

# 4 Ways to Market to Millennials

## Your Mobile Tech Partner

On vacation a few years ago, I stopped at an amazing gluten-free bakery. I have an allergy so I had to go inside and try something. Once home and still dreaming of the delicious baked goods I'd eaten, I left a review on the bakery's Facebook page and immediately got a response. The owner thanked me for the kind words and sent me a direct message asking for my address. A week later, I opened my mail to find individually wrapped cookies and scones! It was such a thoughtful surprise.

The point of this story, however, isn't to make you crave carbs but to highlight the importance of how a brand can make you feel valued by offering an authentic and personalized experience. And for the 83.1 million millennials who represent more than one-quarter of the nation's population, that's exactly the kind of experience they value the most. Millennials were born and bred on rapidly changing technology and it's why they gravitate towards more unconventional ways of marketing and advertising.

**Our four inbound marketing tips, below, will help you effectively draw in this tech-savvy group.**

- 1. Millennials want authenticity from reliable sources.** According to data collected by OneSpot, 40% of consumers want content that informs them and 28% want content that educates them. Establish yourself as a reliable source by creating original content for blog posts and videos that are educational, informational, and entertaining. Feature employees talking about your products and have them offer tips on when and where to use them in real-life applications. This can be in video or digital form although videos tend to be more engaging. Case studies are also effective because they show that you're a trustworthy expert with solutions for your clients' needs.
- 2. Millennials like downloadable content.** Millennials have a desire to learn and problem-solve and expect that brand will help them to do so. Want brand loyalty? Offer them something that is useful such as an ebook, how-to PDF, or white paper. Consider creating flyers that feature the latest tech trends or a PDF that explains how Qi charging works. Basically, any type of downloadable content that is fun and educational will go a long way with this group of consumers. Tip: Be sure to require and email address for downloads so that you capture leads.
- 3. Millennials prefer personalization and/or customization.** Remember my personalized box of baked treats? This is the kind of experience that millennials love. You don't need to send your customers cookies but customization can go a long way. Provide your clients with a way to create their own product mockups online or send them a curated box of samples to provide them with a variety of product solutions to choose from. It's a fun way to make your client feel special.
- 4. Millennials value experiences.** With the rise of social sharing apps, sharing an experience is more popular than ever before. Millennials want to show their followers what they're up to and what products they're using while doing those activities. Reposting photos of people using your products makes them relatable and the activities or experiences with them, attainable.