

4 Tips For Marketing To Millennials

In the United States today, there are over 80 million millennials.

This age group wants to feel connected in their purchasing decisions, so they identify best with less traditional marketing tactics.

They crave a more personalized approach and one that they can relate to. In fact, studies show that millennials don't trust traditional marketing.

Check out these four tips for marketing to millennials. They are a force to be reckoned with and certainly must be considered when planning how to spend your company's marketing dollars.

1. Make Mobile Marketing a Priority

Approximately 85% of millennials use a smartphone so you must have a mobile friendly website in order to capture their attention. More and more millennials use their phones and tablets instead of a computer when they make their buying decisions.

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Are You Marketing To Millennials?

7 Attributes Of A Great Management Hire

Hiring is not an easy feat. When you try to hire for a manager, the task is even more difficult. The candidate that you select for a management role needs to be passionate, innovative, solution oriented, dynamic and have an exceptional work ethic.

When hiring for a management job you'll want to look for the following 7 attributes in order to make a great hire.

1. Positive Attitude

Strong leaders have positive attitudes that show through in their daily actions. They are able to boost employee morale with their pleasant and upbeat energy. Employees see their can-do attitude as refreshing because nothing looks too difficult or too overwhelming with their leadership intact.

2. Cultural Appreciation

These days a strong cultural appreciation will go a long way in the workplace. Employees appreciate management investing in the culture of the business. Most companies have diverse settings and a manager that embraces and encourages the environment is preferred.

3. Accountability

Management must embrace being accountable for their decisions and those of their team. Employees respect them and are more loyal for owning up to their responsibilities and accepting accountability.

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Use marketing dollars wisely and be sure that your site's load times are quick and that there is an obvious call to action for your millennial customer base to embrace with ease.

2. *Get Them Engaged*

Most millennials don't remember life without internet and social media. They thrive best when given the chance to research and that often includes their favorite social medial networks as a resource.



In order to effectively market to millennials, you need to engage them by having other millennials spread the word to them. They find their friends a credible source over most face to face interactions or campaigns when it comes to product info.

3. *Don't Forget the Fun Factor*

Millennials are on a mission to enjoy life. These young consumers like the research process to learn about the product they may purchase. They love the exploration aspect which allows them to have an experience when shopping not just a new item or service.

Wise companies know that millennials want to spend time browsing online and enjoying social media. They market their products in an entertaining way and allow for increased engagement with these young consumers.

4. *Made for Them*

Millennials respond to marketing that makes them feel the product was created specifically for them. They don't want a pushy salesperson but rather information that is presented in a relational way. The youth of today want honesty and transparency which helps them picture that the product is for them.

Millennials love to research and enjoy the experience of products and services. In order to capture their interest, you'll want to adhere to these marketing tips so that you can gain their trust and loyalty, increasing your customer base at the same time. ❖

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4. *Honesty is Always Best*

Leaders must be honest and transparent at all times in order to be successful. A straightforward management approach fosters better relationships and morale within any team. Be sure to do reference checks on a potential management hire to find out about their character.

5. *Sensitivity*

A great management hire should have sensitivity and a keen emotional intelligence. They need to be able to recognize what works and does not for their team members. A sensitive manager would know how to handle each employee and act according to their strengths.



7 Attributes of a Great Management Hire

6. *Plenty of Empathy*

Outstanding managers are not only considerate but they know how to be empathetic. They consider how they would feel in any situation that they place their employee in. During an interview, ask your candidate how they would handle a personal situation with their team members to help gauge their empathy.

7. *Passion for Learning*

The best managers have a passion for learning. They have a constant desire to grow and seek out educational opportunities. Your goal should be to find a lifelong learner so that your business will grow and thrive under their leadership.

You won't regret taking your time as your hire for a management role. Consider these 7 attributes and you'll make a solid hire that will add value to your team and company. ❖

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How Do Great Leaders Get More Done In Meetings

You can tell quite a bit about a leader based on how they conduct meetings. If you can improve the discussions, solutions, and team morale through team meetings, you'll be more effective at running your business as a whole.

Consider the following 4 things to get more done in meetings:

1. *Clearly define the purpose.*

If you can't establish an objective for a meeting, then you should not hold one. Think through what you would like to convey to your team and accomplish before you schedule the time.

A good rule of thumb is to focus your meeting on S.M.A.R.T goals, which is an acronym for specific, measurable, achievable, results-focused, and time-bound goals. By following this model, you will be able to hold meetings that are beneficial for both your team and the company's mission.

Meetings should not be a surprise for employees. Send out an agenda in advance for their review so they are prepared to discuss the matters at hand.

2. *Select a decision maker.*

Each meeting agenda that is sent out should include the name of a decision maker. This person has a key role because they will help facilitate the follow through and how decisions are carried out.

Leaders must select a decision maker to increase accountability and ensure that action items make it to completion.

3. *Leaders should be role models.*

When in a leadership role, your attitude and habits are often reflected amongst the team. Be a good role model. In other words, you'll want to listen well, be truthful, admit when you're wrong and ensure that the meeting stays appropriate and on task.

Strong leaders keep commitments. You should always start on time and end on time so that you set clear expectations that are consistent. Staff members will know you mean business and that you respect their time by staying on schedule.

4. *Follow up is essential.*

Follow up is an amazing and underutilized tool in many companies today.



One Minute Ideas

Things to do when you have 5-minutes or less...

Often time is lost by waiting for someone, being stuck in traffic, waiting in line, etc. Here are some quick tips of things to do while you are waiting.

Update your daily planner. Use this time to mark off completed tasks, transfer tasks to a different date, keep it current, etc.

Update your goals. This is a good time to look over your goals and transfer the completed goals to your completed list and add or update your current goals.

Make a quick call. The use of cell phones (although annoying to some) can be used when you are waiting for an appointment to show up, standing in line at a store, stuck in traffic, etc.

Read your mail. Keep your mail with you and then when you are in line, stuck in traffic, etc. take it out to read. ❖



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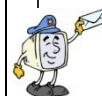
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After each meeting, the leader should send out a memo that recaps the discussion and action items. You'll save time, money and have less confusion if you follow up to be sure that everyone is on the same page.

No one wants to waste time in a fruitless meeting where there is no clear purpose or call to action. As a leader, you can accomplish more in meetings if you are intentional, organized, and lead by example.

Remember time is money and should not be wasted! Have a fantastic and productive meeting! ❖

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Resume Blunders

These statements were taken from real resumes or cover letters and were re-printed in Fortune Magazine:

1. I demand a salary commiserate with my extensive experience.
2. Received a plague for Salesperson of the Year.
3. Reason for leaving last job: maturity leave.
4. Wholly responsible for two (2) failed financial institutions.
5. Its best for employers that I not work with people.
6. Lets meet, so you can ooh and aah over my experience.
7. You will want me to be Head Honcho in no time.
8. Am a perfectionist and rarely if if ever forget details.
9. Failed bar exam with relatively high grades.
10. I have an excellent track record, although I am not a horse.
11. I am loyal to my employer at all costs... Please feel free to respond to my resume on my office voice mail.
12. I have become completely paranoid, trusting completely no one and absolutely nothing.
13. My goal is to be a meteorologist. But since I possess no training in meterology, I suppose I should try stock brokerage.
14. I procrastinate, especially when the task is unpleasant.
15. As indicted, I have over five years of analyzing investments.
16. Personal interests: donating blood. Fourteen gallons so far.
17. Instrumental in ruining entire operation for a Midwest chain store.
18. Note: Please don't miscontrue my 14 jobs as job-hopping. I have never quit a job.
19. Reason for leaving last job: They insisted that all employees get to work by 8:45 a.m. every morning. Could not work under those conditions.
20. The company made me a scapegoat, just like my three previous employers. ❖



“Compliment people. Magnify their strengths, not their weaknesses.” ~ Unknown

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