

Millennials as Brand Advocates

What you need to know to engage the most
important consumer generation



SocialChorus®

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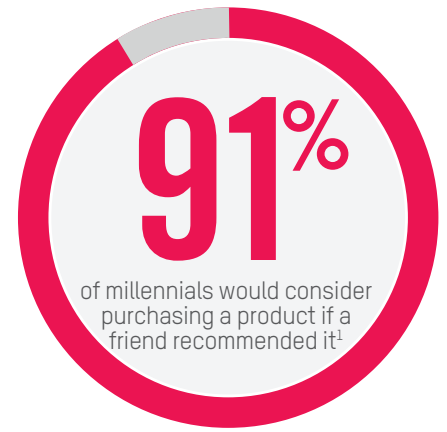
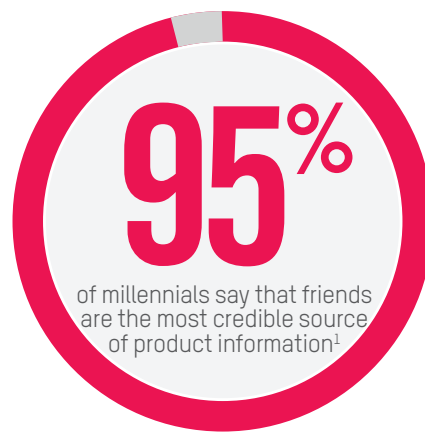
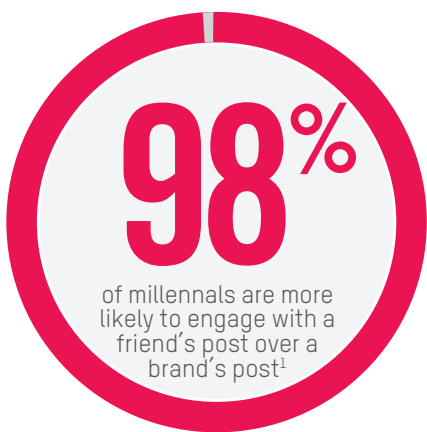
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SHARE ME!



Millennials are the most important consumer generation. Ever. They are the largest generation and are positioned to have more spending power than any other generation in history. But they don't trust brands or advertising, which is creating big problems for marketers.

We surveyed over 400 millennials to uncover how marketers should engage this generation. The results were staggering and verified that when it comes to discovering new products, researching product information, and considering purchase decisions, millennials go to their friends first.



This report helps marketers understand why millennials are the most important consumer generation, why their view of the world is different than any previous generation, and how to build millennials' trust, increase engagement, and win their business.

¹ SocialChorus. "Millennials as Advocates Survey." Survey, July 2013.

Part 1:

Defining the

Millennial

Generation

Why millennials matter
to all marketers

Millennials are positioned to be the most important consumer generation that has ever existed.

1980 —————> **2000**

MILLENNIALS WERE BORN BETWEEN

the millennial generation is the biggest cohort that has ever existed

79M VS **48M**

MILLENNIALS

GENERATION XERS

There are about 79 million millennials in the U.S., versus 48 million Generation Xers (born between 1965 and 1980)²

In the next 5 years, millennials will have more spending power than any other generation.

The purchasing power of millennials is estimated to be

170 BILLION²

² ComScore. "Next-Generation Strategies for Advertising to Millennials." Survey. http://www.comscore.com/Request/Presentations/2012/Millennials_Report_Download_-_January_2012. January 2012.

This generation grew up in a completely digital age. They have the highest social networking penetration of any generation and the highest corresponding Facebook and Twitter use rates.³



OVER HALF OF US TWITTER USERS ARE MILLENNIALS³

Equally important, they were raised in an era of economic instability so they don't have confidence in the economy.

³ eMarketer. "How Digital Behavior Differs Among Millennials, Gen Xers and Boomers." 21 March, 2013. <http://www.emarketer.com/Article/How-Digital-Behavior-Differs-Among-Millennials-Gen-Xers-Boomers/1009748>.

Part 2: Millennials Don't Trust Your Advertising

Millennials are shaping the future of business, and marketers are struggling to connect and communicate with this generation for a couple of reasons. In our conversations with millennials, it became very clear that they don't trust brands or brand advertising.

Marketers need to decode this generation and figure out how to market to them – and fast. A staggering 92% of millennials reported that trust plays a factor in who influences them online.¹

SIX PERCENT

ONLY 6% OF MILLENNIALS CONSIDER ONLINE ADVERTISING TO BE CREDIBLE¹

Millennials are digital natives. They were raised in an Internet world with no memory of life before the Internet and social media. Technology is second nature for this generation. They have embraced social networks more than any other generation.

¹ SocialChorus. "Millennials as Advocates Survey." Survey, July 2013.

More than 50% of millennials interact with friends' social posts at least once a day¹



For Millennials, sharing via social media and instant connectivity is expected. When they have a great experience or see something funny online they share it with their friends, instantly.

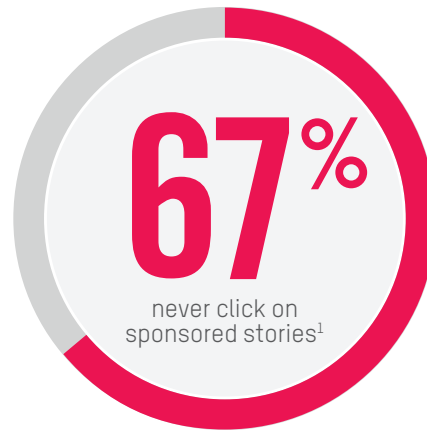
Many give shout outs to the brands they love when they have a great experience. A recent study by Edelman found that **seven in 10 millennials** believe it is their responsibility to share feedback with brands when they have a good or bad experience.⁴

But they really don't like advertising, especially on social networks.



1 SocialChorus. "Millennials as Advocates Survey" Survey. July 2013. 4 Edelman. "8095® 2.0 Insights Study." December 2012.

Being the digitally savvy, tech-natives that they are, millennials strongly dislike advertising. This generation has perfected the art of avoiding and tuning out advertising – especially in social channels.



When asked about Sponsored Stories in their Facebook feeds millennials responded:

Hardly notice it – glaze over it. I’ve gotten so good at ignoring ads in the feed.



male, age 18

I don’t even see them.



male, age 18

I can’t even remember one advertisement.



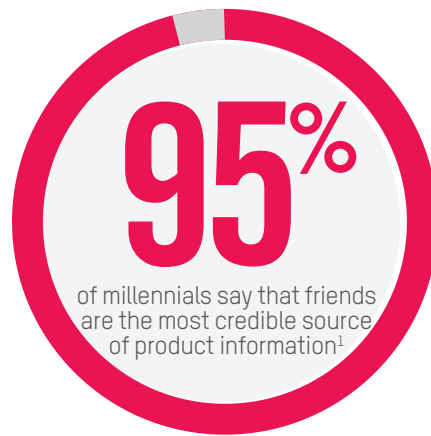
female, age 18

So long are the days of traditional advertising when brands could push out messages to the masses. Not only are brands’ messages no longer trusted, millennials have gotten so good at ignoring brand advertisements that they don’t even notice them. Marketers need to find new ways to engage and connect with millennials.

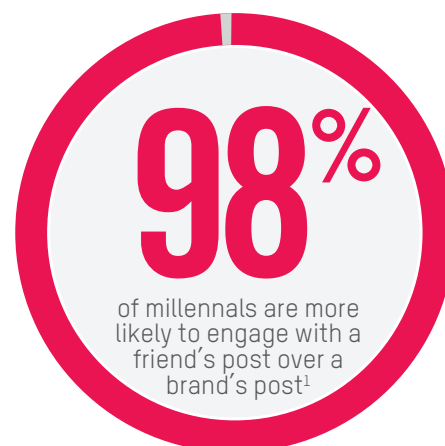
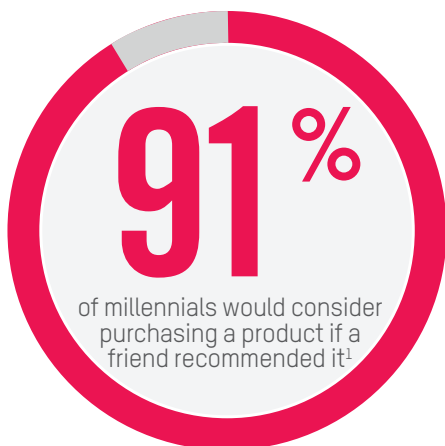
¹ SocialChorus. "Millennials as Advocates Survey." Survey, July 2013.

Part 3:

If Traditional Marketing No Longer Works, What Does?



Millennials don't trust brands. They don't trust advertising. They trust their friends and social connections. So what does this mean exactly for brands?



Marketers need to embrace new marketing methods that allow them to connect with millennials to help share the brand story with other millennials.

Marketers need to discover new ways to engage with millennials. The key is co-marketing with millennials and giving them good reasons to share your brand story with their peers.

¹ SocialChorus. "Millennials as Advocates Survey." Survey, July 2013.

Part 4:

How to Get Millennials to Share with Their Peers

Brands need to recognize that if you're not working with me, you're working against me

female, age 24



Market with them, not to them.

Millennials are digitally savvy and can spot an advertisement quickly. Marketers need to re-examine efforts to market to millennials, and instead consider marketing “with millennials.” The key is to identify millennial advocates and work with them – because if you’re not working with them, you’re working against them.

Let millennials share their stories.

This generation wants to communicate with everyone and brands are no exception. Brands must make them feel like their voices are being heard. They want to share their experiences – so brands should allow them to do so. When brands arm millennials with content and make it easy to share, they will happily share their experiences with their friends and networks.

Mine millennial data to improve marketing.

Millennials are also much less concerned about privacy compared to other generations. A recent survey found that more than 50% of millennials would give up their personal information in exchange for incentive.⁵ So the opportunity for brands to collect, mine and leverage social data to make better marketing decisions is tremendous.

5 USC Annenberg Center for the Digital Future Annual Survey. http://annenberg.usc.edu/News%20and%20Events/News/130422CDF_Millennials. 22 April, 2013.

Be a brand they want to be associated with.

Millennials grew up in an age of instability – September 11th, the Iraq and Afghanistan wars, Hurricane Katrina, the Haiti earthquake, the housing crisis, and an unstable economy. Millennials actively seek out brands that they believe are “paying it forward,” and reject brands that fail to demonstrate social responsibility. They won’t advocate for just any brand – but they will advocate for a brand they love and want to be associated with.

Build long-term relationships.

Show millennials that you care about them – and they will be happy to advocate on behalf of your brand. Don’t reach out just once and forget about them. Build an ongoing millennial advocate communication plan. These relationships with millennial advocates open up the opportunity for brands to create lifelong customers.

Conclusion

The millennial generation is changing the marketing landscape forever. Brands must adopt a strategy to connect and engage with this generation. That strategy must be driven by connecting with advocates and powering those advocates to share the brand story.

SocialChorus is the leading advocate marketing solution for brands that people love. Our solution combines the power of advocate marketing with the scale and measurability of social networks to deliver endorsements to millions of consumers, creating measurable social ROI.

Our customers, including Mondelez International, PepsiCo, Kia and dozens of other leading brands, inspire advocates to deliver social endorsements across all social channels creating social engagement, brand lift and website traffic that creates new customers. SocialChorus' cloud-based platform and expert services provide all that a brand needs to increase social engagement and acquire new customers. Our customers' advocate programs are up-and-running in just days and deliver social ROI in weeks.

Survey details:

We surveyed over 400 millennials (ages 18-24) between June 7, 2013 and July 17, 2013. We conducted in-person focus group interviews with 7 millennials between the ages of 18 and 19.

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