

Marketing to Millennials

Best Practices for Student Recruitment Online

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Today

- Who are Millennials?
- Millennial Traits
- What that means for our businesses
- Tools to help meet Millennial expectations

Who are Millennials?

and where do I find them?

- Born between 1980 and 2000
- Digital Natives
- Diverse
- Influential

Impatient

- 70% self-identify as impatient
- 71% of online shoppers claim that the most important thing a brand can do is to value the customer's time
- 52% will abandon online purchases if they can't find a quick answer

Independent

- 70% expect a company website to include self service tools, such as a price calculator
- Embrace crowd-sourcing
- Brand ambassadors

Do Get Personal

- Once a student makes contact, be personal
- Use your experience and data
- Be authentic
- Reply to online reviews

Rebels with a cause

- Engage in values-based buying
- 52% of 16-24s would describe themselves as a Global Citizen
- 39% of US Millennials said that they post reviews of brands or products

“Your brand is no longer what you tell consumers it is
it's what consumers tell each other that it
is”

–Scott D. Cook - Director, eBay

Marketing Resistant

- 84% don't trust traditional advertising
- 475 times more likely to die in a plane crash than click on a display ad
- 81% of 16-24s relate to brand campaigns more if they use 'real' people as opposed to celebrities or models

Everywhere

- Multiple devices
- Early Adopters
- Non-linear customer journey





Traditional customer lifecycle



Digital customer lifecycle

Source: Tata Consultancy Services

What does that mean for your business?

1. Be transparent

2. Show reviews

3. Work closely with your students

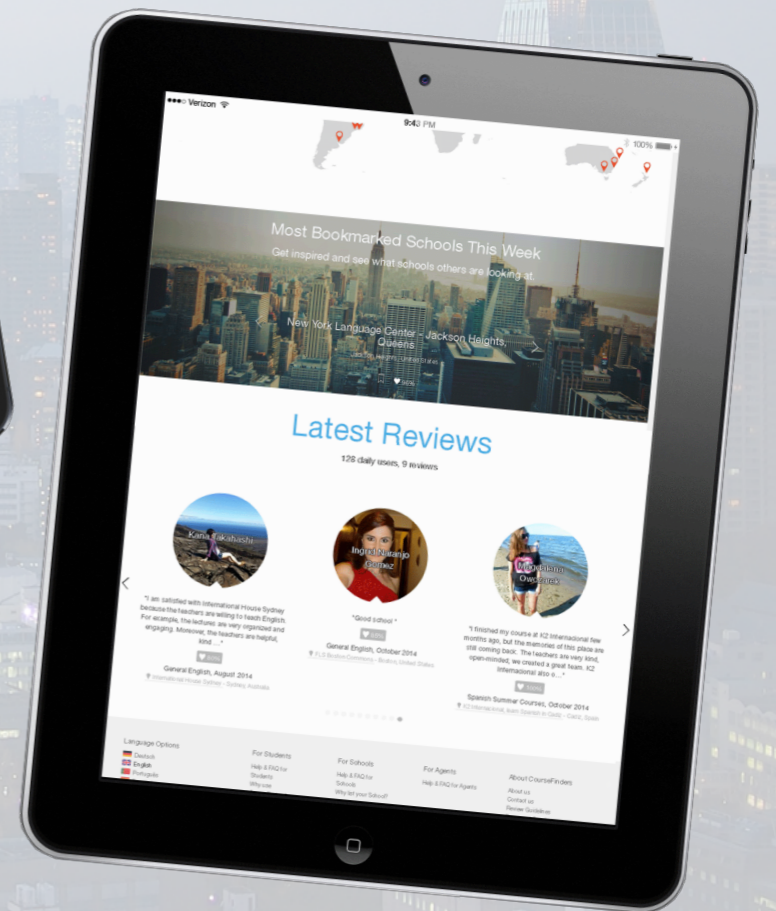
4. Key info easy to find and understand

5. Work on all devices

6. Nurture your leads

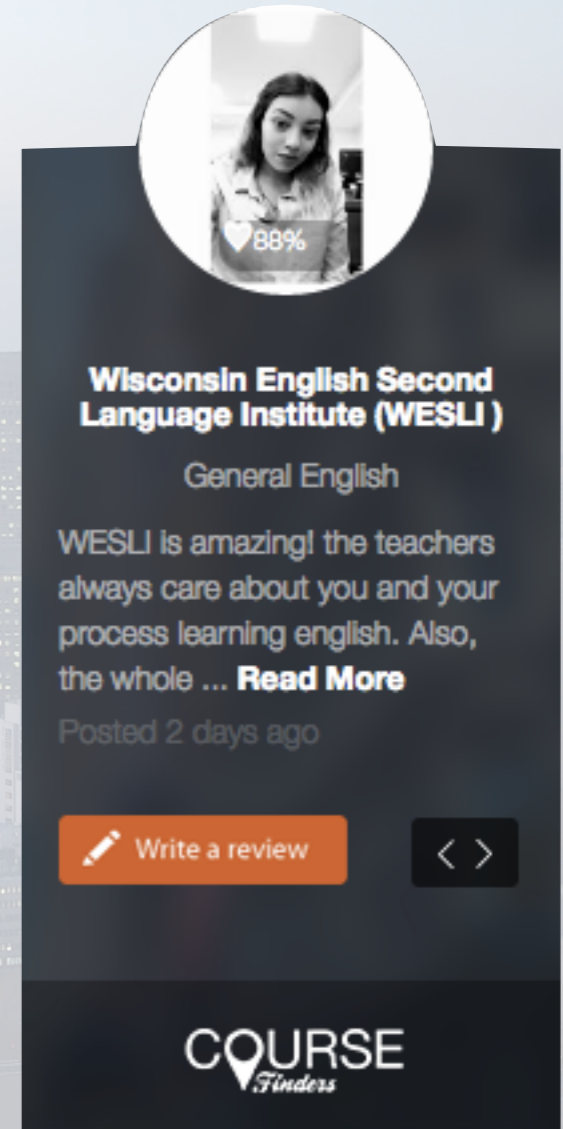
CourseFinders

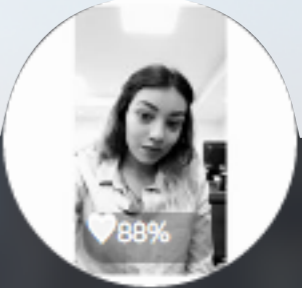
- Independent
- Mobile first
- No subscription
- Geo-Targeted reviews
- Student reviews linked to social media



CourseFinders Review Tool

- Show your student reviews everywhere
- Automatically updates
- Geo-targeted
- Helps you get reviews



 88%

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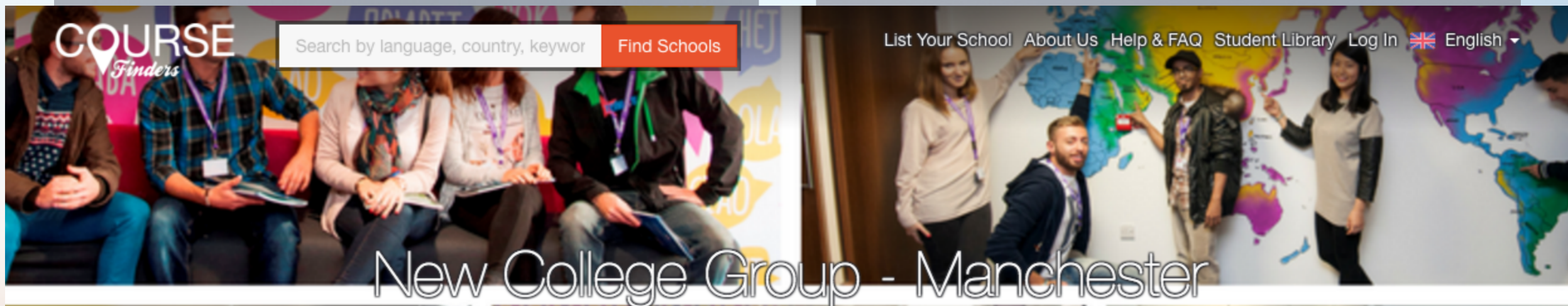
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- **Mobile first** - students tap their way to an instant quote
- **Accurate** - and working for hundreds of schools
- **Fast** - menu driven and no data input
- **Fully itemised** - so students know exactly what the costs are
- **Easily installed** - wherever you want it.

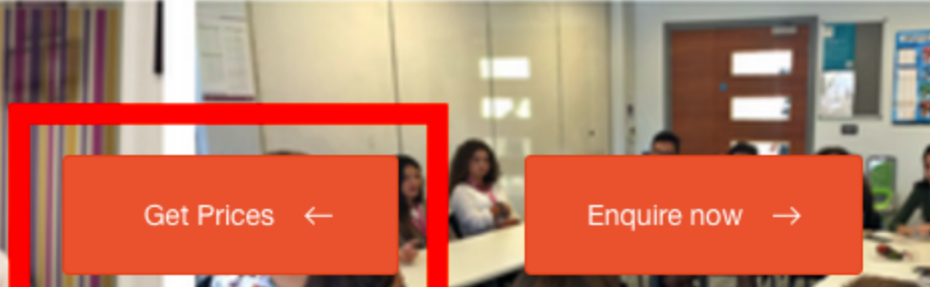
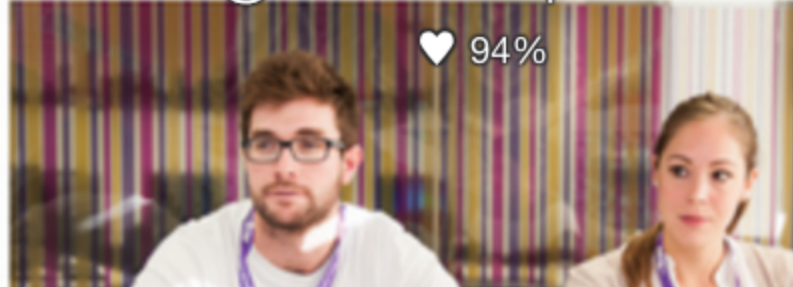




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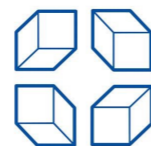
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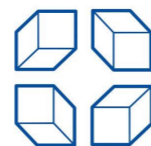
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Questions?

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