

9 TIPS FOR REACHING MILLENNIALS



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Millennials have overtaken Baby Boomers to become the largest generation in American history. At 20% of the population, Millennials now represent more than \$200 billion in annual buying power. But it can be particularly challenging for health insurers to identify where and how to reach them.

So what do you need to know?

“87% use between TWO AND THREE TECH DEVICES on a daily basis”

Elite Daily, 19 Jan. 2015.

“52% of Millennials rank far above or above average when it comes to being EARLY ADOPTERS OF TECHNOLOGY”

Experian, March 2013.

“62% say that if a brand engages with them on social networks, they are MORE LIKELY TO BECOME A LOYAL CUSTOMER”

Elite Daily, 19 Jan. 2015.

“84% say that user-generated content INFLUENCES BUYING DECISIONS”

Bazaarvoice, Jan. 2012.

TIP #1

Don't rely on a single channel. Creating a truly integrated strategy with multiple touch points will better position you for success.

TIP #2

Millennials are a moving target. Make sure you stay up-to-date on emerging technology and digital platforms so that you'll be able to take advantage of new channels when they arise.

TIP #3

Social networks are great channels for engaging with Millennials. But engagement is the key word. Simply maintaining a presence is not enough.

TIP #4

When it comes to decision making, Millennials are more likely to rely on the opinions of friends, family and even strangers than to trust information coming directly from a company. Try to identify channels that are ideal for user-generated content when planning your marketing strategy.



“They watch 3X AS MUCH TV ONLINE as non-Millennials”

[Media Post, March 2014.](#)

“Millennials watch an average of 356 ONLINE VIDEOS per month”

[ComScore, 5 Feb. 2014.](#)

“33% of media consumption remains PRINT, RADIO AND TELEVISION”

[Entrepreneur, 10 Mar. 2014.](#)

“90% of Millennials say their PHONES NEVER LEAVE THEIR SIDE – both night and day”

[Emarketer, October 2014.](#)

“63% of young adults (18-21) READ THEIR MAIL IMMEDIATELY”

[The DMA 2014 Statistical Fact Book.](#)
[Via Beasley Direct Marketing Blog.](#)

TIP #5

Millennials watch broadcast TV, but not with the devotion or attention span of other audiences. 65% use a second screen device at the same time. Half watch on their laptops. These are signs that it may be more advantageous to target online video channels over traditional broadcast buys.

TIP #6

With the right targeting and content, online video is a great way to break through to Millennials. In fact, when Google asked Millennials what sites they use to learn about products they are interested in, 100% said they default to YouTube.

TIP #7

Digital video, social media and other new channels present great opportunities for health insurance marketers. But traditional media can still play a vital role in your marketing strategy.

TIP #8

Since Millennials keep their phones within reach 24/7, make sure to optimize their experience with mobile-friendly sites, mobile apps and easy access to the information they need while on their phones.

TIP #9

Although Millennials are technology-forward, don't abandon traditional strategies. Young adults are highly responsive to direct mail — people 18-24 are more likely to open mail immediately than any other age group — which makes it a very efficient way to target your audience.