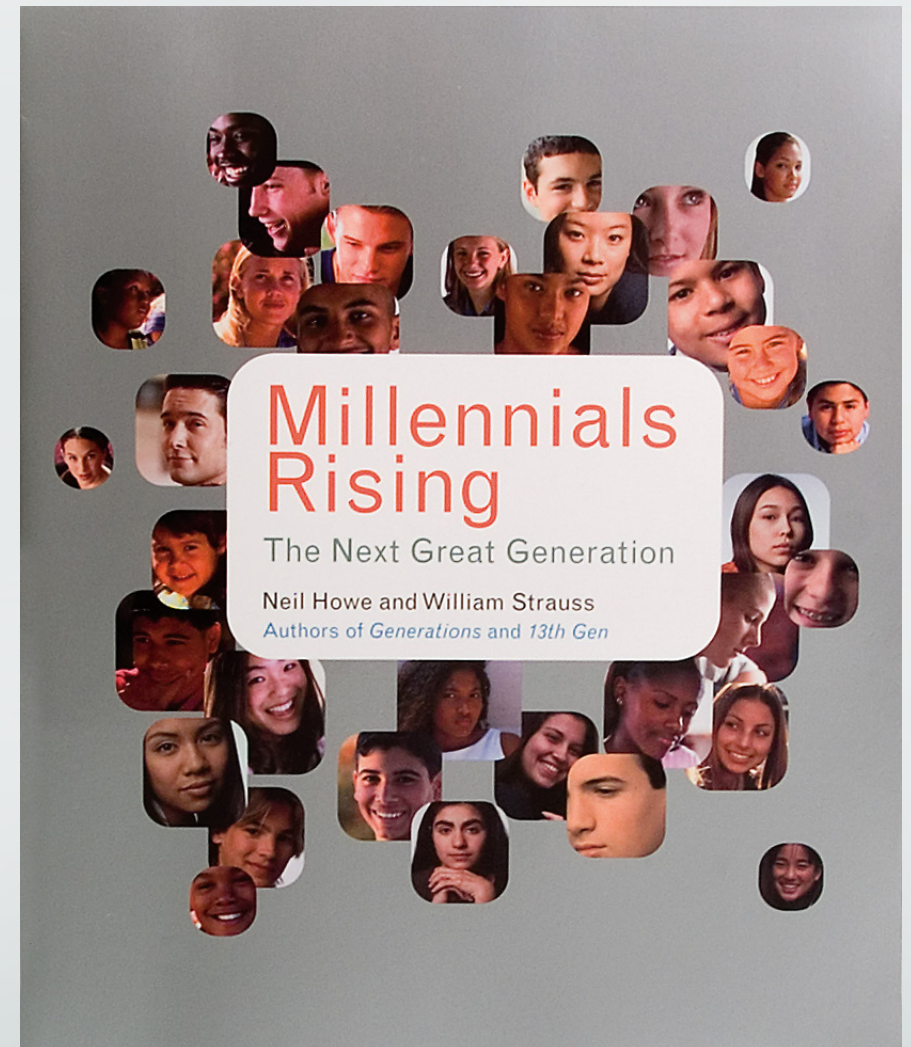


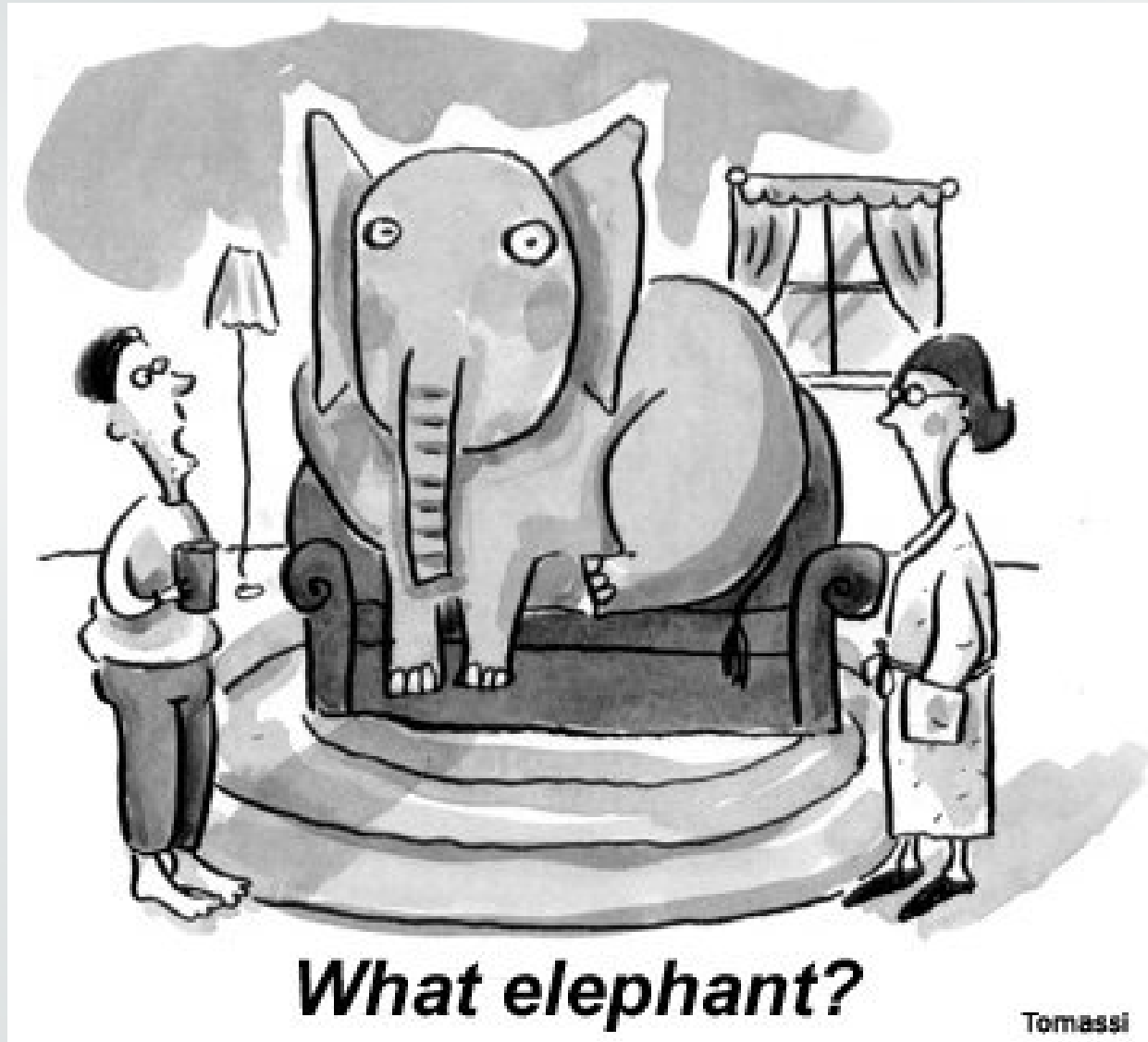


# **Marketing to Millennials**

## Who Are They?

- Term coined in 2000 by Neil Howe & William Strauss
- Born between 1980 – 1996  
Now ages 20 – 36
- 86 million strong
- \$2.45 trillion annual spending power – and they are investing in Master's – EAB expects the market for master's will grow faster than any other degree over the next decade





# Can 86 million people really be a homogenous group?!

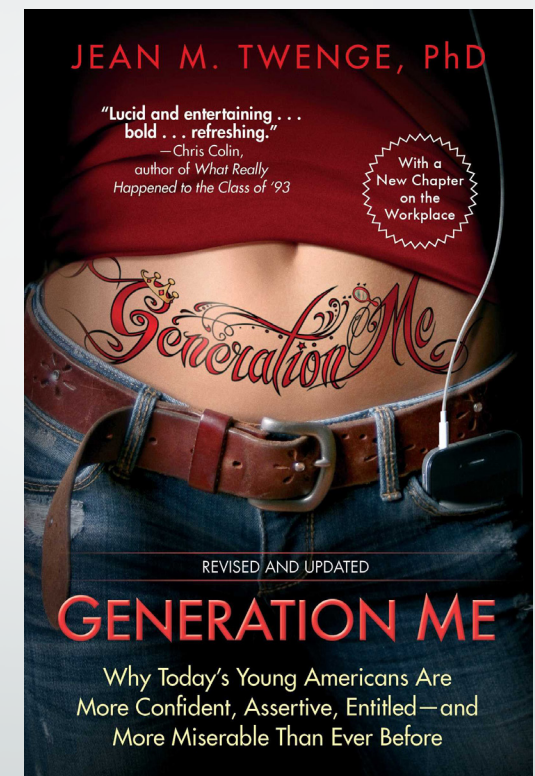
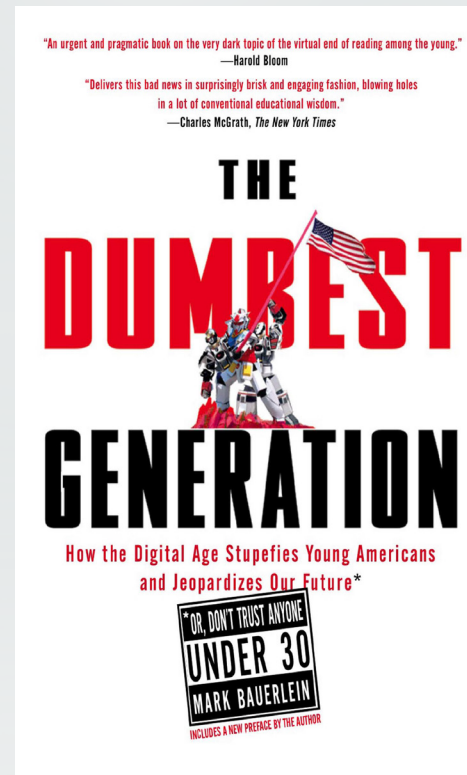
Howe & Strauss' "generations" is based on two fundamental assumptions:

- Tens of millions of people born over a 20-year period, are fundamentally different than people from other age groups
- Those tens of millions of people are similar to each other

H&S "research" based on surveys of teachers and about 600 high school seniors in Fairfax County, VA

## Millennials have also been called...

- Generation 9-11
- Generation Me
- The Dumbest Generation
- The Plugged-In Generation
- Digital Natives
- Internet Generation (iGeneration or 'Nets)
- On-Demand Generation
- Gen Y (Born late 70's – mid-nineties)



# What are the characteristics and behaviors behind the many Millennial names?

**They believe they are special  
(Generation Me)**



# What are the characteristics and behaviors behind the many Millennial names?

**They've been sheltered  
(Generation 9-11)**



## What are the characteristics and behaviors behind the many Millennial names?

**They're connected 24/7  
(The Plugged-In Generation)**





## What are the characteristics and behaviors behind the many Millennial names?

### They're community-oriented (Internet Generation)

- Enjoy working in teams
- Tolerant of others
- Constantly sharing
- Value influencers' opinions (peers, friends, family, "experts")



## What are the characteristics and behaviors behind the many Millennial names?

### They're multi-taskers (On-Demand Generation)

- Developed an ability to use multiple devices concurrently
- 2.5x more likely to be early adapters of new digital tools
- Expect high levels of customer service (Amazon, Zappos)
- Constant innovations are the norm (upgrades, Uber, delivery by drone)



# What are the characteristics and behaviors behind the many Millennial names?

**They neither like, nor trust, traditional marketing (The Dumbest Generation?)**





Effectively  
Influencing

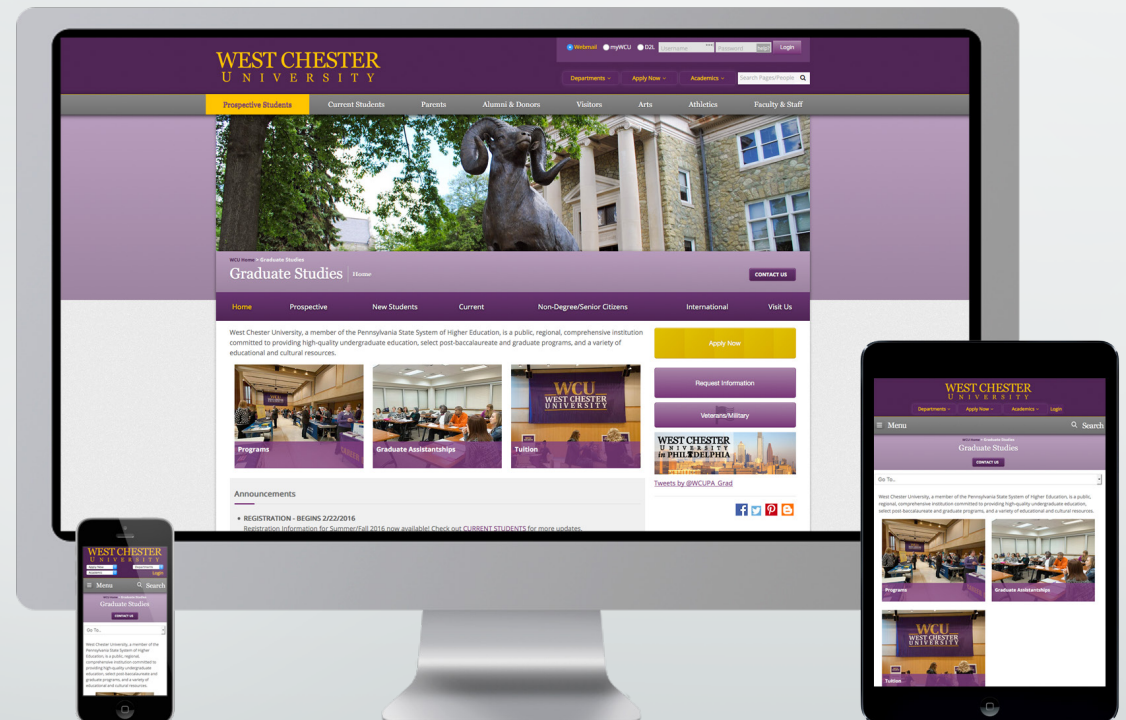
~~Marketing~~ to Millennials

## The Millennial decision-making process is not a straight line



## Tips for making your website Millennial-friendly

- Make sure it's responsive – 93% prefer browsing on smartphones or tablets



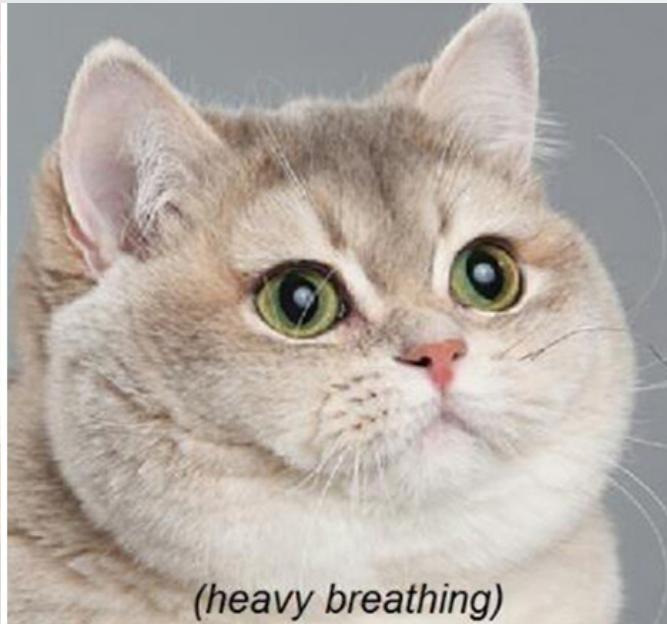
# Tips for making your website Millennial-friendly

- Think instant gratification –
  - Include calculators that enable prospects to compare your program vs. competitors
  - Incorporate live-chat functionality
  - Provide interactive forms and electronic signature opportunities
  - Ask them to opt-in to text messaging - 52% of Millennials say they would rather text than talk



# Tips for making your website Millennial-friendly

- Conduct usability studies with undergraduates – you'll be surprised by what you can learn for the price of a pizza



*(heavy breathing)*



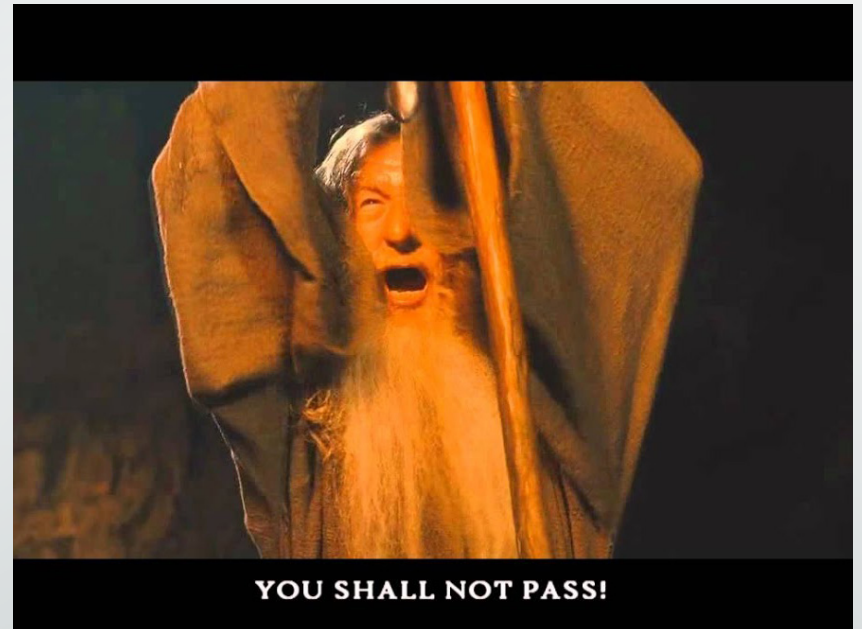
## Defend your institution's online reputation

- Use Google Alerts or Adobe Cloud's Social Alerts to stay on top of comments
  - Respond immediately, factually & humanly – not emotionally
  - Use graduate work study students if you have the positions



## Defend your institution's online reputation

- Contract with outside reputation defense service providers
  - Sayles Industries, Erie, PA
  - SEO Brand, Philadelphia, PA
  - Kafe Digital Marketing, Bushkill, PA
  - ProFromGo, Pittsburgh, PA



## Be socially conversational

- Use social media to drive awareness
  - Include current students to build sharing and likes



## Be More Social

- Make a connection - present an issue important to your institution and ask for their opinion



## Be More Social

- Remind people (dates, deadlines, events, activities, etc.)



## Be More Social

- Have a point of view – they certainly do, and being neutral means being invisible



## Be More Social

- Account for family influencers – and message to them accordingly



# Sell hope, and what your school is doing to create it.

- Emphasize campus sustainability initiatives





## Sell hope, and what your school is doing to create it.

- Tout volunteer days/total hours contributed



## Sell hope, and what your school is doing to create it.

- Promote research and end benefits of new knowledge



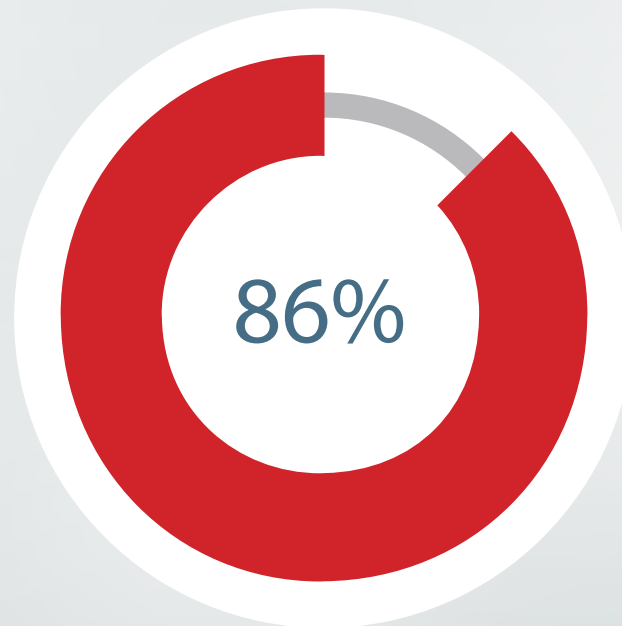
# Sell hope, and what your school is doing to create it.

- Communicate each program's societal benefits



# Encourage user-generated content

**86% of Millennials say user-generated content is a good indication of an organization's quality.**



## Use the power of the hashtag



The screenshot shows a social media hashtag page for #PSU24. At the top, the Penn State logo is visible. The main heading is "#PSU24" in large blue letters, with the subtitle "Capturing a Day at #PennState" below it. A paragraph of text explains the campaign: "Starting at 7:32 a.m. EDT (sunrise) on Oct. 23 we began showcasing 24 hours in the life of Penn State. Use the hashtag #PSU24 on Twitter, Instagram, Vine, and Facebook to share what you're doing and help us tell the story and excitement of a day in the Penn State experience. You can also download and print the #PSU24 wordmark [PDF] and hours [PDF] to include in your photos!" Below this is a grid of social media posts. The posts include: a photo of a student studying with a dog; a "THANK YOU !!!" graphic with a link to www.psu24.psu.edu; a congratulatory tweet from Jeremy Fallis; a photo of a student making donuts; a photo of a student at a pond; and a photo of a student at a bakery.

PENNS STATE

# #PSU24

Capturing a Day at #PennState

Starting at 7:32 a.m. EDT (sunrise) on Oct. 23 we began showcasing 24 hours in the life of Penn State. Use the hashtag #PSU24 on Twitter, Instagram, Vine, and Facebook to share what you're doing and help us tell the story and excitement of a day in the Penn State experience. You can also download and print the #PSU24 wordmark [PDF] and hours [PDF] to include in your photos!

LATEST FEATURED #tagboard

Juststormy · 2 years ago  
Late night studying #PSU24

Penn State  
#PSU24  
THANK YOU !!!  
Thanks to the thousands of contributors to the #PSU24 campaign! There was an outpouring of joyful examples of Penn State life across the state and the globe. Be sure to see them at [www.psu24.psu.edu](http://www.psu24.psu.edu). Early yesterday, #PSU24 was ranked 8th in the top ...  
Like Comment Share

Jeremy Fallis  
@GofSUJeremy  
Congrats to @GeoffRushion on a successful #PSU24 campaign. Get some sleep! #WeAre  
24 Oct 8:24am

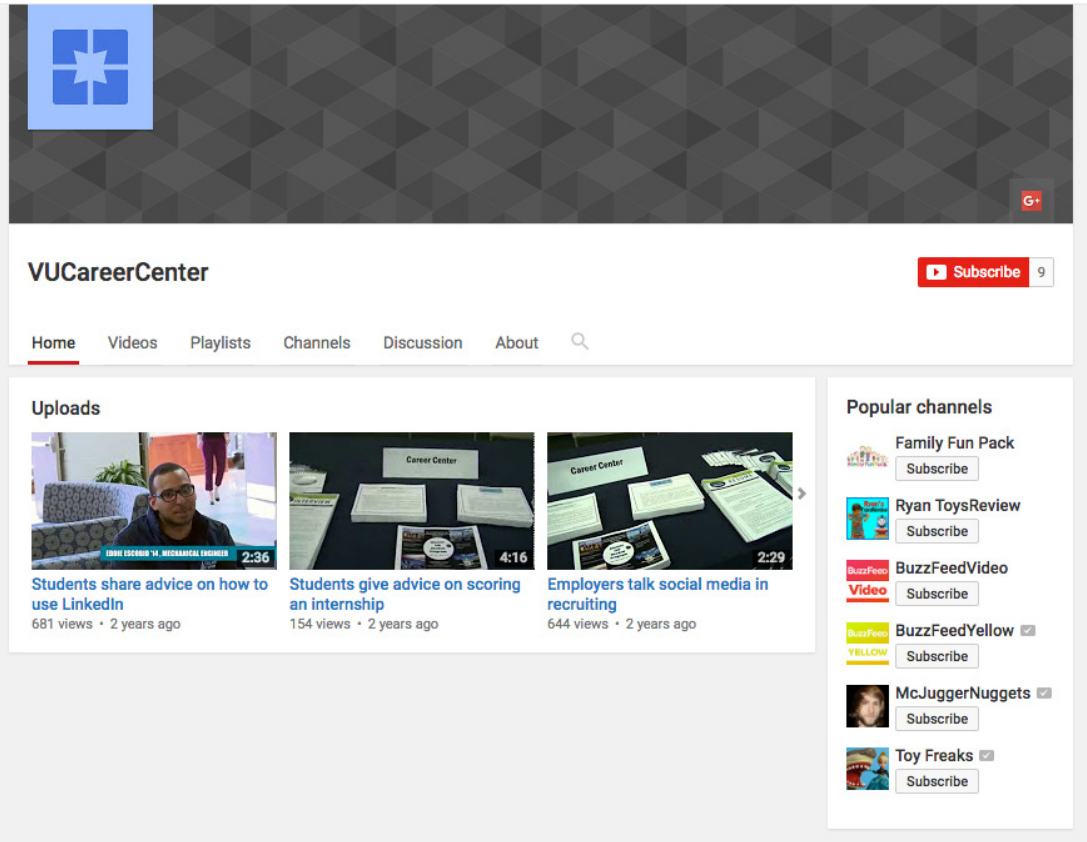
PennState Duck  
@PSU\_Duck  
"@penn\_state: Time to make the donuts at the Penn State Bakery #PSU24  
[pic.twitter.com/p6HhMSOn14](https://pic.twitter.com/p6HhMSOn14)" -send a few to the pond please. Thank you.

Interrupt0 · 2 years ago

psupresents · 2 years ago

## Encourage user-generated content

Ask current students to give advice to future students



The screenshot shows the YouTube channel page for VUCareerCenter. The channel name is "VUCareerCenter" and it has 9 subscribers. The navigation menu includes Home, Videos, Playlists, Channels, Discussion, and About. The "Uploads" section features three video thumbnails:

- Students share advice on how to use LinkedIn** (2:36, 681 views, 2 years ago)
- Students give advice on scoring an internship** (4:16, 154 views, 2 years ago)
- Employers talk social media in recruiting** (2:29, 644 views, 2 years ago)

The "Popular channels" sidebar lists:

- Family Fun Pack (Subscribe)
- Ryan ToysReview (Subscribe)
- BuzzFeedVideo (Subscribe)
- BuzzFeedYellow (Subscribe)
- McJuggerNuggets (Subscribe)
- Toy Freaks (Subscribe)

## Encourage user-generated content

### Create a contest



**University of Pennsylvania Law Review** Like Page  
March 20, 2015 · 🌐

The [Public Interest](#) Essay Competition is accepting submissions! One essay will be published & receive \$3,000. <http://t.co/JAfIBrzlcg>



**UNIVERSITY of PENNSYLVANIA  
LAW REVIEW**  
Public Interest Essay Competition

**Public Interest Essay Competition - University of Pennsylvania Law Review**  
Welcome to Penn Law Review Online, the online home of the University of Pennsylvania Law Review.  
[BIT.LY](#)

Like Comment Share



**University of Pennsylvania Law Review** Like Page  
December 28, 2015 · 🌐

The University of Pennsylvania Law Review is proud to announce that Elia Robertson and Peter Johnsen have won our first annual [Public Interest](#) Essay Competition with their essay "Protecting, Restoring, Improving: Incorporating Therapeutic Jurisprudence and Restorative Justice Concepts Into Civil Domestic Violence Cases." The essay will be published in Issue 6.

**Public Interest** Essay Competition - University of Pennsylvania Law Review

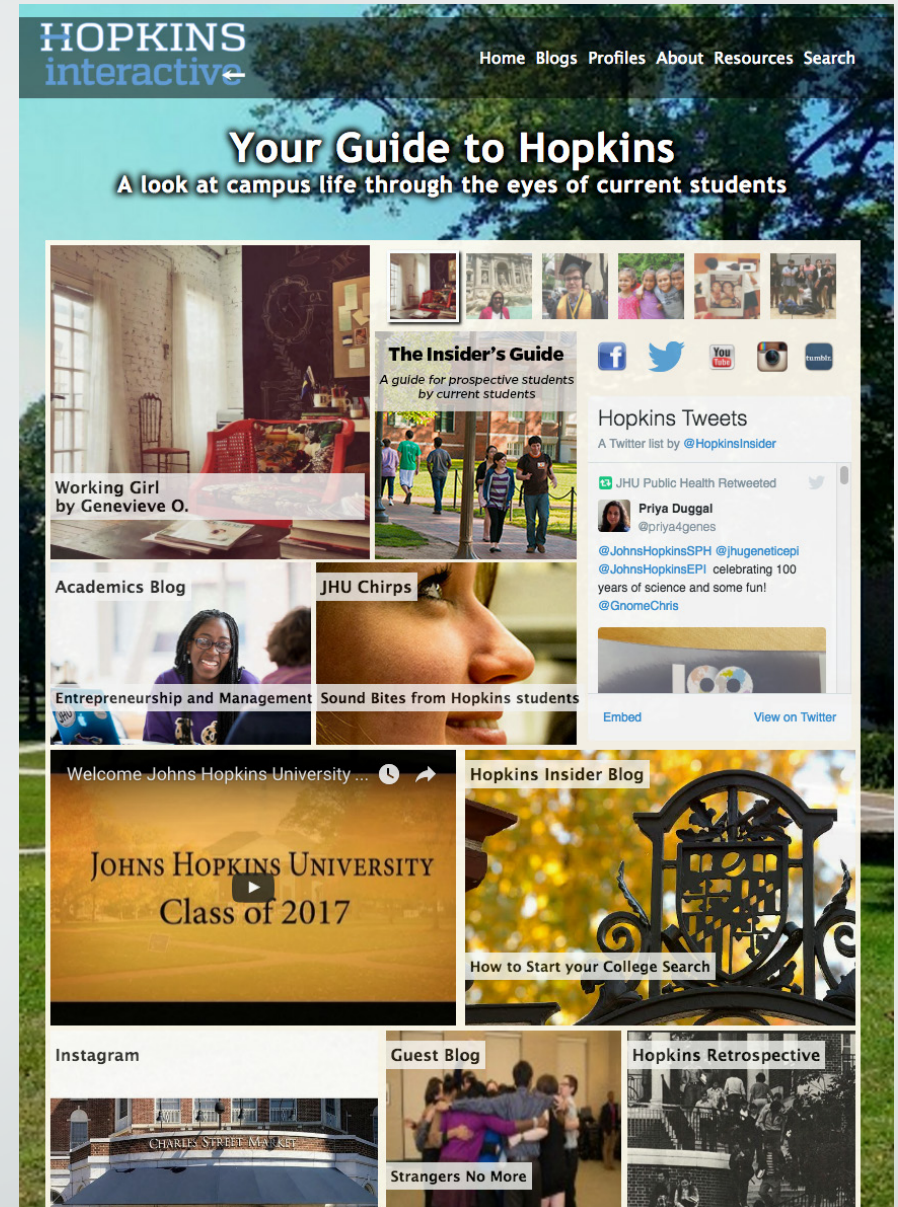
Welcome to Penn Law Review Online, the online home of the University of Pennsylvania Law Review.  
[PENNLAWREVIEW.COM](http://PENNLAWREVIEW.COM)

Like Comment Share

# Marketing to Millennials

## Encourage user-generated content

Create a student run website





## Encourage user-generated content

Mine review sites and share the reviews that work best for you

### Try

CollegeTimes

StudentsReview

GetEducated.com (online)

### Avoid

CampusExplorer

CollegeProwler

StudentAdvisor

<https://collegetimes.co/college-review-websites/>

## Don't talk, txt

- Signal Vine, Campus Cloud

Hi [First\_Name], this is [GEARUP\_Advisor] from GEAR UP. Have you signed up yet for orientation at [College]? Make sure you do this by [Orientation\_Date]. Register here!  
[College\_Webpage]

Hi Sara, this is Dave from GEAR UP. Have you signed up yet for orientation at The College of New Jersey? Make sure you do this by 09/01/16. Register here!  
[www.tcnj.pages.tcnj.edu](http://www.tcnj.pages.tcnj.edu)

## Don't talk, txt

- CRM-like features (audience targets, automation for events, deadlines)
- Can be personalized; must always include opt outs
- Avoid marketing-speak at all costs
- FERPA-compliant
- Tool can be used – and funded – by multiple departments



## Emailing is okay, too

- Perceived as more official
- Better for “longer” messages (best performing emails are 65 words or less)
- More effective for yield messaging
- Test subject lines, time of day for best results



Stephen,

This isn't a question about muscles.

It's about heart.

At Wheelock College, we're looking for men who have the fortitude to take on challenges and become leaders.

If you want to positively impact the world and have a meaningful career, Wheelock College could be the place for you.

[Take a look](#) and find out for yourself.

Alex Powell  
Associate Director of Undergraduate Admissions  
[617-879-2260](tel:617-879-2260)  
[800-734-5212](tel:800-734-5212)  
[apowell@wheelock.edu](mailto:apowell@wheelock.edu)  
#WheelockToughEnough

P.S. Join our [Admissions Facebook group](#) and check out #WheelockToughEnough.

inspire a world of good | WHEELOCK  
COLLEGE

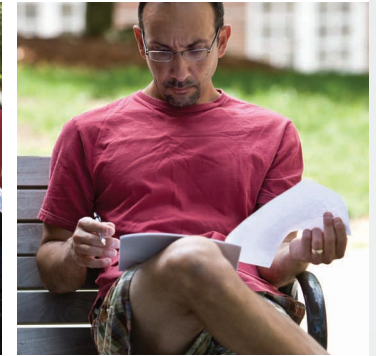
## Print is (almost) dead

- May be important for parents or spouses (financial contributors)
- Less is more - stick to key points and facts
- Minimize \$ investment and shift spending to txt tool or dedicated social media staffer/grad student workers

LESLEY  
UNIVERSITY

The Low-Residency MFA Program in Creative Writing

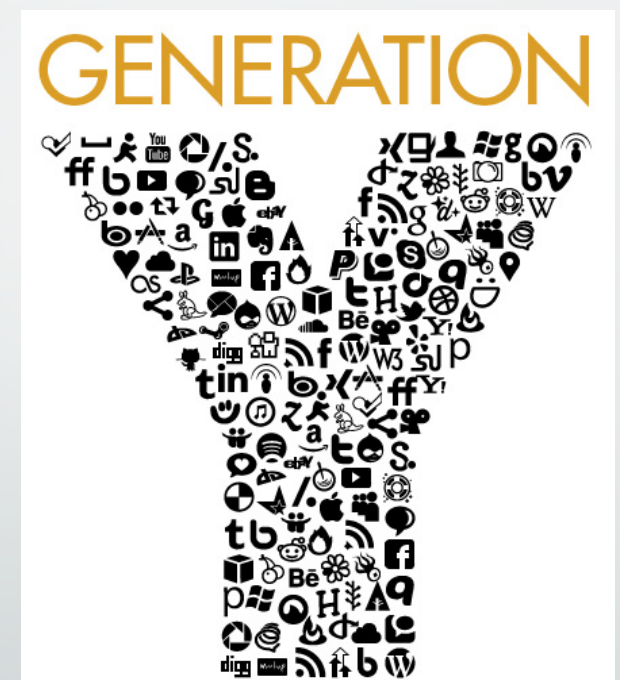
Write from the Heart of Writing



## A quick, Gen Y Sidebar (The Entitled Generation?)

Children of baby boomer parents who worked hard (once they stopped being hippies) to achieve financial security

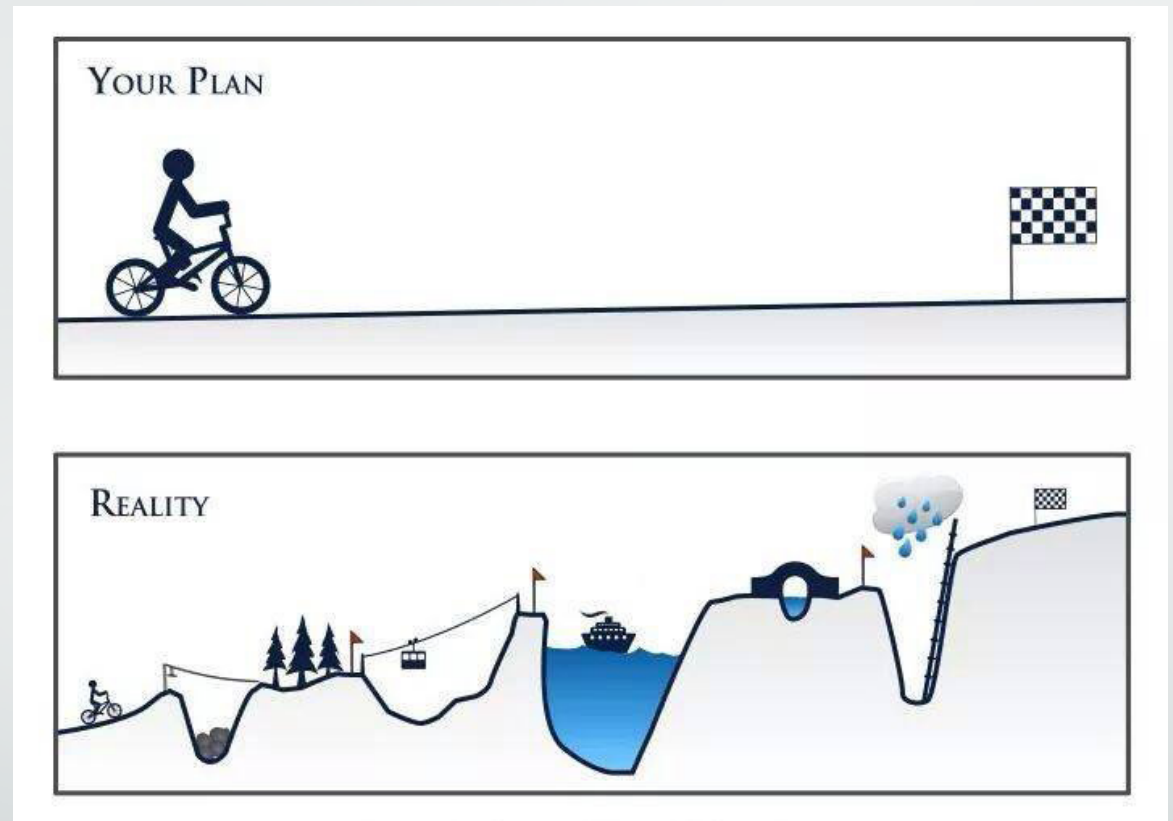
Were told they could be whatever they wanted to be – they were special



## Gen Y (The Entitled Generation?)

**Optimistic, hopeful outlooks evolved into delusional expectations of life always being easy for them**

Then reality hits..



## Gen Y (The Entitled Generation?)

**College is hard. Why aren't my professors and the support staff solving my problems?**





## Gen Y (The Entitled Generation?)

**Work is harder. I don't seem to be special at all. And everyone I see on Facebook seems to be doing great.**



## Gen Y is unhappy

Is it your (school's) job to make them happy?



## Create rewards programs

Incentivize sharing, liking, reviewing and referring

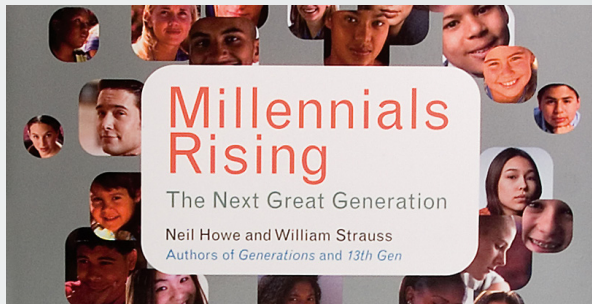
SWAG

Decals

Tuition discounts, free books

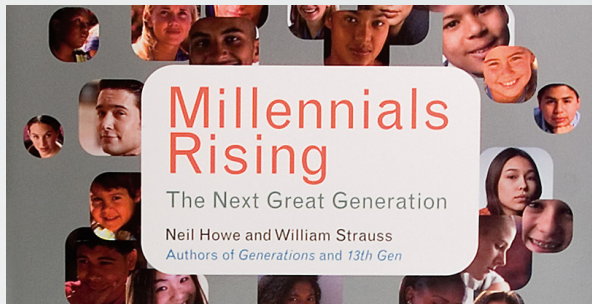


## Quick Summation



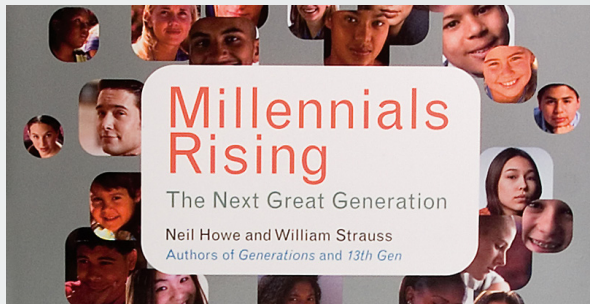
## Quick Summation

# Marketing to Millennials



## Quick Summation

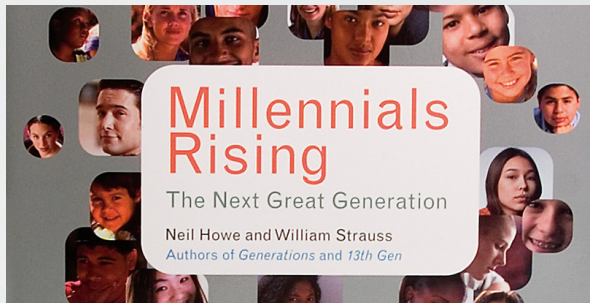
# Marketing to Millennials



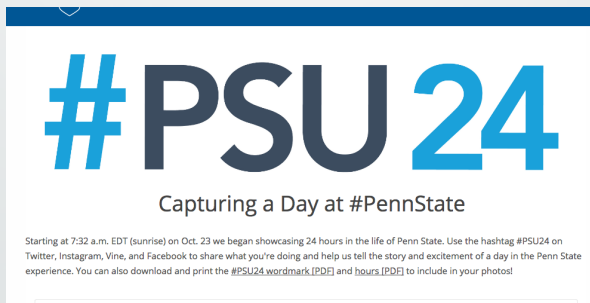
Effectively  
Influencing  
~~Marketing~~ to Millennials

## Quick Summation

# Marketing to Millennials

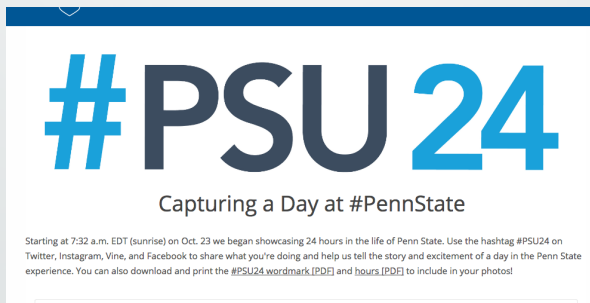
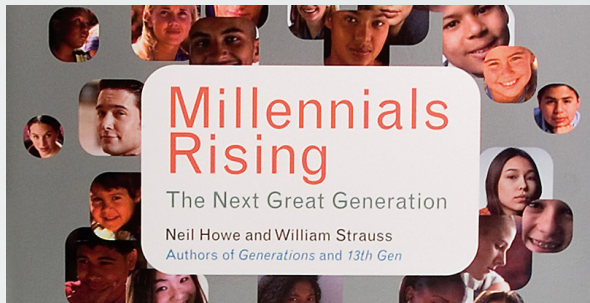


Effectively  
Influencing  
~~Marketing~~ to Millennials





# Marketing to Millennials

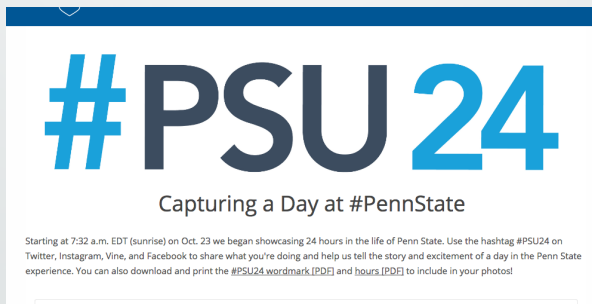
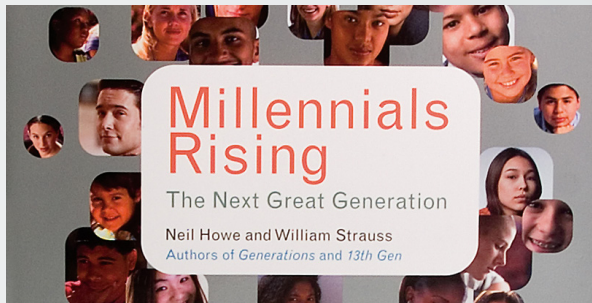


| PROFILE           |                                      |
|-------------------|--------------------------------------|
| COLLEGE           | The College of New Jersey            |
| COLLEGE_WEBPAGE   | www.tcnj.pages.tcnj.edu              |
| CUSTOMER_ID       | 627                                  |
| SHIRT_NAME        | Sara                                 |
| GEARUP_ADVISOR    | Dave                                 |
| GROUP_LIST        | Dave                                 |
| HIGH_SCHOOL       | James Madison High School            |
| LAST_NAME         | Johnson                              |
| ORIENTATION_DATE  | 2016-09-01                           |
| PHONE_VALID       | <input checked="" type="checkbox"/>  |
| SIGNALVINE_ID     | 0d654c4d-4cd0-48ee-929c-d199c7e051e1 |
| DV_SKILLS_WEBPAGE | www.studytips.org                    |
| TIMEZONE          | US/Eastern                           |

Hi [First\_Name], this is [GEARUP\_Advisor] from GEAR UP. Have you signed up yet for orientation at [College]? Make sure you do this by [Orientation\_Date]. Register here! [College\_Webpage]

Hi Sara, this is Dave from GEAR UP. Have you signed up yet for orientation at The College of New Jersey? Make sure you do this by 09/01/16. Register here! www.tcnj.pages.tcnj.edu

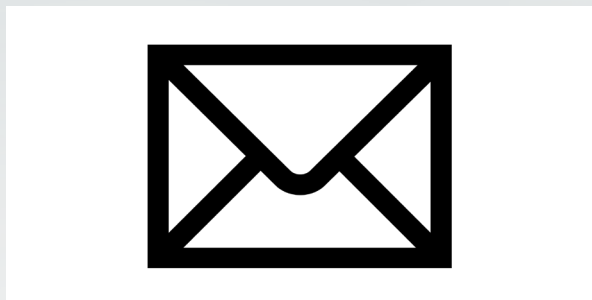
# Marketing to Millennials



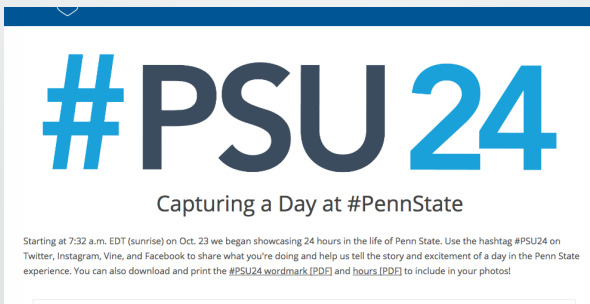
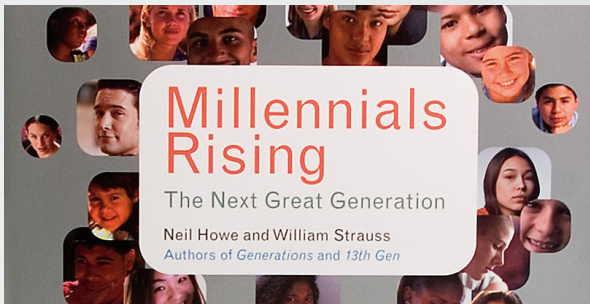
| PROFILE           |                                      |
|-------------------|--------------------------------------|
| COLLEGE           | The College of New Jersey            |
| COLLEGE_WEBPAGE   | www.tcnj.pages.tcnj.edu              |
| CUSTOMER_ID       | 627                                  |
| SHIRT_NAME        | Sara                                 |
| GEARUP_ADVISOR    | Dave                                 |
| GROUP_LIST        | Dave                                 |
| HIGH_SCHOOL       | James Madison High School            |
| LAST_NAME         | Johnson                              |
| ORIENTATION_DATE  | 2016-09-01                           |
| PHONE_VALID       | <input checked="" type="checkbox"/>  |
| SIGNALWAVE_ID     | 0d654c4d-4cd0-48ee-929c-d199c7e051e1 |
| DV_SKILLS_WEBPAGE | www.studytips.org                    |
| TIMEZONE          | US/Eastern                           |

Hi [First\_Name], this is [GEARUP\_Advisor] from GEAR UP. Have you signed up yet for orientation at [College]? Make sure you do this by [Orientation\_Date]. Register here! [College\_Webpage]

Hi Sara, this is Dave from GEAR UP. Have you signed up yet for orientation at The College of New Jersey? Make sure you do this by 09/01/16. Register here! www.tcnj.pages.tcnj.edu



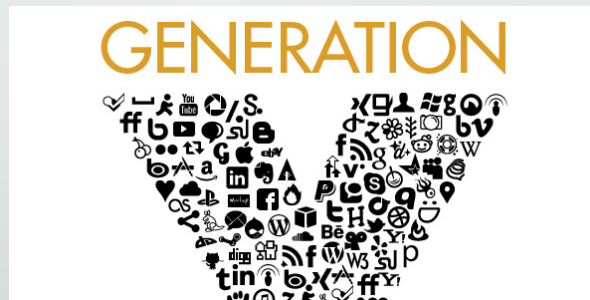
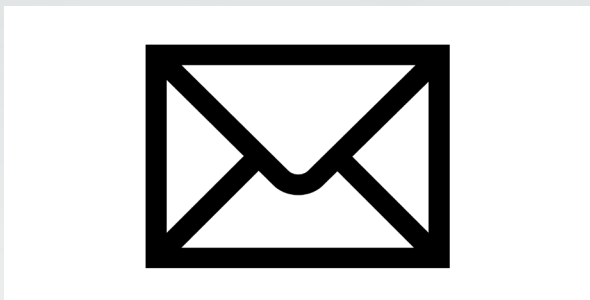
# Marketing to Millennials



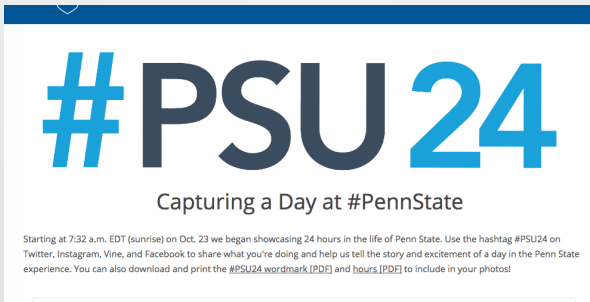
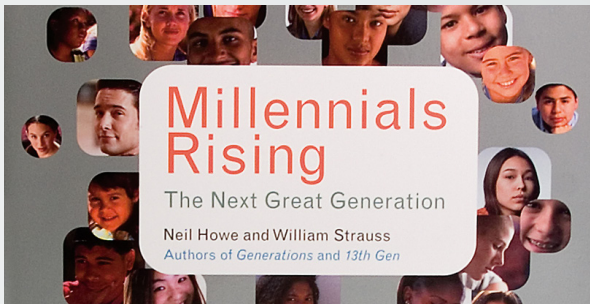
| PROFILE           |                                      |
|-------------------|--------------------------------------|
| COLLEGE           | The College of New Jersey            |
| COLLEGE_WEBPAGE   | www.tcnj.pages.tcnj.edu              |
| CUSTOMER_ID       | 627                                  |
| SHIRT_NAME        | Sara                                 |
| GEARUP_ADVISOR    | Dave                                 |
| GROUP_LIST        | Dave                                 |
| HIGH_SCHOOL       | James Madison High School            |
| LAST_NAME         | Johnson                              |
| ORIENTATION_DATE  | 2016-09-01                           |
| PHONE_VALID       | <input checked="" type="checkbox"/>  |
| SIGNALVINE_ID     | 0d654c4d-4cd0-48ee-929c-d159c7e051e1 |
| DV_SKILLS_WEBPAGE | www.studytips.org                    |
| TIMEZONE          | US/Eastern                           |

Hi [First\_Name], this is [GEARUP\_Advisor] from GEAR UP. Have you signed up yet for orientation at [College]? Make sure you do this by [Orientation\_Date]. Register here! [College\_Webpage]

Hi Sara, this is Dave from GEAR UP. Have you signed up yet for orientation at The College of New Jersey? Make sure you do this by 09/01/16. Register here! www.tcnj.pages.tcnj.edu



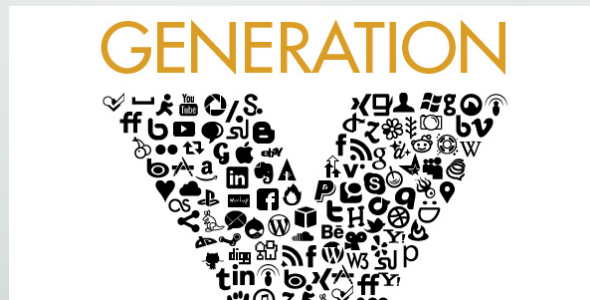
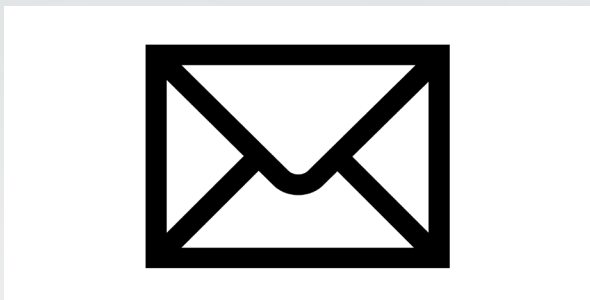
# Marketing to Millennials



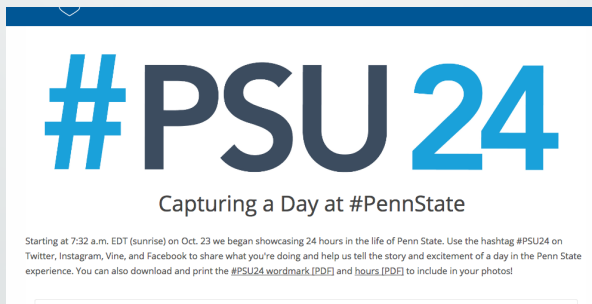
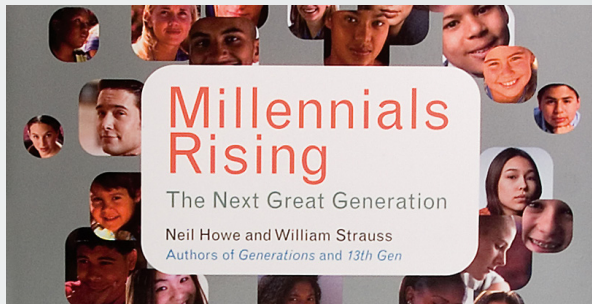
| PROFILE           |                                      |
|-------------------|--------------------------------------|
| COLLEGE           | The College of New Jersey            |
| COLLEGE_WEBPAGE   | www.tcnj.pages.tcnj.edu              |
| CUSTOMER_ID       | 627                                  |
| SHIRT_NAME        | Sara                                 |
| GEARUP_ADVISOR    | Dave                                 |
| GROUP_LIST        | Dave                                 |
| HIGH_SCHOOL       | James Madison High School            |
| LAST_NAME         | Johnson                              |
| ORIENTATION_DATE  | 2016-09-01                           |
| PHONE_VALID       | <input checked="" type="checkbox"/>  |
| SIGNALWAVE_ID     | 0d654c4d-4cd0-48ee-929c-d159c7e051e1 |
| DV_SKILLS_WEBPAGE | www.studytips.org                    |
| TIMEZONE          | US/Eastern                           |

Hi [First\_Name], this is [GEARUP\_Advisor] from GEAR UP. Have you signed up yet for orientation at [College]? Make sure you do this by [Orientation\_Date]. Register here! [College\_Webpage]

Hi Sara, this is Dave from GEAR UP. Have you signed up yet for orientation at The College of New Jersey? Make sure you do this by 09/01/16. Register here! www.tcnj.pages.tcnj.edu



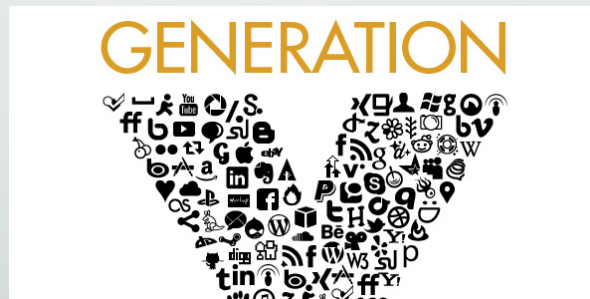
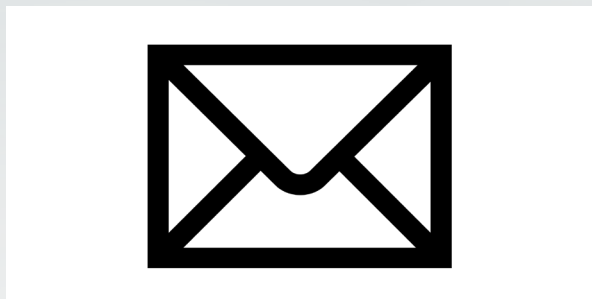
# Marketing to Millennials



| PROFILE           |                                      |
|-------------------|--------------------------------------|
| COLLEGE           | The College of New Jersey            |
| COLLEGE_WEBPAGE   | www.tcnj.pages.tcnj.edu              |
| CUSTOMER_ID       | 627                                  |
| SHIRT_NAME        | Sara                                 |
| GEARUP_ADVISOR    | Dave                                 |
| GROUP_LIST        | Dave                                 |
| HIGH_SCHOOL       | James Madison High School            |
| LAST_NAME         | Johnson                              |
| ORIENTATION_DATE  | 2016-09-01                           |
| PHONE_VALID       | <input checked="" type="checkbox"/>  |
| SIGNALNAME_ID     | 0d654c4d-4cd0-48ee-929c-d199c7e051e1 |
| DV_SKILLS_WEBPAGE | www.studytips.org                    |
| TIMEZONE          | US/Eastern                           |

Hi [First\_Name], this is [GEARUP\_Advisor] from GEAR UP. Have you signed up yet for orientation at [College]? Make sure you do this by [Orientation\_Date]. Register here! [College\_Webpage]

Hi Sara, this is Dave from GEAR UP. Have you signed up yet for orientation at The College of New Jersey? Make sure you do this by 09/01/16. Register here! www.tcnj.pages.tcnj.edu



**Thank you!**

[epscomm.com/PaGAP](http://epscomm.com/PaGAP)