

"5 Ways to Market to that Fickle Group Called Millennials"

Monday May 6, 2019

- **Plan ahead** - we will be doing a Facebook Bot training starting in June
- PLAN NOW: Be in Costa Rica...How? Start today
- Next TNL – Tuesday, May 14th at 7:30 PM CT at Mannatech Corp offices and www.allaboutmannatech.com.
- Are you in the Achievers Club?
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Are you using the new features in Mannatech+? If you missed the training it is on North America Facebook Group
- Are you preparing for the Mannatech Purge on May 25th?

Article by Thomas Smale, contributor for *Entrepreneur*

Start out with statistics – February 2019

1. Social Media channels

- a. Are here to stay.
- b. Average US resident spends about 142 minutes per day on social media
So, tons of opportunities for you to promote Mannatech products
- c. Being too direct can often be counter-productive
- d. Example: Lokai brand's campaign for its bracelets.
Company heavily targets millennials, encouraging them to send in content from around the world and posting pics in wild locations around the world.
This campaign included a socially responsible message, caught the imaginations of young people, and they flooded social media with hash-tagged pictures.
- e. Consider joining appropriate groups and pages before launching a campaign.
(for tighter budgets)...getting involved in conversations as they occur so check your feeds regularly.
- f. By having a primed group of friends, not followers, you will be better positioned to launch a campaign like Lokai's.

2. "Influencer" Marketing

- a. Influencer marketing tends to not have as much millennial ridicule as a response since the targeted population knows the influencer and will not be likely to impair relationship.
- b. This may be too expensive depending on the influencer you approach. Currently there is a Latino TV personality who added 20,000 of volume in a short period just because she had 80,000 followers. Mostly it was for Premier 7.
- c. Swedish watch company hired Kendall Jenner and sales went off the charts as well as terrific brand .

- d. Samsung used CyreneQ and artist who used her snapchat account to document the launch event using its 10-second video format, showcased some of the new device's features.
- e. My idea is to perhaps use a take-off on this technique...use a make-shift Star...so do as a spoof, but hit a home run ball with the product.

3. Podcasting

- a. Great way to hit a niche audience. MeUndies was very successful in doing this. It targeted a multitude of smaller podcasts like *My Favorite Murder* and *Bill Burr's Monday Morning Podcast* and paid the actors to pitch "the world's most comfortable underwear" at the beginning of the show.
- b. You have unique business insights that could be worth sharing with a wider audience. So, offering these as a guest may truly work in a podcast, and make YOURSELF the selling point. This is great for exposure to your business as podcasts many times show up in Google search results and can increase trust in your business.
- c. If you don't have time to reach out to podcasts, companies like Task Drive can do that for you, building up lists of potential targets. Fiverr can also get you some part-time outreach specialists.

4. Native Advertising

- a. This is a form of paid ads where your ads are designed to match the style of the host content.
- b. These are common in social media and blog feeds or as recommended content on certain webpages.
- c. Unlike regular ads, these are designed to look more natural and not be overly salesy.
- d. Example: Altran Engineering did by producing a video on the "Financial Times." The video told story of university students competing in a competition run by Elon Musk's company SpaceX. Students were helped by Altran staff which is how Altran gets to advertise itself. The viewer might actually get confused on who is being promoted: Altran versus SpaceX.

5. Sponsoring YouTube Videos

- a. Video is some of the most heavily consumed content on line. YouTube has become an advertising behemoth. Running a YouTube channel is not easy, however. And YouTube has made it harder for those to earn substantial income from advertisers.
- b. Thus, creators of video are looking for corporate sponsors to generate revenues. Lootbox is perhaps one of the most ubiquitous YouTube video sponsors.
- c. YouTube sponsorship is a one-off commitment and you can find willing partners on sites like Collabspace.
By finding a video creator that suits your niche, you can grow awareness of your brand and target market people who fall into a very specific age band.