




# Marketing and recruiting international Millennials

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***"The www will be a transformative  
medium, as important as  
electricity"***

(Brown 2002)

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## Millennials and Technology

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***“Technology is like the air they breathe, it permeates everything”***

***“We become products of our time- heavily influenced by the culture, technology and social markers that emerged during our formative yrs”***

(McCrindle)

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## Millennials and connectivity

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***“They are the world’s first global generation- wherever they are on the planet they are logged on and linked up”***

(McCrindle)

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## Millennials and connectivity

***The internet is their medium of choice- Millennials' use of the internet represents a significant weekly time investment***

(Sago 2004)

***33% of online teens will share their creations online***

(Hutton 2006)

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## Millennials as consumers

***Online shopping serves two purposes:***

***The online purchase***

***Information gathering for offline purchases***

(Wolburg and Pokrywczynski 2001)

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## Millennials as consumers

***"Consumerism and brand awareness is a central feature of this generation's lives"***

(Syrett and Lammimnan 2004)

***Millennials are deeply distrustful of traditional media. They learn through researching via the internet***

(Howe and Straus)

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## Millennials and the media

***"Most Millennials are more discerning and savvy about being sold to than their parents were"***

***"The marketers that capture Millennials attention do so by bringing their messages to the places these kids congregate"***

(Syrett and Lammimnan 2004)

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## Millennials and brand awareness

***“Because they have been bombarded by more than 20, 000 commercials a yr, Millennials know cant when they see it and have extremely low tolerance levels”***

(Syrett and Lammimnan 2004)

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## Millennials and communications

***Verbal and visual literacy have converged, creating a whole new language which tomorrow's marketers must learn***

(Saatchi and Saatchi)

***“Millenials respond to humour, irony and untarnished truth”***

(Syrett and Lammimnan 2004)

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## In summary

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- Eliminate delays
  - Customise and personalise
  - Remember parents
  - Reach them in the virtual spaces they congregate
  - Value word of mouth referral
  - Build relationships of trust
  - Build your brand with them
  - Hold their interests

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## How?

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- Build customer intelligence
- Use multiple media
- Invest in e-business
- Adopt a customer centred approach
- Invest in your staff
- Engage and action
- Manage the total student experience
- Remember gender

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