Targeting Gen-Y

Understanding the Content Needs for Retaining Millennials

If the phrase 'brave new world' meant anything in the past, look again! The millennials have changed the game on both ends of the B2B chain. They are your purchasers. They are your business leaders. They are the new face of a B2B industry which is bubbling with new technology.

With a purchasing power of $200 billion by 2017 in US alone, it's a millennial playground out there! Retention of the Gen-Y starts with playing their game – their way. But sadly, most of them don't like what you have to offer.

Millennials (n.; **pronunciation: mill-l-a-nnnnni-als):**

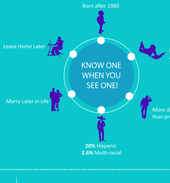
Generally referred to the demographic within 18-25 (ambiguously 18-35) years' age-profile. Ideally, it is the generation which was born between the late 80s and the early 2000s.

Synonymous with: Generation-Y, Gen-Y, millennial generation etc.

Not to be confused with: Gen-X or Baby Boomers

Source: Wikipedia

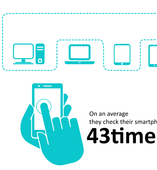
The Gen-Y Genome



Source: HubSpot

The Gen-Y brigade makes up about **27%** of the entire US population.

Gen-Y L-O-V-E Technology!



30%

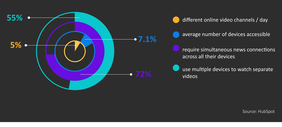
Gen-Yers use → **4** devices per day

On an average they check their smartphones

43times/Day

Source: HubSpot

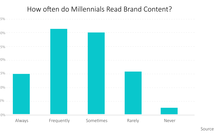
From Multi-task to Multi-platforms:



Source: HubSpot

Gen-Y Thinks your Content is Boring

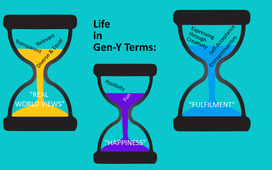
How often do Millennials Read Brand Content?



Source: NewsCred

45% of millennials don't find brand content worth sharing.

What Millennials Want from Brand Communicators?



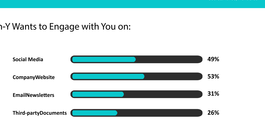
Source: Yahoo – Property of Audience Theory

Millennials are the first generation to be born in the digital advertisement era, where they could not only receive it, but could engage and interact with it.

They are ready to share your content too, provided that it's worth sharing!

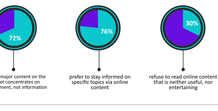
In two separate studies it was asserted that:

- **31%** readers who find the content informative were converted to purchases
- **A third** of the survey participants shared the information when they found it credible.



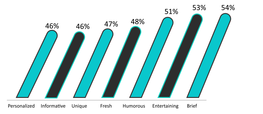
Source: Yahoo, NewsCred

Gen-Y Wants to Engage with You on:



Source: NewsCred

Content for Millennials:



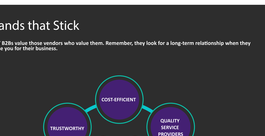
feel that major content on the internet concentrates on entertainment, not information

prefer to stay informed on specific topics via online content

refuse to read online content that is neither useful, nor entertaining

Socially Speaking…

How Millennials Like their Content in Social Media



Source: Yahoo - Content Marketing Ingredion Study

Millennials find their major share of content from **Facebook** and **Google.**

Brands that Stick

Gen-Y B2Bs value those vendors who value them. Remember, they look for a long-term relationship when they choose you for their business.

With a purchase power that will surpass $1.4 trillion by 2020, the Millennials are a generation that you must not ignore. Leaving them out of your customer marketing strategies will only alienate future B2B prospects out from your purview. Take care that you do the most to retain them. Contact Lake B2B at 800-710-5516 / info@lakeb2b.com to know more about the best customer retention strategies in the market.

Source:
- Yahoo
- NewsCred
- HubSpot
- BusinessBlog

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CONTENT MARKETING

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