

Marketing to Millennials and “The Next Wave”

Millennials (“Gen Y”)

80+ Million

Born 1980–2000

(17–37 years old today)

Generational characteristics:

- Raised by helicopter/lawnmower parents
- Digital natives / early adopters
- Highly influential over their parents
- Can see and block marketing tactics
- Trust their friends for information
- Expect fast and easy interactions
- Want to make a difference in the world

Gen Z (“iGen”)

70+ Million

Born 1998*–2017

(0–19 years old today)

Generational characteristics:

- Raised by “Figure it out” parents
- Do not remember a time before social media
- Self aware, self-reliant, innovative, goal-oriented
- More diverse than previous generations
- Largely label/brand agnostic
- More concerned about money than Millennials
- Want to make a difference in the world

10 Non-Negotiable Principles of Marketing to Millennials

- 1. Authenticity** – Is your company you who you say you are? Are you transparent/responsible?
- 2. Accessibility** – Is your company responsive to questions and easily accessible?
- 3. The Human Touch** – Is your brand creating emotional connections with customers?
- 4. Consciousness** – Is your company socially and environmentally conscious?
- 5. Personalization** – Are you sending personalized communications that stand out?
- 6. Speed** – Do you have a fast-loading web page, fast checkout, fast responses to questions?
- 7. Technology Integration** – Do you offer a seamless, technology-integrated experience?
- 8. Social Media** – Are you using social media correctly: interacting, sharing, being social?
- 9. Rewards** – Do you offer a program that rewards customers for their loyalty?
- 10. Ease of Use** – Do you offer a mobile experience with easy access and no barriers to entry?

The Millennial Mindset at Work

In the Workplace

- Need feedback, and need it often
- Expect to be listened to and appreciated
- Want to work at a company they are proud to be a part of
- Have high expectations and expect to do well in all that they do
- Will speak up quickly
- Trust word-of-mouth communications

Career and Growth

- Desire a clear understanding of how they can learn and grow at your company
- Expect to advance career quicker than their parents

- Future advancement does not take the place of salary
- Don't keep salary and compensation information private. Most will share openly.
- More than 50% say it is easy to get a new job
- Expect their boss to be accessible face-to-face

Technology

- Expect unlimited access to the internet
- Love virtual communications
- Love online collaboration tools when working as a team
- Expect sufficient technology needed to do their job
- Don't understand technology limits, like email size limitations, restricted internet, slow computers, small monitors, etc.

**Unlike other generations, there is no definitive start or end date for the Millennial generation, however the generally accepted definition of a Millennial is someone who was born between 1980 and the year 2000. With this in mind, there also then becomes a gray area regarding when Gen Z begins and ends.*