



## Marketing Toastmasters to Millennials

### Attracting Millennials

Setup District Events and clubs as locations where members can “check in” both on Facebook and Swarm. Utilize Twitter and Instagram as well. Reach out to your existing Millennial members and ask them to help.

- ◆ 66% of Millennials will look up an organization after their friend checked in
- ◆ 91% of Millennials make their Facebook and Swarm check-ins public
- ◆ 52% of Millennials have more than 300 Facebook friends. The top 10% have over 1,000.

Communication on social media sites must be 2-way communication, not merely posting information.

### Pay Attention to their Specific Needs

- ◆ Find out what their specific goals are.
- ◆ Emphasize how the Toastmasters program is an individual experience.
- ◆ Demonstrate a positive and supportive environment in your club that avoids harsh criticism and negative comments.
- ◆ Emphasize that increased communication and leadership skills are among the most sought after job skills today. Toastmasters can help them stand out among the crowd.

### Keep Them Engaged

- ◆ Encourage Millennials to take leadership positions.
- ◆ Provide them with immediate feedback on how they are performing, both as a speaker and a leader.
- ◆ Involve them in the club. Allow them to express their collaborative skills in problem-solving, team building and club growth.
- ◆ Involve them on projects. The trend is towards project based work as opposed to position based work.

### Sources and Additional Resources

*11 Facts about the Millennial Generation* - <http://www.brookings.edu/blogs/brookings-now/posts/2014/06/11-facts-about-the-millennial-generation>

*Maximizing Millennials: The Who, How and Why of Managing Gen Y* - <http://onlinemba.unc.edu/mba-at-unc-blog/geny-in-the-workplace/>

*Millennials and Social Media: The what, where and why* - <http://www.insites-consulting.com/infographic-millennials-social-media/>

*Millennial Misconceptions: How You're Totally Wrong About this Generation* - <http://m.entrepreneur.com/article/232723>

*Marketing to Millennials* - <http://m.entrepreneur.com/article/234891>

*Millennials as Brand Advocates* - <http://info.socialchorus.com/rs/socialchorus/images/Millennials-as-Brand-Advocates-Ebook-SocialChorus.pdf>



## The Millennial Generation

## Marketing to Millennials

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2019



# Millennial Myths vs Reality

More than half of the world's population is under the age of 28. The reality of this generation is quite different than many of the myths that have circulated.

## Myth - The Millennials are an American phenomenon.

Reality - The millennial generation is the first truly global generation. The characteristics are very similar across the world due to the impact of new technologies. It is the most racially, economically and globally diverse generation ever seen.

## Myth - To attract Millennials, you must provide technology solutions.

Reality - To attract Millennials, you must provide them with choices in how they can interact with you. Technology is one way to do this; however, it is not the only way. Millennials by and large have rejected "one size fits all" solutions and are seeking organizations and opportunities that can be tailored to their specific needs and wants.

## Myth - Millennials aren't interested in personal development

Reality - 65% of Millennials said personal development was the most influential factor in their current job. Millennials are deeply concerned with improving themselves so they can make a larger difference.

## Myth - Millennials are not loyal

Reality - Millennials are loyal if organizations work to meet their needs and wants. To keep Millennials engaged, you need to...

- ◆ Give them positive reinforcement. 80% of Millennials prefer real-time feedback compared to traditional performance reviews.
- ◆ Motivate them. Millennials prefer feedback that is focused on what they have done well. They do not like being criticized, but are open to positive and supportive dialog about how to improve their performance.
- ◆ Collaborate with them. Millennials are natural collaborators, especially when the organization's purpose and goals are clearly understood.

## Myth - Millennials are "self-centered."

Reality - The reality is that many Millennials are worried about their careers. They feel that they are going "nowhere" and have fears about job stability. They are concerned about their ability to stand out in the crowd.

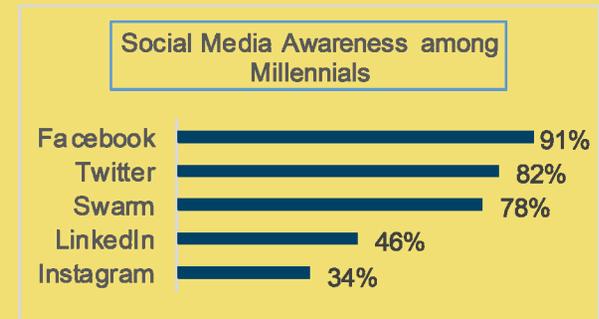
## Myth - Millennials are "addicted" to social media.

Reality - A Cornerstone study found that Millennials are actually more overwhelmed by technology in the workplace than previous generations. They actually prefer to work in-person instead of remotely.

## Myth - Millennials don't trust traditional advertising.

Reality - This one is mostly true. Only 6% of Millennials consider online advertising to be credible. They are similarly dissatisfied with television and radio advertising. Instead, Millennials trust their friends and social connections.

- ◆ 91% would consider a purchase if a friend recommended it.
- ◆ 98% are more likely to engage with a friend's post over a brand's post.



Source: *The Millennial Generation: Pro-Social and Empowered to Change the World*, AMP Agency, Cone, Inc.



Source: *How Cool Brands Stay Hot*, Insites-Consulting.com