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Grow Your Business



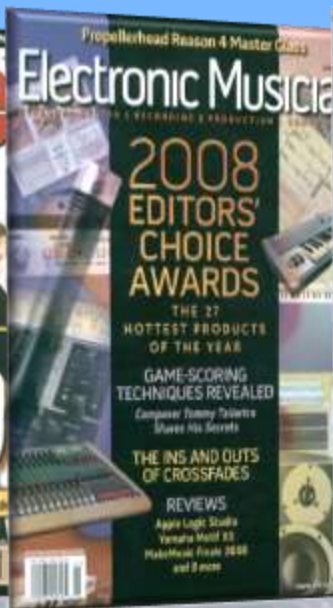
How to Attract Millennial Customers, Employees, and Students *by Ravi*

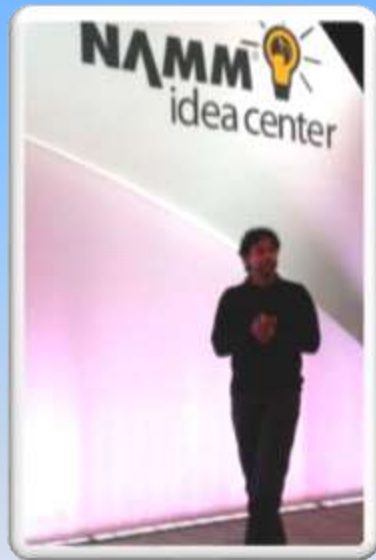


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Narcissistic or Self-Expressive



Facebook didn't exist.
We wore our "likes"
on our sleeves!



Savvy
Authentic



Image



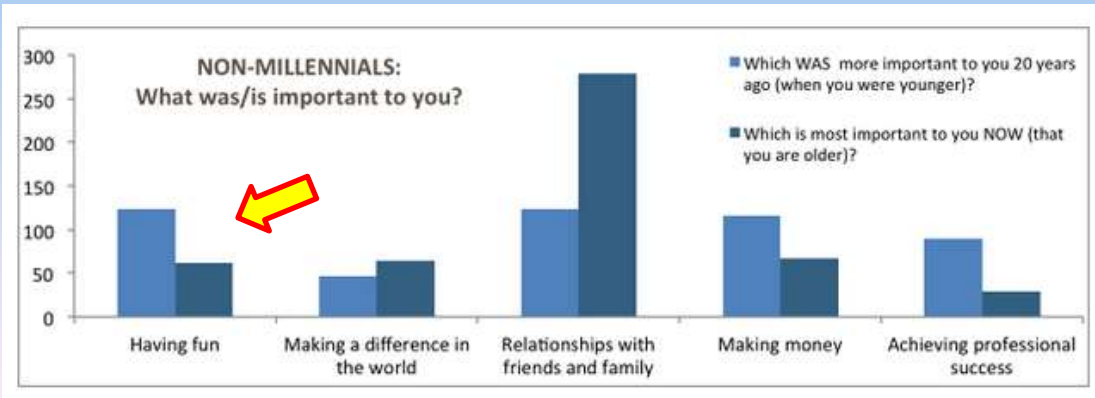
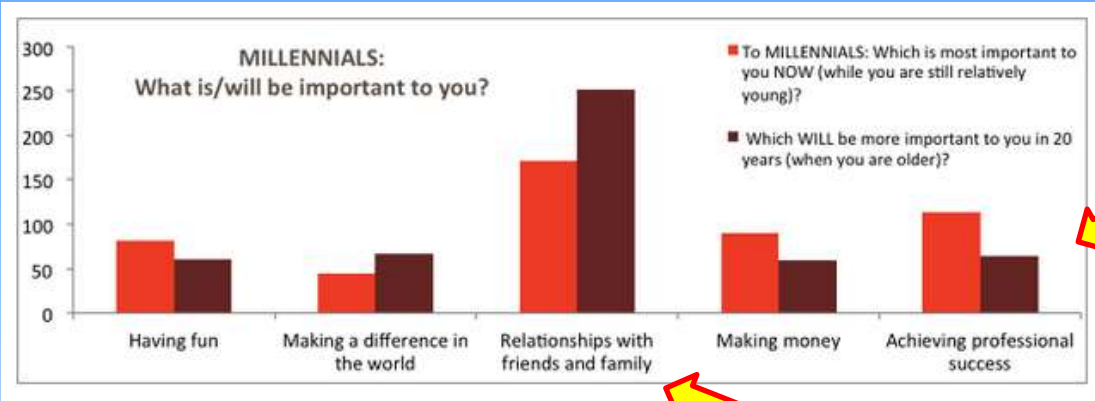
Innocent

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Who are Millennials?

- Ages 15-35
- The largest generation today
- Will outspend boomers by 2017.





What are Millennial Priorities

1. Music/Pop-Culture
2. Liberalism
3. Smartness
4. Clothes.



Statistics from Nielsen Holdings Corp.



Words that describe Millennials

- Diverse, multi-cultural
- Open-minded
- Self-expressive, social
- Technology-transparent
- Authentic, expect it
- Fair, expect equality
- Loyal, once earned
- Cause-conscientious (CSR).



Events shaped their *character*...

- Wall Street = Greed
- Terrorism = Religion
- Education = Debt
- Jobs = Unemployment.





Events shaped their *character...* and their *values*

- Wall Street = Greed
- Terrorism = Religion
- Education = Debt
- Jobs = Unemployment



Millennials prioritize PEOPLE and PURPOSE over products and profits.

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Millennials are influenced by people to whom they can relate
They want to be defined by their **dreams** & passions, not their careers



Millennials are influenced by people to whom they can relate
They want to be defined by their dreams & **passions, not their careers**



Millennials love **music, creativity.**



Millennials are Globally Connected *Economically Advantaged*

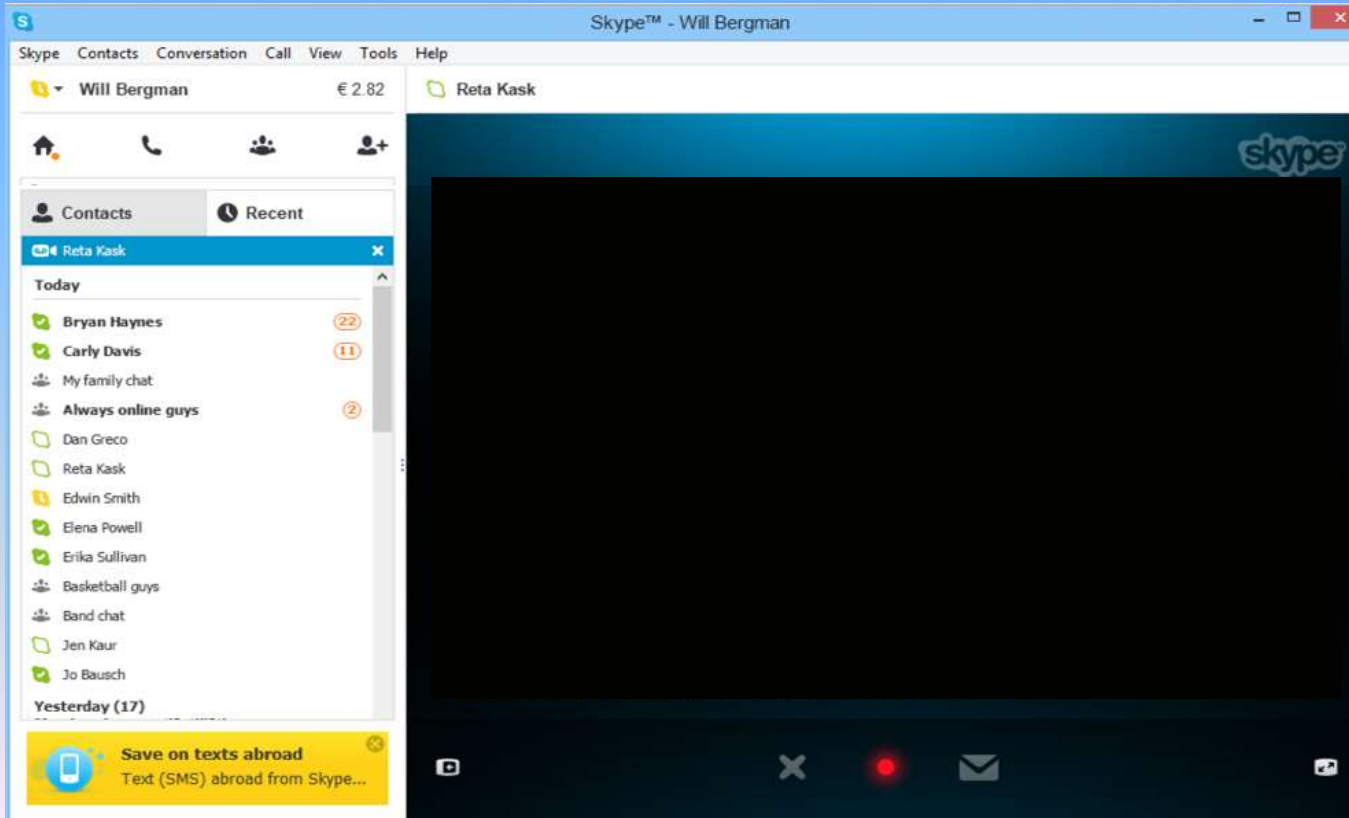




Millennials are Globally Connected
Economically Disadvantaged







Millennials Learn Online

- Global students
- Schedule flexibility
- No travel time
- Yesterday's page numbers are today's clickable links
- They relate to this environment.



Millennials are Mobile

- 80% of internet users own smartphone
- Majority of digital content is viewed on mobile
 - 89% on apps
- Text over Email; Instagram over Facebook
- Sales are closed twice as often on *desktop*

Reinforce your *brand* on mobile to *drive* sales to desktop or physical store.





Millennials Respond to *Experiential* Marketing

- 84% trust user-generated comments over expert reviews
 - Facebook comments
- 78% are more inclined to become part of a brand if they have face-to-face interaction with it
 - Online sharing platform
 - In-store sharing experience.





To attract Millennials, *hire* Millennials

- Silent Generation worked “hard”
 - Provide for the family
- Baby-Boomers work “long”
 - Career Advancement
- Millennials work “comfortably”
 - Seek independence.





While consumers love to browse in stores and close deals with competitors online, this is less likely when their “friend” is on the other end of the transaction.

- Online hang
- In-store hang.





Millennial Takeaways

- Socially Responsible Branding
- Mobile over Desktop - Text over Email and Instagram over Facebook
- Dreams and Passion over Career
- **People and Purpose over Products and Profits**



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