

Marketing To Millennials

How to Stay Relevant in the Modern Age

Presented by Somi Arian



Workshop Overview

Over the past two decades the consumer behaviour has fundamentally changed. But many companies still market their products & services like it's the pre-digital era.

In the old days of media and advertising things were a lot simpler. You ran an advertising campaign a couple of times a year - you could then sit back and wait for the sales to come in.



The advent of the internet in the 1990s set the tone for a complete change of culture and mindset for decades to come. This explains why so many iconic brands are now struggling or going out of business.



YOU don't have to be the next Toys R US, Gibson Guitars or Maplin.

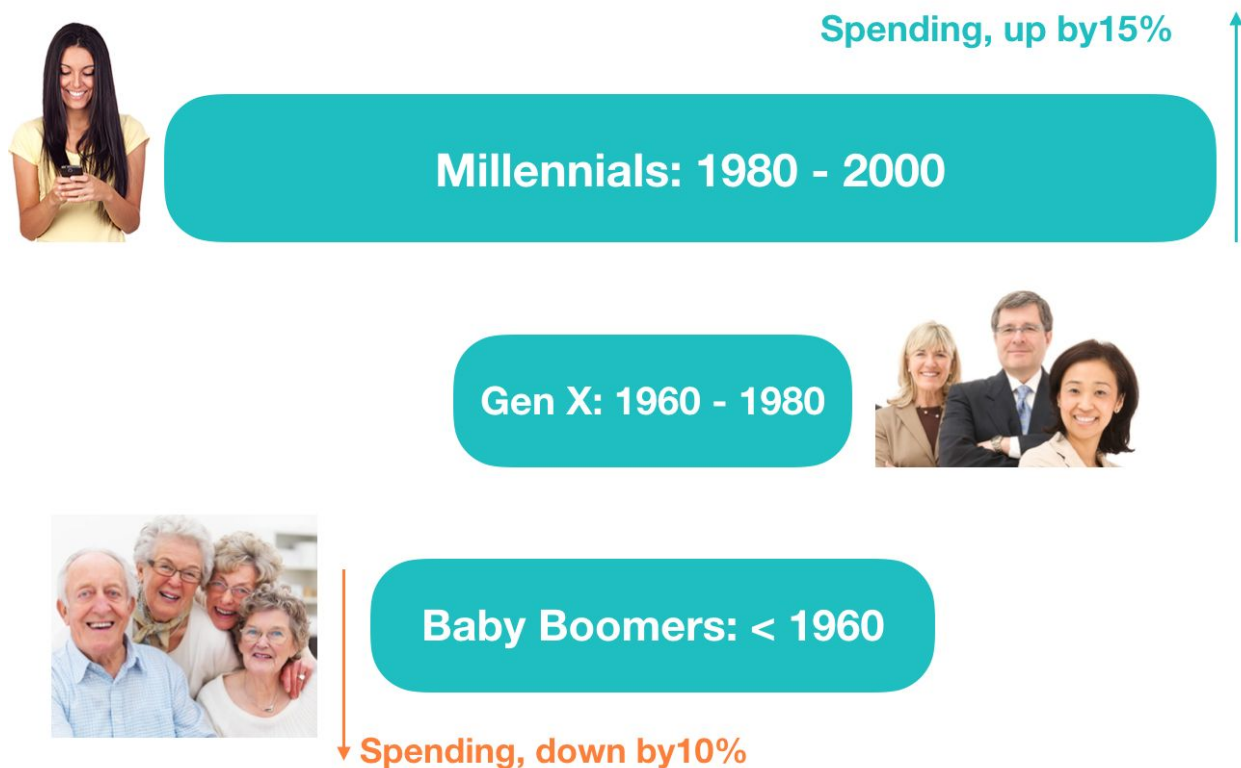
We have conducted extensive research on market changes and consumer behaviour in the digital environment. We specialise in marketing to millennials and those from other generations who have adapted to modern ways of communication.

Why Millennials?

Born between 1980 to 2000, millennials are the biggest generation since WWII. They will soon dominate the market in a far more disruptive way than Baby Boomers ever did.

According to Goldman Sachs by early 2020 the Millennials' spending goes up by 15%. At the same time the Baby Boomers spending goes down by 10%.

The Generations



Millennials are the first generation that grew up knowing nothing but the digital world. Therefore it is extremely important to understand their mindset and behaviour.

But being a millennial is not just about one's age, it is about how one's behaviour is impacted by technology. There are now many Baby Boomers & Gen-Xers that behave like millennials in their digital interactions with brands.



Linear channels of top-down communication between the brands and consumers are no longer effective. This means that marketers need to up their game.

We designed this workshop to give seasoned Marketers and C Level Executives a chance to take a step back and re-evaluate their marketing structure.

What Is Modern Marketing?

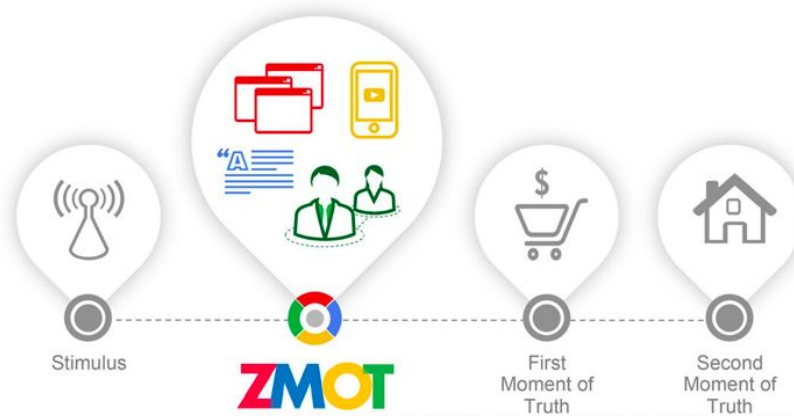
Modern Marketing is all about getting your audience to spend time with your brand.

In 2011, Google conducted an eye opening research on the customer journey. The research suggests that on average a buyer needs to spend 7 hours of interaction with a brand, across 11 touch points, and in 4 separate locations, before they make a purchase.

So, how do you achieve that level of engagement? Certainly not with 30 second TV commercials and magazine ads.



7 Hours
4 Locations
11 Touchpoints



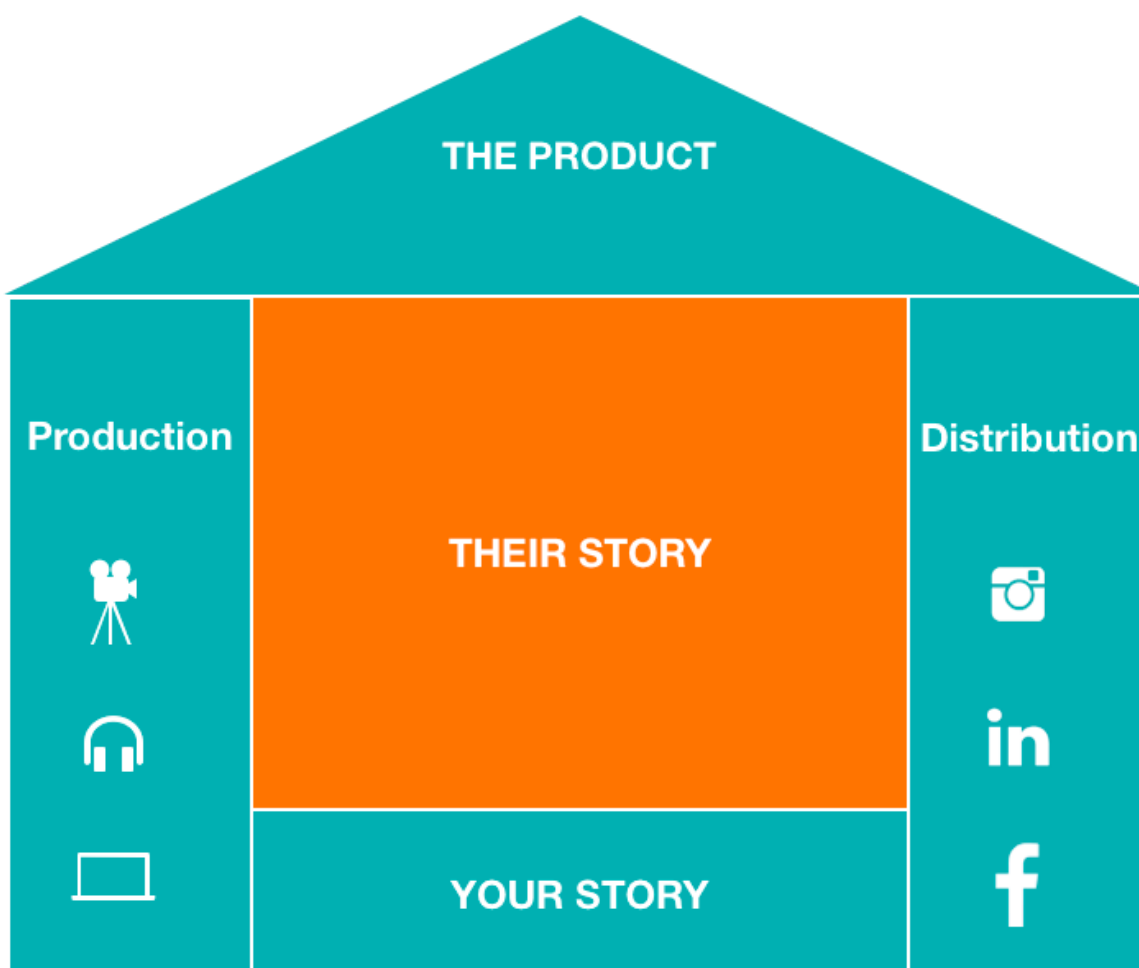


Content is the answer!

As Seth Godin puts it, “Content is the only marketing left”. But most companies don’t know what kind of content to create, how to create it effectively, and how to distribute it correctly. This workshop will cover all that.

The Structure of Modern Marketing

The structure of modern marketing consists of two pillars and three layers, as demonstrated in this image. Think of it as a house. It’s your marketing house.



Before we build our marketing house, we need to first know exactly who it's for - in other words who is our **audience**? During the workshop we will discuss all the elements that make up the structure of modern marketing, over the six following modules.

1- Audience Profiling

Beyond demographic segmentation, we focus on uncovering the key insights of your target audience based on lifestyle and digital behaviour, building your consumer's persona.

2- Content Production

This module covers the mechanics of content creation. Establish what should be your ideal investment of time, resources, medium and content format and how to maximise your budget.



3- Content Distribution

This is where we discuss your distribution strategy and uncover the right platforms and channels for your content, based on where your audience is. We will also discuss nuances of navigating various platforms and working with influencers, while protecting your IP.

4. Your Story

Here you introduce your brand to the audience and build trust with them. The trick is to tell your brand story in such a way that it doesn't feel like "promotional" content. We will explain how to engage in storytelling that entertains and provides value.

5. Their Story

Here you portray a lifestyle associated with your brand. Your content can teach people as much as about themselves, as it does about you. The goal is to enable the audience to imagine what it "feels like" to buy into your brand.



6. The Product

This is where you finally get to talk about your product or service. The Product led content is the simplest of the three. This is where your content can finally be *promotional*. Brands are often tempted to focus too much on the product, without getting the other parts right.

Who is this workshop for?

This workshop is ideal for C Level Executives and Marketing Directors wanting to shift their marketing activities towards a more modern approach. If you are looking to engage with your target audience with an innovative, digital focused approach, this one day course is for you.

Your Investment

You may wish to have one, two or three team members from your company attend the workshop. If you are interested in sending more businesses representatives, we recommend that you opt for an inhouse workshop at your company's premises.

1 person - £1,500

2 people - £2,500

3 people - £3,000

- This program includes a one hour follow up phone consultation with Somi Arian, where she will answer any questions that you may have after the workshop within a month.
- We will also have a closed LinkedIn Group where participants will be able to post their questions and receive further guidance.

All packages include breakfast, lunch and refreshments at The Ivy Club.

Total number of attendees for each workshop will be up to ten people. Naturally, this is also a great opportunity for you to meet other marketing professionals.