

The Younger Generations:
Online With our Teens/Tips for Reaching Millennials
Monday August 10, 2015

- The next “Tuesday Night Live” meeting at Corporate Offices... is August 11, 7:30 PM CT - www.mannatechlive.com
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An Article by Pew Research On Teens (8/7/2015)

1. Majority do not consider meeting strangers online taboo
 - a. 6 in 10 say they have met at least 1 new friend on Internet
 - b. Spending more time texting and communicating through online games and social networks.
 - c. Of those met online, 1/3rd follow up with in-person meeting.
So, on-line interactions are shaping the social lives and Identities of American teens.
2. Gaming online
 - a. Hanging out on line and specifically on gaming sites are more popular than coffee shops or meeting at friends’ homes.
 - b. Boys are greatest gamers: 84% play video games while 59% of girls.
For 40% of these boys, their gaming handle is the first bit of info they share with others.
3. Creating the Online Image
 - a. 9 in 10 feel people share too much information about themselves. 85% say they think social-media users craft images of themselves that may not be authentic.
 - b. Particularly hard for teens who are feeling pressure on “who am I” as they set up their images on the social sites. “When you are young, what does it mean to be authentic?” Most are experimenting with lots of things.

“2 Billion Under 20: How Millennials are Breaking Down Age Barriers and Changing the World” Stacey Ferreira and Jared Kleinert

They don’t want life to be all about them...they just want it to include them. 5 Tips when working with them:

1. Respect their intelligence
 - a. The generation is very smart. They grew up with more computing power than NASA computers.
 - b. Be honest and clear in communicating with them...because they will navigate to the truth. They find answers for things really important to them.
2. Appeal to their personal values
 - a. They want to take their own unique paths.
 - b. No following traditional role models of parents.

- c. Appeal to their values and work with them on achieving them.
3. Connect and respect
 - a. Stop “marketing to” and start thinking “connecting with”
 - b. Level the playing field by asking them for advice. They will feel much deeper connection with your brand because of their personal involvement
 4. Respect their autonomy
 - a. These are highly independent thinkers...seeking their own identities Give them options and allow them to make choices for themselves.
 - b. Coercive marketing doesn't go over to well.
 - c. Show them HOW it will benefit them and their goals in life.
 5. “*With*”
 - a. Most important...make them feel inclusive.
 - b. Connect *with*, talk *with*, work *with* this generation. They will explode your business.

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Some marketers might find it hard to wrap their minds around millennial consumers, but they've got to do it.

"The millennial generation is larger than the Baby Boom generation and three times the size of Generation X," said Rick Ferguson, vice president for knowledge development at [Aimia](#), a provider of loyalty programs. "Across the globe, the Baby Boom generation is retiring, and as such it's critically important for marketers to understand how millennial attitudes towards technology, data privacy and rewards will change the way brands build strong, profitable relationships with their best customers."

Of course, millennials' attitudes about technology, data privacy, rewards and more are important to the lead generation industry. A session on lead generation and millennials will be held at the upcoming LeadsCon Las Vegas.

Here are 18 statistics that'll help you get a handle on millennials, who were born between the early 1980s and early 2000s.

1. Numbering roughly **77 million**, millennials make up about one-fourth of the US population ([Nielsen](#)).
2. **43 percent** of millennials in the US are nonwhite, the largest share of any generation ([Pew Research Center](#)).
3. **One-fourth** of millennials in the US speak a language other than English at home ([US Census Bureau](#)).
4. Millennials in the US wield about **\$1.3 trillion** in annual buying power ([Boston Consulting Group](#)).
5. The median income for millennials in the US who are year-round, full-time workers is **\$33,883** ([US Census Bureau](#)).
6. **More than 85 percent** of millennials in the US own smartphones ([Nielsen](#)).
7. US millennials touch their smartphones **45 times a day** ([SDL](#)).
8. **87 percent** of online adults in the US age 18 to 29 use Facebook, with 53 percent on Instagram, 37 percent on Twitter and 34 percent on Pinterest ([Pew Research Center](#)). That age group represents a large chunk of millennials.
9. **Five out of six** millennials in the US connect with companies on social media networks ([SDL](#)).
10. The **top five** favorite brands of millennials in the US are Nike, Apple, Samsung, Sony and Walmart ([Moosylvania](#)).
11. Millennials in the US are **seven times more likely** to give their personal information to a trusted brand than to any other brand ([SDL](#)).
12. **One-third** of older millennials (ages 26 to 33) have earned at least a four-year college degree, making them the best-educated group of young adults in US history ([Pew Research Center](#)).
13. Just **26 percent** of millennials in the US are married, compared with 36 percent of Generation X, 48 percent of Baby Boomers and 65 percent of the Silent Generation at the same age ([Pew Research Center](#)).
14. **66 percent** of millennials in the US follow a company or brand on Twitter and 64 percent like a company or brand on Facebook to score a coupon or discount ([University of Massachusetts Dartmouth](#)).
15. **56 percent** of millennials in the US would share their location with companies to receive coupons or deals for nearby businesses ([USC Annenberg Center for the Digital Future](#)).
16. **51 percent** of US millennials would share information with companies in exchange for an incentive ([USC Annenberg Center for the Digital Future](#)).
17. Only **6 percent** of millennials in the US consider online advertising to be credible ([SocialChorus](#)).
18. For **95 percent** of millennials in the US, friends are the most credible source of product information ([SocialChorus](#)).

In digesting all of these statistics, keep in mind this observation from [market research company Mintel](#):

"Companies or brands that successfully market to millennials are ones that recognize that there is no such thing as a 'millennial' — just individuals or groups of individuals who are at a similar life stage and have lived through similar experiences. They want to be treated for who they are, rather than be lumped together and labeled."

[Click here](#) to register for LeadsCon Las Vegas 2015.