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Millennial Life Coaches

Millennial Marketing

Engagement Strategy Redefined

The Millennial's quick guide to effective marketing communications. These tips and tactics will fundamentally alter how you view and advance your marketing agenda.



Millennial
life coaches





The Dawn of a New Marketing Era

Marketing communications is one of those concepts that seems both fundamentally easy and uniquely challenging at the same time. And the traditional models of effective campaign marketing results have drastically shifted.

in this new age of digital upheaval and reinvention.

That is not to demean the centuries old view of marketing, but rather, to shed light on its now antiquated foibles.



Marketing Then And Now

Marketing has traditionally been a scheme to move or push a product or service to perspective consumers, with corresponding communications. And, as intuitive as this seems, this view is hopelessly flawed, given the escalated competition driven by today's digital atmosphere.

To meaningfully advance, we must leverage a customer-centric point of view and fully engage with our targeted audience and shift from a pushing to a pulling marketing paradigm – one in which we do not simply sell, but garner loyalty to convert consumer action.

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Business & Marketing

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Business & Marketing

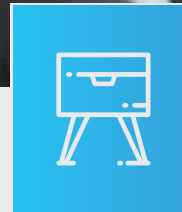
@hailey_rowe



WHAT DO WE DO NEXT

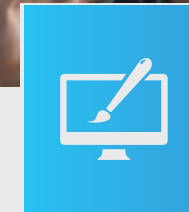


Before we dive into the novel marketing engagement strategies, we must first buy-in to design thinking and define critical marketing elements to focus on.



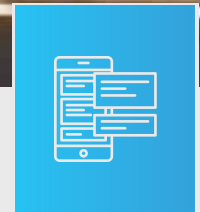
Churn Management

To put focus on your churn management, means to place priority on customer satisfaction; resulting in greater customer life time value with active management.



Myopic Conscientiousness

Visceral immersion into your market will enable you to better discern the business you're truly in. Thus, setting you up for long-term adaptable success.



Customer Centricity

Addressing customers' needs will lead to less trivial action and drive up the health of your brand and business.



Your marketing strategy must reflect the times.

Simply promoting a product or service that you believe will thrive in your respective market will dampen true result attainability.

Do research and test your offer to better understand the need.

With this understanding, you're now in the best position to launch a competitive marketing engagement plan that will shift the perception of your brand, enhance trust, and ultimately provide positive results.



8M's - MILLENNIAL STRATEGY

The first six "M's" of the Millennial Marketing Engagement Strategy will parallel contemporary thought.



Mission

Understand the objectives of your communications and ensure macro brand alignment.



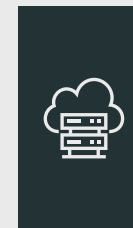
Market Audience

Consider your niche group and how they will process information and interact.



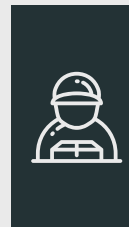
Measurements

Establish key performance indicators prior to the communications launch that track the health and success of the communications campaign.



Media

Consider your audience and how they best receive information – most can be reached through the various social platforms.



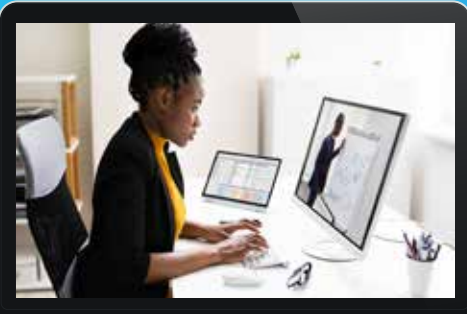
Money

Develop a specific budget for your marketing campaign and allocate resources as needed to best position the communications.



Message

Identify a specific broadcast that will work in unison with your mission and draw in the target audience.



Mastery - The Seventh "M"

The first "6M's" define your communication's strategic intent, execution, and result indicators. However, this "M" places emphasis on truly understanding your offer. To understand your product, service, or mission well enough to be able to create communications with the foresight of preemptive address is key in successfully

wooing your audience. Moreover, as your customers dive into your content, you must be able to clearly explain the benefits and position of the product or service and if further questions arise, be able to provide swift and competent response.

"There will be inherent risks with delivering messaging. What we can control is how prepared we are to assess and move towards a proper resolution as subject experts."



DO YOU KNOW YOUR CUSTOMERS

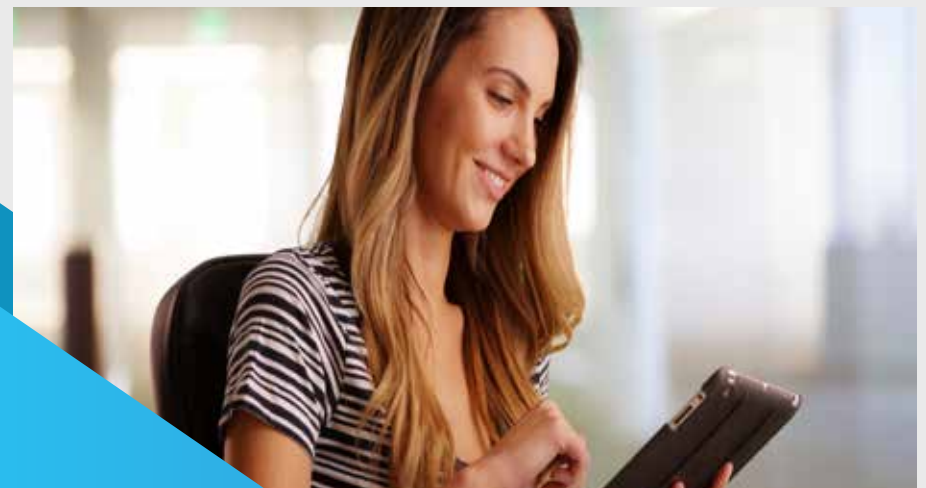
Your communications will trigger a degree of customer to customer (C2C) interaction. This is often the first touch point for new prospects in their initial moments of truth determinations – to invest or not to invest. It is best to stay informed and actively engage your audience where they interact.

Perhaps the most important of the 8M's, and the most often missed.

Modify, the final "M"

We often get so wrapped up in our results that we do not adequately consider improvement opportunity. After your active campaign, introspect and consider questionable nuances such as; What worked well with our communications and what did not?

Were resources spread appropriately? Are we adjusting with the latest trends?" This surprisingly simple, yet often missed activity, must be considered a priority as you develop as a sales and marketing leader.





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what works and what to avoid. Keep in mind, success leaves clues!

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resources to help drive you and move your coaching business forward.

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Feel

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Collaborations

Influence

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Coaching

Begin

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Resources

Gain

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Legitimacy

Garner

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Hailey Rowe

Business & Marketing Coach | @hailey_rowe



A great place to connect and grow your coaching practice.



Luke Kingston

Mindset Coach | @kingston.coaching



STRATEGIC TIMING

"When" you engage matters. As you develop your marketing strategy, consider social, economic, political, and global trends, and drive a relevant and timely campaign.



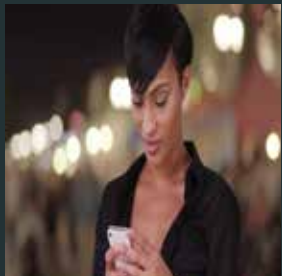
Don't reinvent the wheel, reinvent your mindset

As you develop your communications strategy, research what is working for others in your market and tailor what works to your campaign. Remember, success leaves clues!



Communications should trigger thought to action

Understand your niche and strategic intent and develop a message that will drive consumers to think, feel, and do. Your communications should drive a conscious and actionable response.



1 Peripheral Consumers

These consumers tend to make quick intuitive decisions. If you are advertising a commodity product, for example, your consumers likely fall into this category and can be persuaded through simple and concise communications.



2 Conscious Consumers

This group tends to think about their purchases on a deeper level and can be persuaded through comprehensive and emotionally charged communications. Most services will fall into this category, as consumers will need more input before action.



A Message From **The Author**

With the advent and further evolutions of the digital environment, namely social media, platforms to support your marketing engagements have never been more readily available.

However, as enticing as this sounds, this means that the social competition has never been higher. Your communications must have a unique appeal to cut through the social noise.

Having a robust communications strategy that leverages the 8M's outlined herein, is certainly a tremendous step in the right direction. But quality content and consistent deployment is also a fundamental necessity to build consumer trust.

As a millennial marketing leader, it will be your job to set the standard and to continue to create as we push on through this impetuous social climate.

Austin Bradley, MBA

MLC | Engagement & New Programs Director



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What does MLC access include?

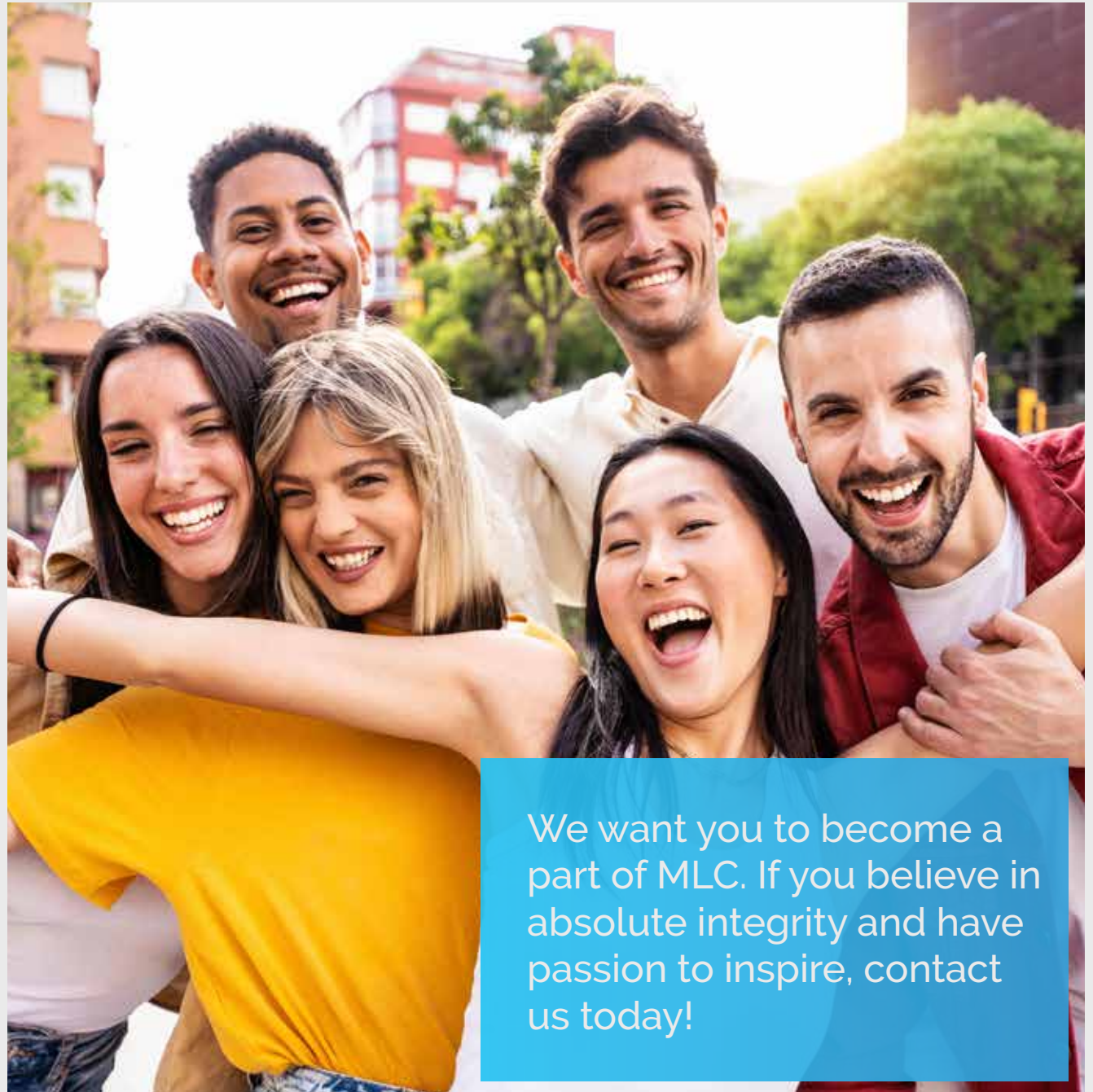
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