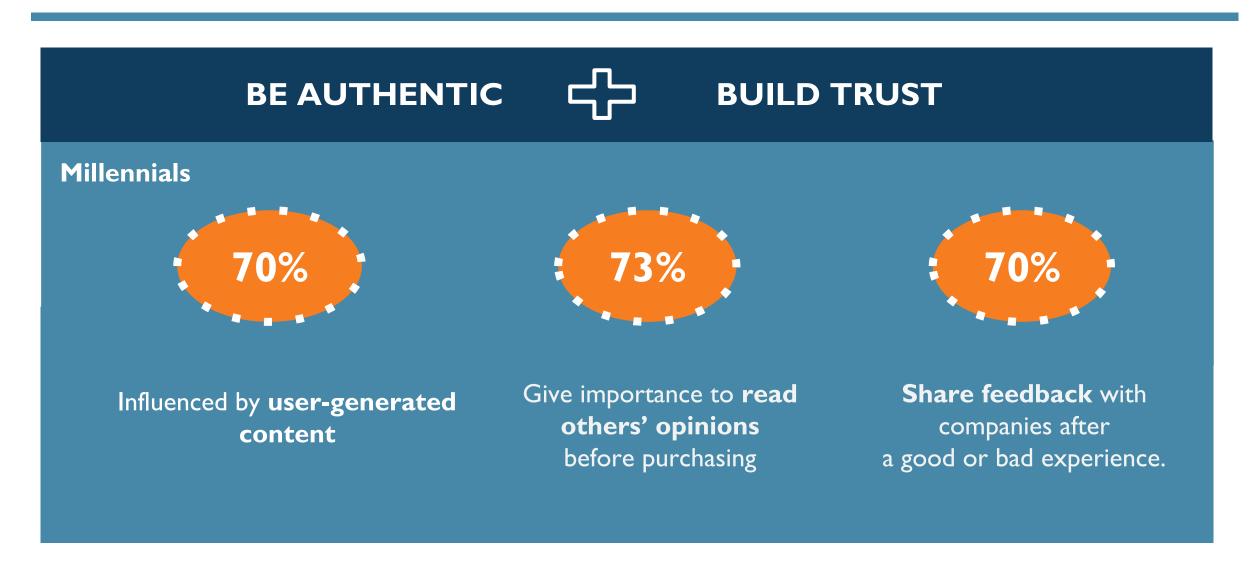


"Life is really simple, but we insist on making it complicated"
-Confucius

# 3.2. BUILD MEANINGFUL RELATIONSHIPS



## WHAT TO DO



# 3.2. BUILD MEANINGFUL RELATIONSHIPS



#### WHAT NOT TO DO

Don't underestimate consumer feedback

"Your most unhappy customer is your greatest source of learning"



## 3.3. ADAPTING TO A VISUAL GENERATION



#### WHAT TO DO



Focus on CONVENIENCE



Keep designs
UP TO DATE



The LOOK and FEEL are key



Provide
ENTERTAINING
content and layout

Adapt communication & online tools to "digital best practices around **DATA VISUALIZATION** & information architecture"



Promote INTERACTIVITY



Attractive COLORS and VISUALS



# 3.3. ADAPTING TO A VISUAL GENERATION



#### WHAT NOT TO DO





# 3.4. INCENTIVIZING SHARING

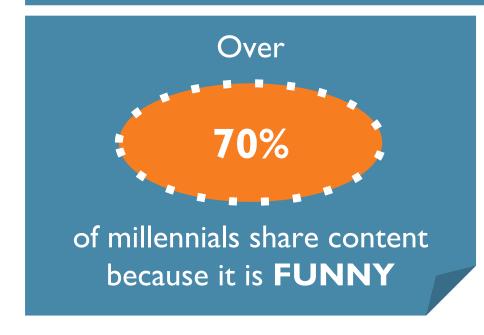


### WHAT TO DO

- HUMOR increases visibility
- ❖ Use storytelling in content SHARING and ADVERTISING
- ❖ Be HONESTY

Use the most popular social media:

- Facebook
- Snapchat
- Instagram



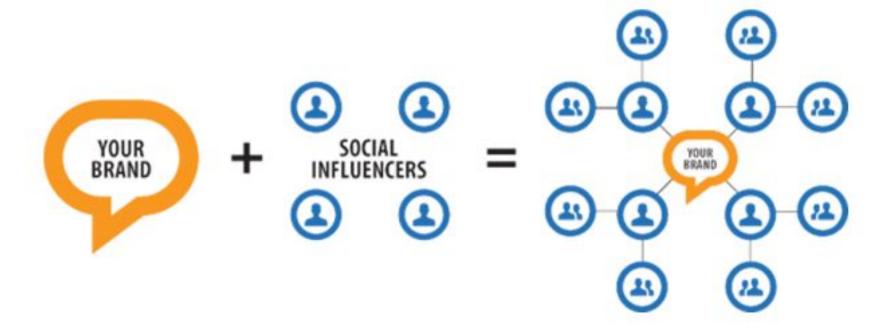


# 3.4. INCENTIVIZING SHARING



#### WHAT NOT TO DO

- Respond quickly in a thoughtless manner
- Overlook the importance of influencers





## 3.5. EXPERIENTIAL CAMPAIGNS



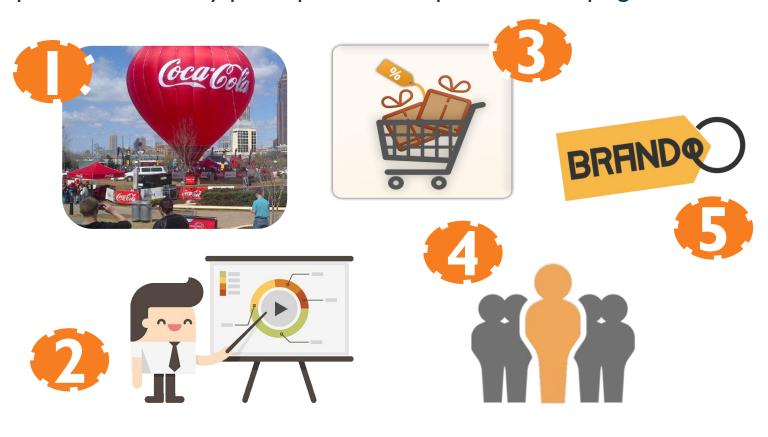
#### WHAT TO DO

#### **CREATE SUCCESSFUL EXPERIENTIAL CAMPAIGNS**

"Millennials are more inclined to purchase a product when they participate in an experiential campaign"

Successful experiential campaigns include:

- I. Live performances
- 2. Presentations
- 3. Sample products
- 4. Make it a unique experience
- 5. Represent your cause and brand



# 3.5. EXPERIENTIAL CAMPAIGNS



## WHAT NOT TO DO

- Don't give out samples that do not represent your brand
- Don't use a performer that does not represent or share company values and purpose
- Don't make a generic forgettable experience





## 3.6. WEBSITE RECOMMENDATIONS



### WHAT TO DO

Millennials form an opinion of a website with just a couple of clicks



Use Web portals to allow clients to explore



Have **simple** user friendly **technical** services



"It takes just a **20th of a second** for the brain to **make decisions** when viewing a **webpage**".

#### **Attractive websites:**

- Least amount of clicks possible
- 2 Simple, easy to use, colorful
- Interactive websites = more attractive

# 3.6. WEBSITE RECOMMENDATIONS



## WHAT NOT TO DO

#### NO

Don't have pop ups



#### **YES**

❖ Keep it simple



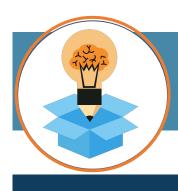
## 3.7. SOCIAL MEDIA RECOMMENDATIONS



### WHAT TO DO



Use social media, gaming, **FUN** apps



Think **OUTSIDE THE BOX** 

Be **ACTIVELY ENGAGED** 



Make sure your brand has and communicates its **MEANING** 





Leverage INFLUENCERS



Consider **WORD OF MOUTH** in your marketing strategy

## 3.7. SOCIAL MEDIA RECOMMENDATIONS



#### WHAT NOT TO DO

- Don't post spam
- Don't be overwhelming





# Questions?

-Now Compare your Business-



# References

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