



GoldsteinGroup
communications



Understanding **Millennial Marketing**

June 2016

Measurably Better Marketing

People Are Surprised to Hear

- They're 35 years old
- 65% don't have a credit card
- They check their mobile devices 43 times a day
- They spend 25 hours a week consuming online content (mostly peer-generated)
- 20% are in decision-making positions TODAY
- 25% speak a language at home other than English

They have **more buying power** than any other demographic sector. One in five are already in a position to buy from you – or from your competitor. People often have a stereotype in their minds about who a millennial is – and they're often surprised to hear the facts about this important sector of the US economy.

Affirm.com, Crowdtap, US Chamber of Commerce



What Kind of People Are They?



- Extroverted, high self-esteem, self-liking, high expectations, assertive
- 90% think being an entrepreneur is a mindset, rather than starting a business
- 54% want to start a business or have already started one
- 80% sleep with cell phone next to their beds
- “Always on data:” They want performance reviews monthly; only 10% prefer annual
- They are particularly sensitive to getting recognition

Some of the most fascinating aspects of the Millennial generation are their **confidence**, **impatience** and **comfort with change**. They’re ready to start a business or new initiative in their companies; they don’t want to “wait their turn” for others. And they believe in their own ability to show success.

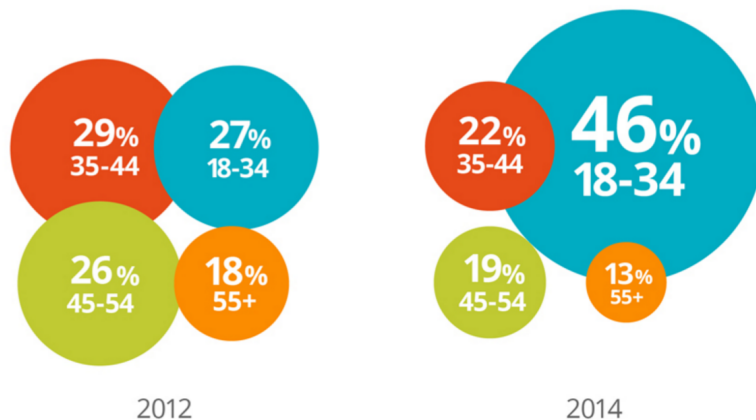
Millennial Trends

- They're visual and not looking for an 8-page white paper. So we have to speak in infographics and videos more than text
- Messaging has to be crisp. They're an always-on, always-connected group, so they'll X out in 15 seconds if they don't find what they need
- They look for testimonials and facts more than marketing verbiage
- They trust brand names they recognize
- The web experience has to be a mobile experience, all the way down to apps and configurators



Millennial Trends

- Half of people researching B-to-B products are millennials
- 60% report they are brand loyal
- But 75% say they expect brands to give back to society, beyond just making a profit



Percentages of
B-to-B buyers
by age

Internet Use

- They still do search, but they tend to do more research before getting to your site
- 42% of B-to-B search queries are mobile
- 70% of B-to-B buyers watch video during their purchase path
 - Product features
 - How-to
 - Professional reviews

Average Searches Conducted Prior to Engagement

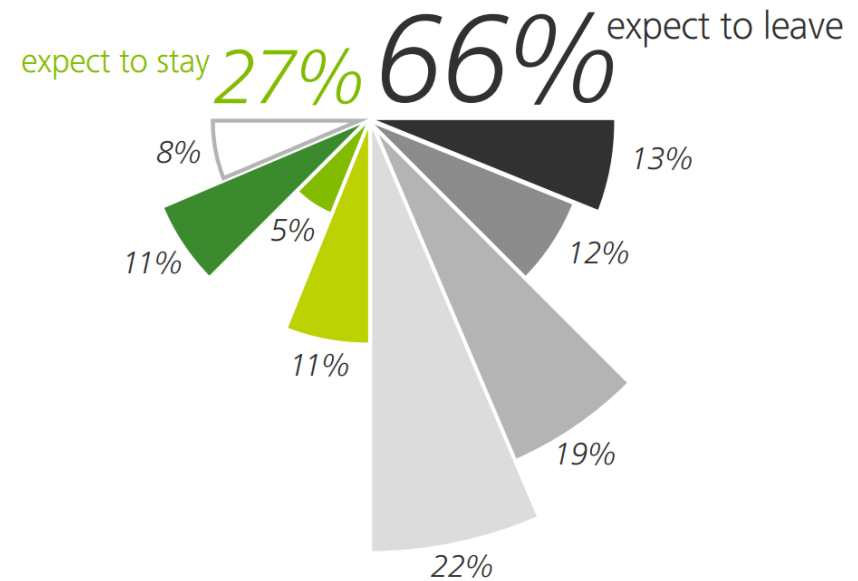


On average, B-to-B influencers do 12 searches prior to visiting a specific brand's site

Google/Millward Brown Digital, B2B Path to Purchase Study, 2014

Your Database Will Be a Mess

- 25% will quit this year
- 2/3 will work somewhere else within four years
- In last 5 years, 87% took on management roles



They're Hard to Reach

- They don't subscribe to a newspaper, magazine, watch TV or listen to the radio
- 33% of millennials rely mostly on blogs before they make a purchase, compared to fewer than 3% for TV news, magazines and books
- They don't believe the advertising they do see and prefer to listen to colleagues and peers



The VICE NEWS logo, with the words "VICE NEWS" in a white, sans-serif font inside a black rectangular box, set against a dark, blurred background.

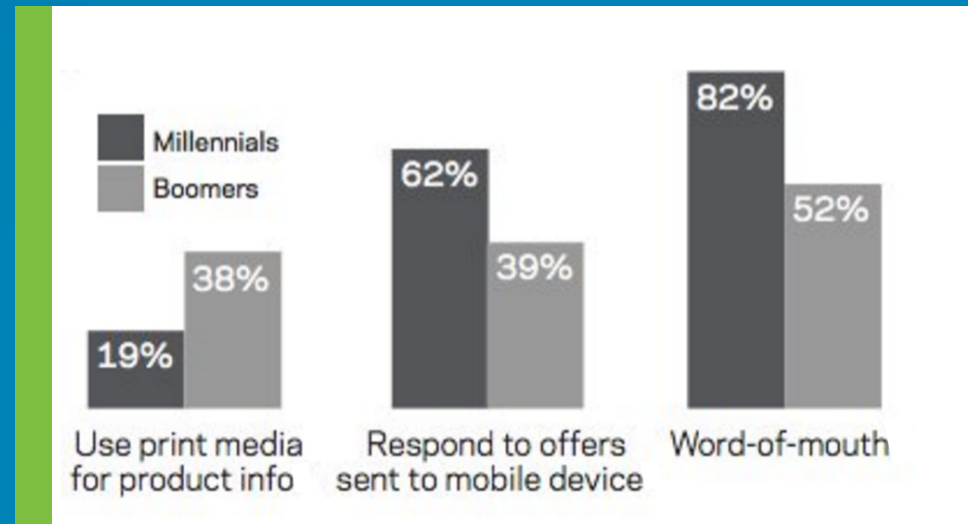
Where Does Trust Come From?

- Authenticity
- Even news channels such as CNN don't carry much sway
- 43% of millennials rank authenticity in the news source over content when consuming news
- Peers and colleagues
- 62% of millennials say that if a brand engages with them on social networks, they are more likely to become a loyal customer



They're Not Like Boomers

- 82% of millennials tend to favor word-of-mouth from friends, family, and social media when they're deciding what to buy
- 95% consider friends to be most credible source of information
- 43% have liked 20+ brands on Facebook
- 15% follow a company on Twitter



Synchrony Financial

What Does This Mean for B-to-B?

- More expert video interviews of customers, editors at trade shows and at customer meetings
- PR for Expertise
- Thought leadership guest blogging – on our site and industry sites
- New non-traditional media sites
- SEO now stands for Social Engagement Optimization, not Search Engine Optimization
- Not much role for traditional media
- Build Relationship-Brands, not Transaction-Brands
- Communicate your values
- Experience-marketing
- B-to-B brands need to be more human, more approachable and more relevant
- Make it easy for Millennials to share with their friends when they choose your brand



About Goldstein Group Communications

Goldstein Group Communications (GGC) creates high impact branding and lead generation programs for B-to-B companies that are seeking more powerful ways to find and keep customers. The agency brings an unusual combination of corporate communications management and engineer-level writing capability to its client roster. With deep experience in electronics, healthcare and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients offer their customers.

GGC was founded in 1992 as a public relations agency and today represents both entrepreneurial and billion-dollar multi-national firms throughout the country, with 60% of revenues coming from clients outside Ohio. GGC combines both left-brain analytics with right-brain creativity to provide a powerful marketing approach that leads to "Measurably Better Marketing."

