



# Marketing to Millennials on Social Media?

## *3 Reasons Why Your Efforts Aren't Going To Waste*

When it comes to spending money, Millennials have it. As a generation that spends over \$600 billion annually, and is projected to reach [\\$1.4 trillion in annual spending](#) by 2020, marketers have been adjusting their budgets to account for Millennials for some time now. And with over [75 percent of Millennials](#) on social media, marketers have specifically adjusted their social media marketing budgets to attract Millennials.

In a domino effect, social media sites have introduced mechanisms to ease the purchasing process in order to better accommodate the influx of marketers interested in social media promotion. Platforms like Facebook, Twitter, Instagram, and Pinterest all offer "Buy Now" buttons in hopes of enabling marketers to better tap into the "impulse buy" feeling we get in stores.

However, despite social platforms' efforts to make the online shopping experience near seamless, purchases through social media have not quite caught on. According to Custora, during the busiest shopping season of the 2015 (Nov. 1 - Dec. 31), social media [only drove 1.8% of holiday sales](#).

So if people, and especially Millennials aren't making purchases through social media, you have got to be asking yourself... what's really in it for us, anyway?

There are three good reasons why you should still move forward with your social marketing efforts to drive Millennial online sales:

**1. Millennials rely on social media for shopping news.** [55% of Millennials](#) learn about products, special sales and shopping news from social media. Social media is now where the modern "water cooler talk" resides.

From videos to photos to personal status updates... every form of social content has the opportunity to go viral. The key here? Posting shareable content. If your business or organization is on social media, and you're actively engaged, your content should be easily relatable and easily shareable.

When crafting the words and images for each social media post, ask yourself, would our target customer be interested in sharing this with their friends, family, co-workers, neighbors? If your answer is no, evaluate what's missing and what you can do to better attract their attention and peak their desire to share the news!

**2. Millennials want a personalized experience.** According to a [recent report](#), over 50% of Millennials shared "that if a retailer, restaurant or other brand they've done business with used

their personal customer history and data to provide personalized services, they'd be more loyal to that brand.”

Millennials want to feel known, and it is important that you cater to that need. They want to feel recognized; they want you to know them well enough to suggest products that will resonate well with their interests.

By evaluating purchase histories, and the key demographics provided by social media platforms, you will be able to better target your audiences. If you've just added a new product to your shelves, for example, tapping into the right audience will make a difference. Social media is the perfect place to do this.

**3. Millennials expect an online customer service experience.** It is very important to recognize that social media offers marketers a place to not only share their marketing content, but also a platform to extend customer service. And, Millennials have come to expect this.

As we have all seen, Millennials are not afraid to speak their mind on social media. If they had a poor online shopping experience, the first place they will turn is to social media to share that experience with their friends - and hopefully catch your attention. If you are not actively monitoring what your Millennials customers are saying about you on social media, you absolutely should be. But your efforts can't stop at simply monitoring what is being said.

You have to take a proactive approach and respond to their feedback. For many years, marketers only had the options of paying focused groups for marketing feedback. Today, Millennials will provide you their honest feedback via social media, without you even asking for it. Whether you are a wireless phone provider, a non-profit organization, or a mom and pop shop, social media levels the playing field between you and your customers. Communication is now a two way street!

### **Marketing on social? Keep on keeping on!**

As marketing professionals and social media platforms continue to improve, we are bound to see a more streamlined approach to purchases on social media. And, we expect Millennials to jump aboard.

In the mean time, your social media marketing efforts are well worth it. Millennials turn to social media for shopping news. They expect you to offer personalized experiences and targeted content on social media. And they want an open means of communication with you through social media.

So while social media is not yet the holy grail of e-commerce, it is a valuable and resource for marketers. It's a great opportunity to engage and learn about your target audience...let's keep that in mind as your social media programs play out.