

# MARKETING TO MILLENNIALS

## FOCUS ON THE DELIVERY OF THE MESSAGE

With the boom of social media, it is tempting to jump on board without rationally thinking about why, as a business, one should pull the social media trigger. Yes, social media provides businesses with a unique, low cost (if not free) opportunity to reach a large audience, but if you can't answer the question "Why am I doing this?" your success will be less than satisfying.

## DEFINE YOUR AUDIENCE

Spend time evaluating who you are trying to connect with and what type of message they will positively respond to. Identify what your end goal is and create a plan of action. One of the things we try and remember, especially in the digital space, is that not everything has a definite ROI. Sometimes it's more important to let consumers have fun with our brand and see our personality which in turn helps us stay top of mind when they are making purchasing decisions.

## IDENTIFY THE COMMUNICATION CHANNEL

Crafting different messages on a variety of communication channels is becoming more important than ever. Look at the variety of possible platforms for each message (Facebook, Twitter, Instagram, LinkedIn, Blogs, etc.) and remember that you most likely have different audiences on each of them. Use each channel to accomplish different goals. You can promote the same campaign, but find different ways to mix it up so you can hone in on the type of information those segments are looking for.

## TALK ABOUT WHAT MAKES YOU DIFFERENT

With the plethora of businesses in the digital space today, every brand knows the importance of being present but many are blending together because they have no clear goals or strategy. As marketers we can focus too much on selling and trying to create a ROI for everything. Instead find ways to share your mission and your beliefs with your younger customers. Don't be afraid of telling them what you're all about. It can be conveyed in the tone you use on marketing pieces or on social channels, how you value customer service and what you offer that competitors don't. The companies that are thriving in the social and digital world, especially for Millennials, are those who are transparent, focus on giving back (making impacts) and those who aren't afraid to show people what they are all about...even if some customers don't necessarily agree. Develop more strategies that helps you stay memorable.



*Tips Courtesy of*

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