



Marketing to College Bound Millennials

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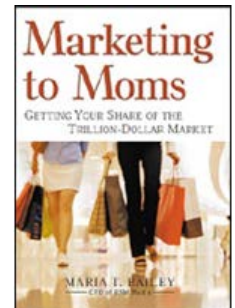
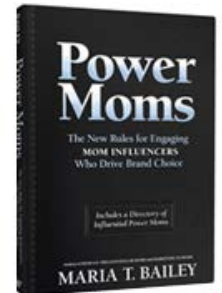
Summary

BSM Media's, CEO Maria Bailey is the author of "Millennial Moms: 202 Facts Marketers Need to Know To Build Brands and Drive Sales" and has been studying Millennials since their inception- literally. As part of BSM Media's work with higher institutions and millennials, we turned our attention to Marketing to the College Bound Millennial- many of whom are balancing school work with families and careers.

How does a higher education institution market their programs to this stressed out, tech savvy, cost conscience consumer?

BSM Media has combined our expertise with Millennials and Marketing and our experience with Higher Education to provide the following pages of insights and tactics.

To learn more about BSM Media and how we can support your marketing goals, visit www.bsmmedia.com or email [Laura@ bsmmedia.com](mailto:Laura@bsmmedia.com)



Marketing to College Bound Millennials



MILLENNIALS

- Born 1980-1995
- Delaying children and marriage
- Value education
- Tech savvy
- Aspire to an “integrated” life rather than a “balanced” life
- Proud frugalistas
 - Value is important but so is quality



ENJOYS THE SPOTLIGHT AND CELEBRATIONS

- Babymoons, couple showers, gender reveals
- Push presents = trophy



- ✓ Showcase and profile older/working/millennial students
- ✓ Create events on campus and online that celebrate student accomplishments such as career promotions or birth of a baby

MILLENNIALS ARE PRAGMATIC

- Uses technology to stay on schedule, save time and keep life in order
- Set realistic goals and expectations
- Puts a value on transparency
- Education is important but student loan issues are a major consideration
- Realistic with their expectations of owning a home. Bigger is not always better; try to lead a simpler lifestyle in an effort to save the most we can.



- ✓ Use data to tell your story
- ✓ Clearly outline the steps to apply and the commitment necessary to complete
- ✓ Highlight the services and tools your school offer to support their education
- ✓ Focus on completion rate

REVIEWS, REVIEWS, REVIEWS

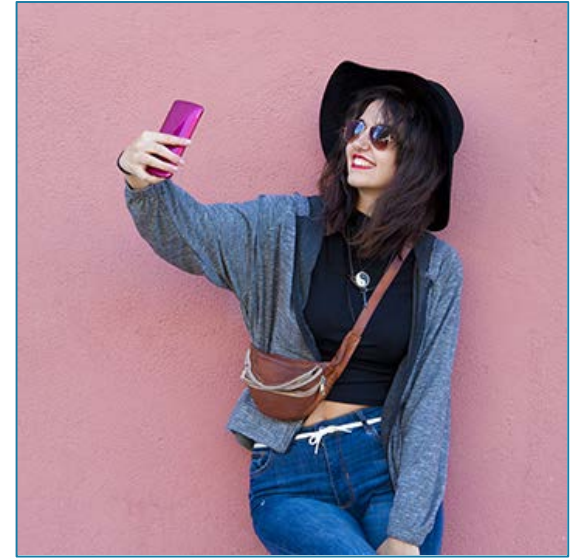
- 90% consult a review prior to purchase



- ✓ Use testimonials on social media
- ✓ Monitor review sites such as [RateMyProfessors.com](https://www.ratemyprofessors.com)
- ✓ Encourage students to review events, classes and school

A DIGITAL STORYTELLER

- 90% take at least one photo a day
- Look to brands to inspire them to share



- ✓ Promote a consistent hashtag #ACC
- ✓ Create photo opportunities on campus such as mascot days, seasonal backdrops and photo contests
- ✓ Create digital photo albums around big days such as the first day of classes using Instagram and Tumblr

TECHNOLOGY IS PART OF THEIR LIVES

- 65% don't want to call for an appointment
- 80% don't use their mobile phone for voice calls



- ✓ Automate as much as you can! No robo calls.
- ✓ Highlight all tech-enabled tools the student has to be successful
- ✓ Showcase them on Snap Chat or Fast Form Video

RELATIONSHIPS ARE IMPORTANT

- LinkedIn generation
- Measure success online by number of followers
- Customer service counts



- ✓ Profile professors
- ✓ Respond quickly to online queries, financial aid and admissions questions
- ✓ Focus on the campus community even for online students
- ✓ Facilitate networking events (*Residence Inn*)



Thank You

More Resources:

www.MillennialInfluencers.com

www.MarketingToMoms.com

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