

4 Simple Ways to UP your Millennial Marketing Game

April 1, 2019

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Article for all Networkers...by Deji Atoyebi, Mar 19, 2019

Intro:

Traditional advertising has kind of fallen off to digital due to the numbers of people on the internet today. Brands allocate more dollars to get higher return on investment.

Social media advertising is one of the right ways to do digital. How to best market to millennials on social media...since they are the number 1 generation on social media.

1. Run challenges to engage and convert your audience
 - a. Recognize that when millennials browse on FB or Instagram, they are not necessarily looking to buy.
 - b. Important to think creatively about the types of campaigns to launch that both stand out from the noise and engage with them to make them believers and ultimately buyers/customers.
 - c. It has been found that challenges and contests perform well as people love to be dared to act (remember the ice-bucket challenge) and enlist their friends.
 - d. RULES to follow for this to work:
 - 1) Give before you ask
The challenges provide perfect time for you to **showcase your brand** and deliver a lot of value to your prospects and engage them.
Then ask them to participate and always answer their questions in a timely way.
People love to feel special.
 - 2) Personalize the experience
Easy way is to use chatbots and built in artificial intelligence to create a sense of personalization.
 - 3) Think strategically about the transition to your sales pitch. Introduce the opportunity (product or business) in the first days of the challenge. BE TRANSPARENT. nothing worse than thinking you are getting something for free and then have to pay for it.
2. Be simple and conversational

- a. They are unimpressed by marketing techniques that are obviously out for their money.
- b. They are faced with lots of clutter on diff platforms. Must know how to deploy the alternatives the right way so your content creation spend doesn't go to waste.
- c. They dislike jargon. They want you to speak to them in "their language."
- d. Talk "to them"...how does it benefit them? Melt their hearts with the benefits they will see whether images, videos or text. Creating conversational content humanizes your brand...has a far greater impact.

3. Develop a Chatbot for your business

- a. A good chatbot can go a long way to being conversational.

The chatbot has become relevant for some very unique reasons:

- 1) Some chatbots afford you to showcase your catalogue (or whatever products you are choosing to promote)
This is relevant especially on FB where users are given an option to buy products without leaving Messenger.
- 2) Chatbots help qualify and deliver a personalized experience to prospects by engaging them...supercharge the conversation. This allows you to deliver a personalized experience by engaging with them. Deliver content based on their individual needs.
- 3) Chatbots also attract repeat visits and new customers with a click of a button. Using bots allow for easy send of promotions and coupons, making it easier for them to find and redeem.
- 4) Chatbots create a version of 24/7 availability. They allow your business to communicate with prospects or existing customers whenever they reach out...non-technical teams can create chatbots quite easily by using drag-and-drop solutions.

4. Connect with prospects on WhatsApp

- a. Over 1.2 billion active users by 2017! WhatsApp is an opportunity businesses cannot afford to ignore.
- b. Many millennials love WhatsApp...to connect with family and stay in touch with groups.
- c. Facebook has offered those on WhatsApp to advertise through Facebook Ads Manager but still early adopters.