

Targeting U.S. Millennials + Generation Z with Social Media

Traditional media talks at people.
Social media talks with them.

Why Social Media?

- “Know me. Like me. Trust me.
Buy from me.”

What should you post?

Is it relevant to my brand's target audience?

1. Demographics
2. Branded Content

80 million Millennials

- They have now surpassed Baby Boomers as the largest group of customers ever.
- Born in 1977-1994

Millennials love social media

- Diverse in what they like
- Highly visual generation
- Often prefer to communicate via social media over email

Millennial Social Media

- Facebook: 1.79 billion monthly users
- Twitter: 317 million monthly users
- Instagram: 500 million monthly users

Generation Z

- Born 1995 - 2012
- Technology: Most Gen Z's could swipe a smartphone before they could walk
- Known for selective consumption of social media
- Tools for getting things done

Generation Z

- Like privacy
- Like making things vs. sharing things
- Value doing instead of watching
- Prefer images over text

Generation Z Social Media

- Instagram: 500 million monthly users
- Snapchat: 150 million per day
- Youtube: 216 million monthly users

How often should you post?

- Facebook: 5-10 posts per week
- Twitter: 1-5 tweets per day
- Instagram: 3-6 times per week

How to target Millennials?

- U.S. Millennials prefer to use social media to ask questions, while older demographics prefer email.
- Respond fast on social media: Within hours

How to target Millennials?

- Show photos and video
- Engage with your followers with questions

How to target Millennials?

- Love to spend money on an experience or event, not just a product
- Host live events, contests, houseparty.com
- Validate your brand with reviews
- Use apps for discounts instead of newspaper coupons

How to target Generation Z?

- “We tell our advertising partners that if they don’t communicate in five words and a big picture, they will not reach this generation.”

- Dan Schwabel, New York Times

How to target Generation Z?

- Involve this generation in creation
- Highest YouTube videos with females are how to apply beauty products
- Highest YouTube videos with males are gaming
- Communicate primarily with still images, videos, and emoji.

How to target Generation Z?

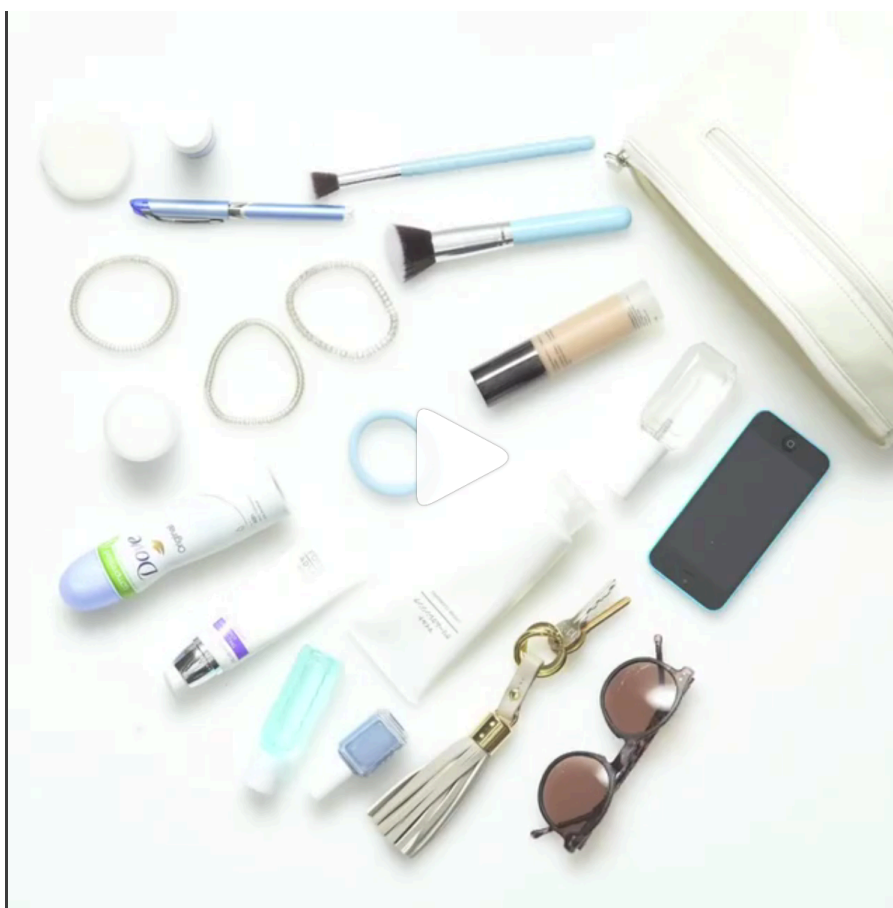
- Snapchat, Instagram and YouTube are used because they allow users to:
 - Create images and content
 - Show users how to do something

Both generations

- Socially responsible: show corporate volunteering and giving programs
- Love video: *70% of marketers say video produces more conversions than any other content!*

5 Video tips

- **Aspirational** These videos take a common object and make it beautiful
- **Short** The most shared videos are all under 2 minutes long.
- **Voice-less** Many have only music and text overlays.



dove

Follow

5,391 views

1w

dove #RealBeauty doesn't get left behind. Stay fresh on the move in the new year with Dove Compressed Original Antiperspirant. #NoFilter #DoveDeodorant #UnderarmCare #NewYear #BeautyEssentials #BeautyTips

andreearosulescu One of my fav brands 😍

dove @andreearosulescu thank you 😊
_lyali_care ❤️❤️❤️😊

brizzle.berry What a cool video :) side note: I have been looking everywhere trying to find you guys hair mask!!

lady.rose.diary Hi .. did discounted dove deeply moistening shower gel in Saudi market ??

pinkandpurple_fairydust Yup gotta be an iphone

♡ Add a comment...



5 Video tips

- **DIY** The most popular Facebook videos show the viewer how to do something.
- **Simple.** The most shared videos provide simplified instructions.

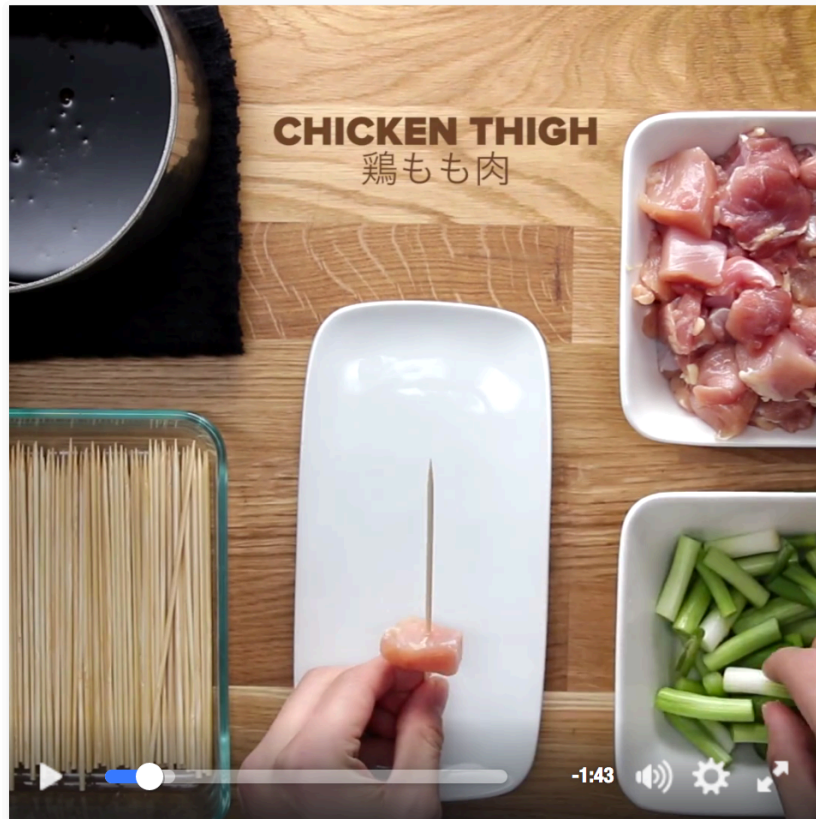


Tasty

3 hrs · 🌐

Japanese Grilled Skewers 4 Ways (Kushiyaki) via Tasty Japan

FULL RECIPES: <http://bzfd.it/2jN9Ebl>



2.5M Views

👍 Like 💬 Comment ➦ Share

👍❤️😂 47K

Top Comments ▾

Recap

- Content relevant to your brand's target audience
- Always respond
- Use video

#WillDesignForWine



- Brand Strategy
- Logo Design
- Packaging Design

#Websites



- Website Design
- Custom Website Development
- Ecommerce

#ContentMarketing

- Strategic Marketing plans
- Social Media
- Email newsletters
- Copywriting

Connect:

www.bauerhaus.com

314-398-5790

becca@bauerhaus.com

Twitter: @bauerhaus

Instagram: @Willdesign4wine