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Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever

Jeff Fromm, Christie Garton

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Jeff Fromm, Christie Garton : Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing to Millennials: Reach the Largest and Most Influential Generation of Consumers Ever:

0 of 0 people found the following review helpful. Read it yourself, buy it for your team! By Kate H. As one of the few millennials at a boomer company, I feel like I've found an ally and a resource in Marketing to Millennials. I first

discovered Jeff Fromm through the Barkley research, *American Millennials: Deciphering the Enigma Generation*. I've been conducting my own research and trying to convince my non-profit that Millennials are key now and in the years to come. I quickly started following Fromm on Twitter, snatching up the articles on the blog he curates. When I heard the book was coming out, I grabbed it on Kindle the same day. *Marketing to Millennials* will be an essential guidebook to my department and hopefully my company. Not only does Fromm expound on and illustrate the points in the previous research, he also extracts key points at the end of each chapter and simplifies the information there. Sometimes when I am presenting information to non-Millennials about my generation, I feel like I am speaking a different language. Fromm makes it easy, streamlined and obvious. The entire epilogue reengages the research and gives straightforward advice to companies trying to reach Millennials. If you are a Millennial at a company with non-Millennials, read this for yourself, then buy it for your entire team. *Marketing to Millennials* will bridge the understanding gap and give strong points for action. As Fromm states in the Epilogue, "No brand can afford to ignore Millennials." 0 of 0 people found the following review helpful. Relevant and timely read. By Dawghelms This book is a valuable read especially for those such as me who is working in a mature industry with an aging workforce and legacy customers to match. Jeff and Christie do a thorough job explaining this important emerging demographic in a concise and practical way. I especially liked the "takeaway" summary at the end of each chapter, the segmentation of the millennial generation and the impact they have on the buying decisions of other generations. The book is based on valid social research conducted by the leading players in the industry. "Marketing to Millennials" is both instructive and entertaining at the same time. 0 of 0 people found the following review helpful. A very recommended book for all marketers! By Abe Poetra Nice to have this book. Give me bold instruction what should I do in term of "marketing to millennials". A very recommended book for you to know deeper about millennials. The author write this book blended with their experiences. I give 5 from 5 stars. They do deserve it.

The numbers cannot be ignored: eighty million Millennials wielding \$200 billion in buying power are entering their peak earning and spending years. Companies that think winning their business is a simple matter of creating a Twitter account and applying outdated notions of "cool" to their advertising are due for a rude awakening. *Marketing to Millennials* is both an enlightening look at this generation of consumers and a practical plan for earning their trust and loyalty. Based on original market research, the book reveals the eight attitudes shared by most Millennials, as well as the new rules for engaging them successfully. Millennials: • Value social networking and aren't shy about sharing opinions • Refuse to remain passive consumers—they expect to participate in product development and marketing • Demand authenticity and transparency • Are highly influential—swaying parents and peers • Are not all alike—understanding key segments is invaluable Featuring expert interviews and profiles of brands doing Millennial marketing right, this eye-opening book is the key to persuading the customers who will determine the bottom line for decades to come.

From the Inside Flap With more than 80 million in their ranks, the Millennials (aka Generation Y)—born between 1977 and 1995—are the largest generation in American history, outnumbering Generation X by far, and even the Baby Boomers by 1 million. Their direct buying power is estimated at \$200 billion, and their indirect buying influence at least double that—and now their oldest members are entering their peak earning and spending years. It's time for anyone seeking to make inroads into this huge market to move beyond setting up a Twitter profile and start understanding how they think. Millennials demand authenticity and transparency. They aren't shy about sharing their opinions. They're quick to spot a faker and believe in "cause marketing." They are highly influential, have an expansive network of contacts, and they expect to actively participate in the creation and development of new products. Based on groundbreaking proprietary research and one-on-one interviews with top brand executives and Millennials, *Marketing to Millennials* identifies specific behaviors and attitudes common to this revolutionary group of consumers. It will show you how to: • Build a listening and participation strategy that will help you connect with your brand advocates • Engage these early adopters of new technologies and social tools • Incorporate a sense of adventure and fun into your brand experience • Help make them look good among their peers • Retain their loyalty by giving them no reason to cheat on you. From start-ups to Goliaths, this book takes a serious and fascinating look at the companies and brands that are getting it right when it comes to engaging the Millennial consumer. Featuring examples and case studies of organizations including Ford, Sephora, Android, Victoriasecret, PepsiCo/Frito Lay, Facebook, DoSomething.org, TOMS Shoes, and more, the book reveals "The New Rules" of marketing to Gen Y. You'll discover the differences between younger and older Millennials, those between Millennial men and women, and six distinct segments of this important demographic, from the cautious, charitable, and information-hungry Hipennials to the more conservative Anti-Millennials . . . and everything in between. Let's face it: No brand can afford to ignore Millennials. But it's hard—if not impossible—to market successfully to a generation you don't understand. *Marketing to Millennials* takes an unprecedented look at this broad new army of consumers and gives you the strategies you need to win their hearts and minds. JEFF FROMM is Executive Vice President at Barkley, the largest 100 percent employee-owned ad agency in

