

Gen Y: Time to Speak Their Language

Monday Call, November 19, 2012

- Tonight is Makeover Monday 8:00 pm CST 800-768-2983 Access 4717417#
 - Don't forget it is the Last week of the BP
1. Nothing like the Baby Boomers
 - a. Tough to know what to say because they pride themselves on their individualism.
 - b. They shun traditional media in favor of splintered social networking.
 - c. They have become distrustful of the financial services companies and investing following the recession.
 - d. They are conservative investors who are fearful about their retirement prospects and more concerned about their present needs.
 2. Gen Y responds to emotional, direct advertising.
 - a. They do not choose benefits; they choose themselves.
 - b. A great brand is thus, delivered in first person. In order to know what that is individually you need to find their individual need.
 - c. Don't focus on retirement but more so on their more immediate financial goals (a home, a car, whatever).
 3. It is imperative to deliver messages through multiple social networking channels.
 - a. They are hooked on social media.
 - b. They love multi-tasking.
 - c. They love the visual stimulus of video games.
 - d. So flooding Twitter, Facebook, YouTube, iPhones, by launching mini websites, and videos...this is where to reach your market.
 - e. Campaign names are another great approach...but make sure the lingo matches that of the Gen Y.
 4. According to Bea Fields, a Gen Y expert, Gen Y'ers consider 4 areas before purchasing a product or service.
 - a. Cheap Cost
 - b. Good quality
 - c. Fast Service

- d. An "experience"

So, outline how our products/product meets all of these characteristics. Examples of those who have been very effective are: Apple, Mountain Dew, Red Bull...all providing a great brand experience.

- 5. They also have distinct preferences so when you review the business, make sure you fit.
 - a. Efficiency: they are on the go and extreme multi-taskers. They appreciate fast, efficient service and want results NOW.
 - b. Customized, targeted and tailored. Products that are one size fits all or generic don't fit this generation.
 - c. Tell it Like it Is: they do not respond well to corporate jargon. They prefer brutal honesty, the truth and authenticity as well as an authentic experience.
 - d. Doing things because they make sense: they do not respond well to things like "that's the way it's always been", or "because I said so." These are the ones who say "Why?"

- 6. Final list of suggestions given to get our message through to these high-tech, hyper connected, casually dressed, socially entrenched generation:
 - a. Meet them on their own turf.
 - b. Aim for generating Buzz.
 - c. Connect with a cause ("Give for Real" is awesome!!)
 - d. Respect their knowledge.
 - e. Capture their attention as quickly as possible.

Some language as suggestions:

Talk about school: "Are you in college? Where are you headed?"

Talk about technology: "Did you see the new Apple computer? What do you think of it?"

"What are you passionate about?"

"Do you have a social cause you are currently dedicating some time to?"

"Did you know that one child dies every 6 seconds in this world from malnutrition and some of those are here in the US?"

"What if you could make some significant cash part time and save kids at the same time?"

"Are you familiar with the term social entrepreneur?"

If no..."We are a growing movement who dedicate our time to making a difference in a way govt, corporations, and non-profits have not reached. We do it by merging making money with making a difference. Any interest in taking a look?"

Send stuff: find their preferred communication vehicle and hit it...

Use the Navig8 stuff that is for that age group...

(like the social entrepreneur promo video)