

Ashoka -Workshop-



Improving your **M**arketing **S**trategy to
Attact **M**illennials

OUTLINE

1

PRESENTERS

- ❖ **1.1. Ashoka Workshop and Guest Speakers**
-

2

THE GENERATION

- ❖ **2.1. About Millennials**
 - ❖ **2.2. Targeting Millennials**
-

3

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



Greta Ríos

1. 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: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#), where they share their companies efforts and other interesting news to the youth.



Miguel Barrera

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**





Effective Marketing

Effective Marketing Tips to Attract Millennials to your Business



2.1. ABOUT MILLENNIALS



The most Educated Generation



Households

11.6 million
households with
kids



Consumers

Expected to
spend **\$200 billion** this year.



Size

Largest
generation: **75.4 million**



Projection

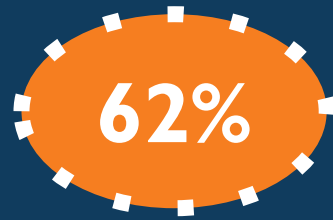
Projection of **8.1 million**
Millennials by
2036

THE GENERATION



2.2. TARGETING MILLENNIALS

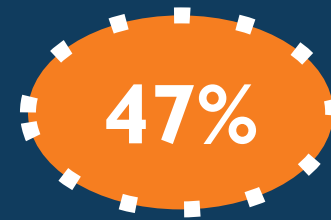
HOW ARE MILLENNIALS INFLUENCED?



Price



Friend Recommendations



Brand Reputation

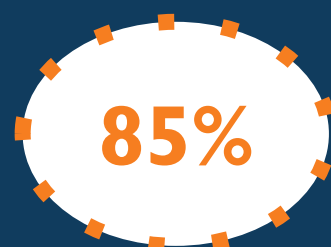


Product Quality

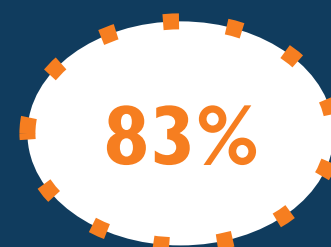
CHARACTERISTICS



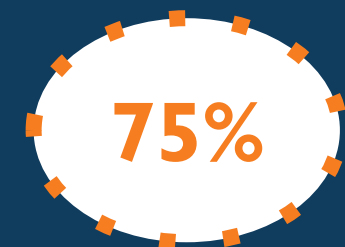
Use the Internet



Have a Smartphone



Keep Cell-Phones Nearby



Use some Form of Social Networking

3.1. TRANSPARENCY



WHAT TO DO

Information + Cause + Company actions + Marketing = Brand perception

Keep it quick
simple &
summarized.

Promote
your cause.

Provide who,
what, &
purpose.

Use a Data Driven Advice Model

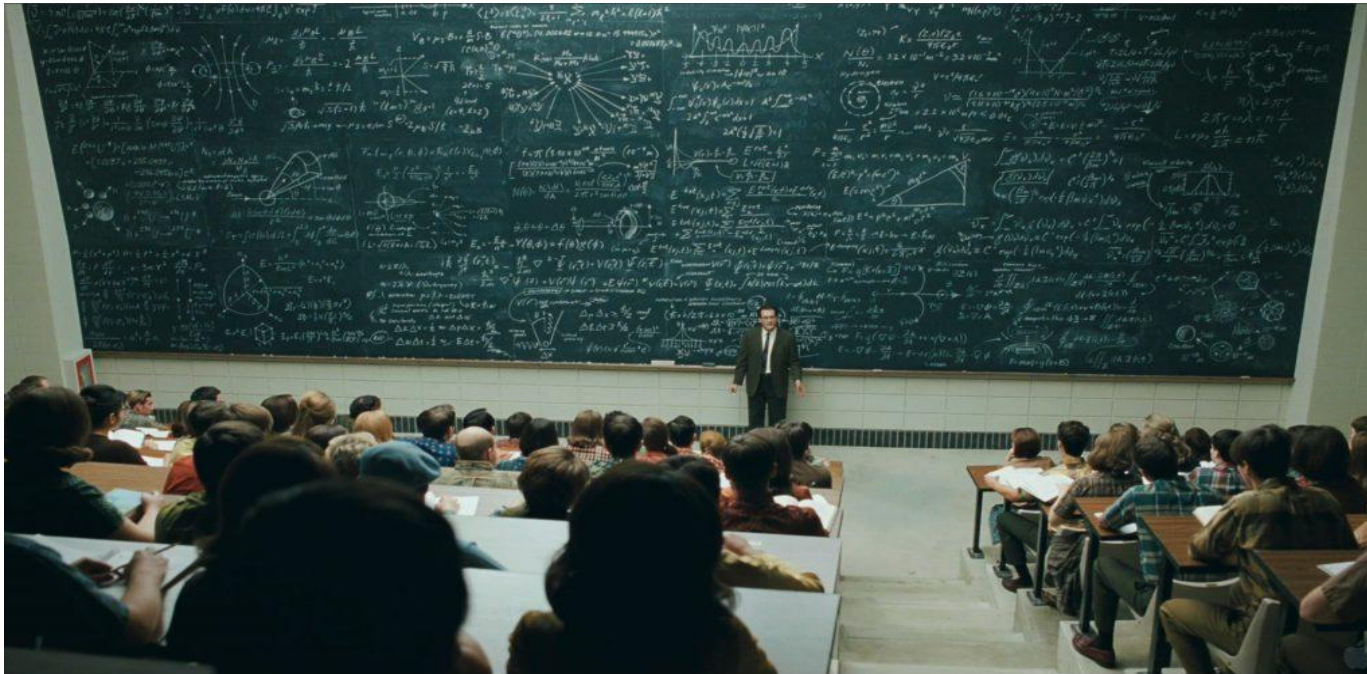
- ❖ Hard evidence
- ❖ Driven by data & facts
- ❖ Comparing valuations
- ❖ Transparency & authenticity

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

BE AUTHENTIC



BUILD TRUST

Millennials

70%

Influenced by **user-generated content**

73%

Give importance to **read others' opinions** before purchasing

70%

Share feedback with companies after a good or bad experience.

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



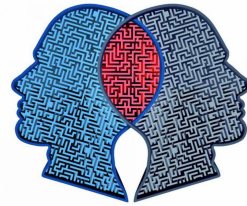
WHAT NOT TO DO



❖ Overlook digital best practices



❖ Underestimate the impact of design



❖ Don't provide a complicated layout



❖ Don't rely on older designs



❖ Don't use unattractive colors

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

Over

70%

of millennials share content
because it is **FUNNY**



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:

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

1



2



3



4



5

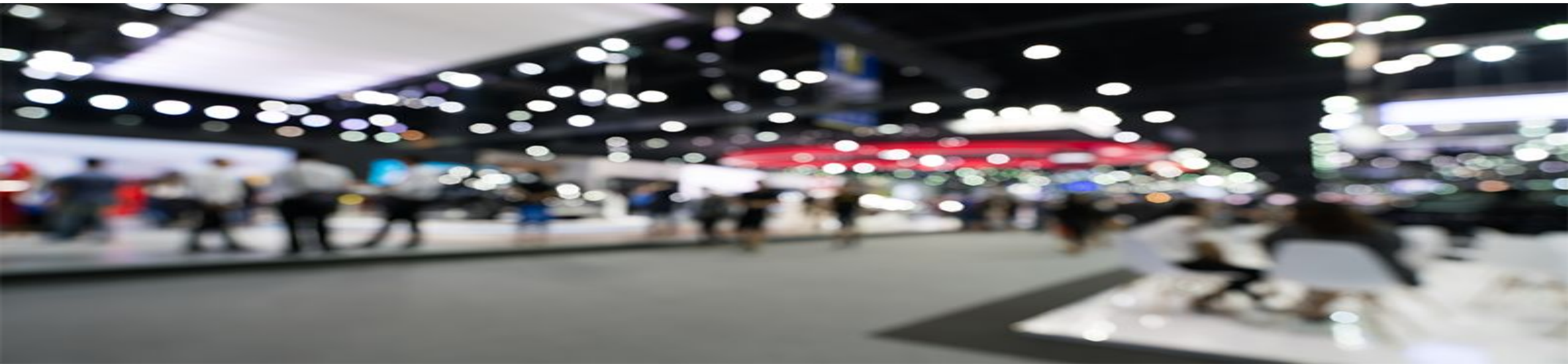


3.5. EXPERIENTIAL CAMPAIGNS



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

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



2 Use **Web portals** to allow clients to **explore**



3 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:

1 Least amount of clicks possible

2 Simple, easy to use, colorful

3 Interactive websites = more attractive

3.6. WEBSITE RECOMMENDATIONS



WHAT NOT TO DO

NO

- ❖ Don't have pop ups



YES

- ❖ Keep it simple



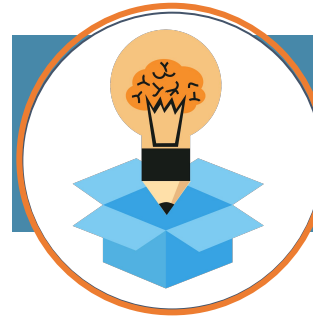
3.7. SOCIAL MEDIA RECOMMENDATIONS



WHAT TO DO



Use social media, gaming,
FUN apps

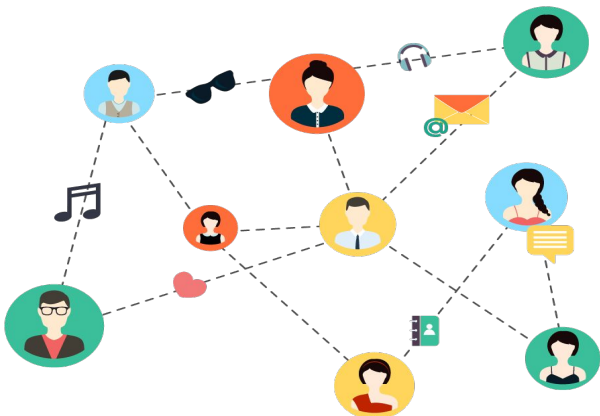


Think **OUTSIDE THE BOX**

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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