

HOW TO ENGAGE THE
**MILLENNIAL
PURCHASING MANAGER**

A portrait of Michael Wilson, a man with short brown hair, wearing a brown patterned blazer over a light blue button-down shirt. He is standing with his hands in his pockets, leaning against a light-colored wall. Behind him is a large, stylized blue circular logo with a white 'A' shape inside.

Michael Wilson

(10 Years)

Vice President of Marketing & Communications

WHAT WE WILL BE COVERING...

Better understanding of Millennials



What makes them tick



How they engage with businesses



Purchasing patterns and habits



Marketing / reaching this
growing section of the population

RESEARCH CONDUCTED OVER THE PAST 18 MO.

> Boston Consulting Group

> University of Alabama Research program

> ZS Associates

> The Chally Group

> AFFLINK's Own Data

TURN INFORMATION INTO INSIGHT

RECRUITMENT



SALES APPROACH

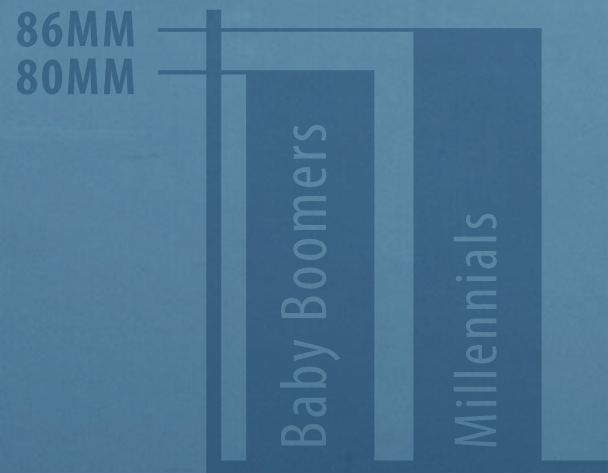


MARKETING &
COMMUNICATIONS

**JUST WHO ARE THE
MILLENNIALS
ANYWAY?**

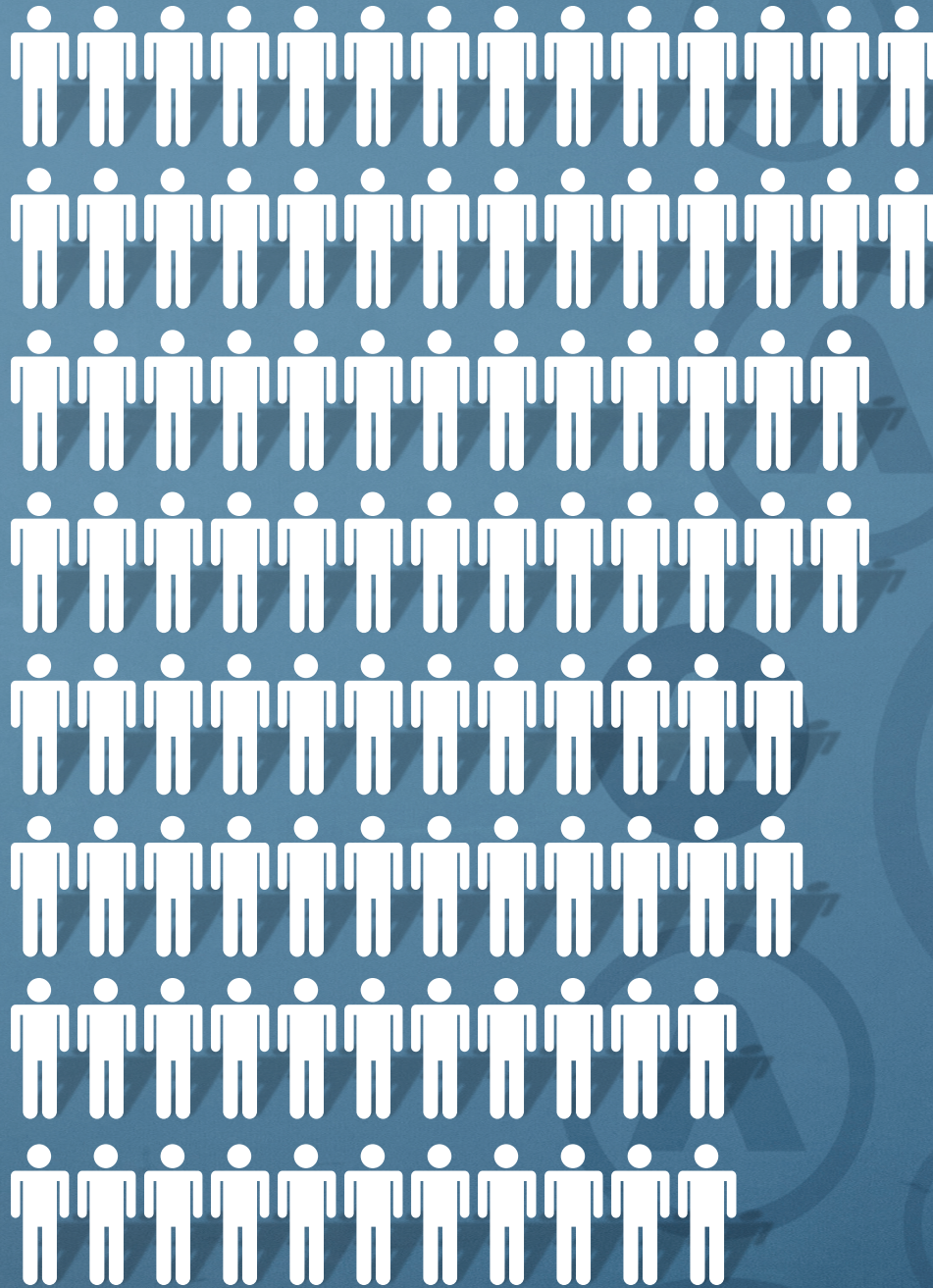


As a percentage of population, there are
more Millennials (people born between 1980 - 2000)
than Baby Boomers.



10,000

Millennials
turn 21 every day




 x100

e|ev⁸



63%

of Millennials have a college degree – most educated group of consumers ever.




MILLENNIALS IN THE WORK FORCE

e|ev⁸



BY 2025

3 out of 4 workers will be Millennials



**BY 2018 MILLENNIALS
WILL HAVE THE MOST
BUYING POWER OF ANY
OTHER GENERATION**

\$2.45
TRILLION

2015

\$3.39
TRILLION

2018

e|ev8®

IN LAST 5 YEARS



**87% of Millennials
took on management roles**

VS



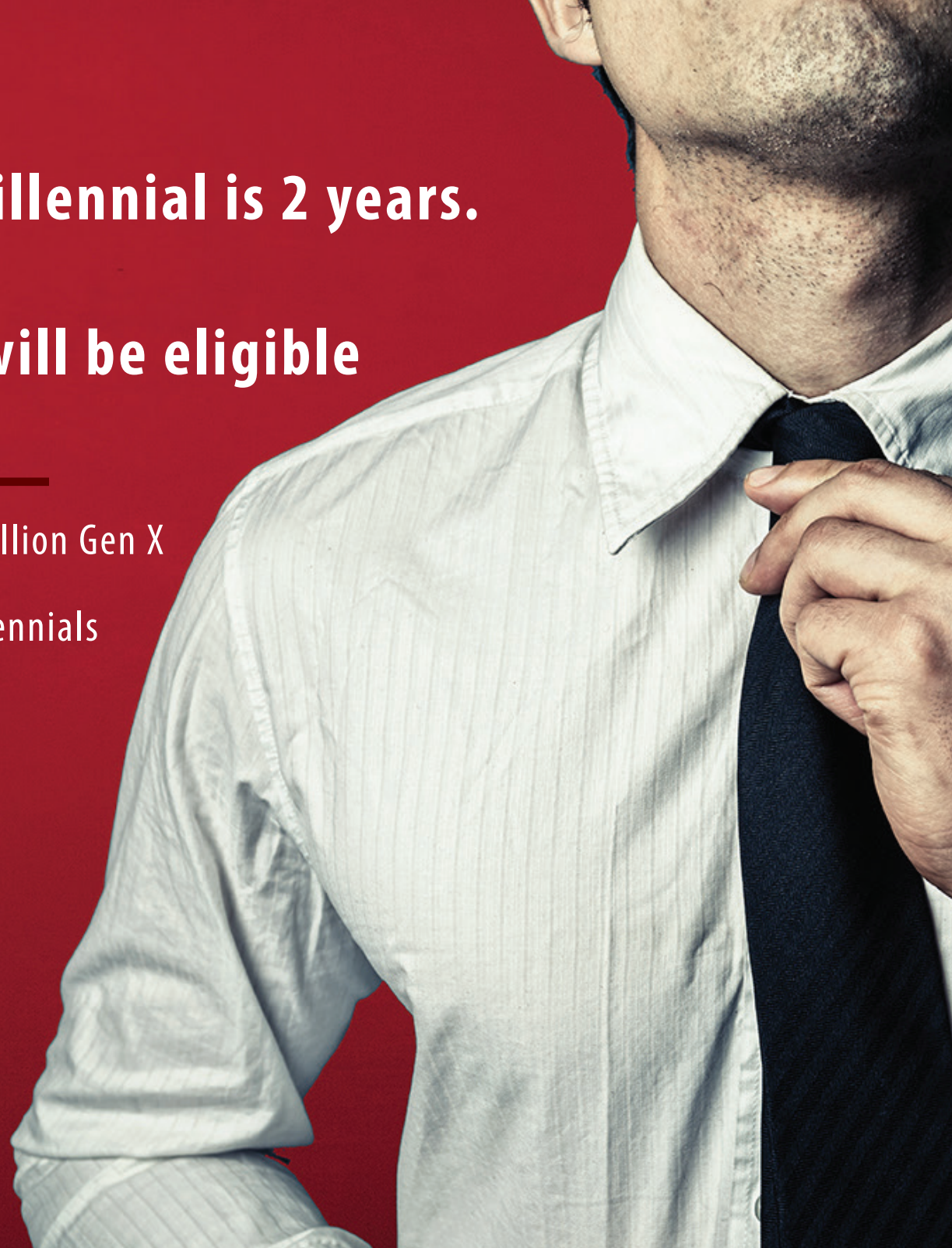
**19% Baby Boomers &
38% Gen Xers**

Average tenure for a Millennial is 2 years.

63% of U.S Executives will be eligible to retire in 5 years.

76.4 million Baby Boomers; 51 million Gen X

The gap between Boomers & Millennials is too big for Gen X to fill.





In a survey of purchasing decision makers or influencers under 35-years-old, 70% make their purchasing decisions based on Internet research

Less than half of Millennial buyers say a hard catalog and a sales representative are of importance to them.

Highest priority is on Supply Chain Optimization. Consolidating purchasing across categories into smaller number distributors to drive efficiencies.

E-Clients who purchase online are 8X more likely to become a repeat customer.

MOTIVATING FACTORS





TECHNOLOGY FOCUSED



41% of Millennials have purchased items on their smart phone



63% stay updated on their favorite brands through social media



81% are on Facebook, with an average of 250 friends



Check their smart phones average of 43xs per day



BUDGET CONSCIOUS / VALUE DRIVEN



56% of Millennials will not accept a job with a company that bans social media



65% of Millennials don't have a credit card



45% would choose work place flexibility over pay



60% weigh the social integrity of a business before making a decision



79% prefer to be a mobile worker



Carry an average of \$28,000 in student loan debt



Brand Reliability
Corporate Sincerity
Sharability



INNOVATION

Total app downloads in 2014

127.7 Billion

Total app downloads projected in 2017

253.9 Billion

ACT & ENGAGE





RECRUIT, ON-BOARD & DEVELOP

What Millennials want from their companies

Look to develop their skills for the future

Strong company and core values

Customizable options in benefits/rewards

Blend work with life

Clear career path

HOW TO SUCCESSFULLY ENGAGE AS EMPLOYEES

Importance of creating trust through transparency

Influence through expertise

Loss to produce gains

Learn the vernacular

HOW TO SUCCESSFULLY ENGAGE AS CLIENTS

Design and deliver a customer-centric experience focused on their segment of business

Become a resource (non-sales) by providing consistent, relevant content that affects their unique business needs

Create intuitive platforms that encourage interaction and engagement to allow for problem-solving

Increase brand trust with testimonials, peer reviews and proof sources

Be easy to do business with



QUESTIONS

RESOURCES

