

Marketing Trends with Millennials & How to Reach Them

Millennial- a person reaching young adulthood in the early 21st century. Defined as those ages 19-35 in 2016.

Where are they? What are they looking for?

Instagram: Over 90% of the 150 million people on Instagram are under the age of 35, primarily 18-24

Suggested content: pictures, quotes, prayers, event reminders, short videos...

Snapchat: 37% of users are ages 18-24, 26% of 25-34, and 23% are 13-17

Suggested content: Real time (live) happenings (video or still-shot) at a church event...

YouTube: Consumers aged 13-24 spend 11.3 hours weekly watching free online video compared with 8.3 hours for regularly scheduled TV - A study conducted in the fall of 2014 by Hunter Qualitative Research commissioned by digital-media firm Defy Media.

But many other research studies have found that millennials, in particular, are watching less TV as they tune in to YouTube and other digital-native content. Indeed, big-name YouTubers and other digital stars are more popular among teens than traditional Hollywood and music celebs. - According to a survey Variety commissioned

Suggested content: Short videos to PROMOTE an upcoming event, trip, youth night, or short videos to RECAP said events...

Pinterest: 55% of Pinterest users are ages 25-44. This jumps just a tad out of the millennial focus, but a good platform if you're looking to reach young adults or the parents of your young adults and teens.

Suggested content: Prayers, quotes, catechism tips, DIY projects, schedules, pictures, upcoming events...

Twitter: "Millennials check Twitter whenever they check their phone." According to Twitter:

- 80% of millennials are accessing Twitter through their mobile phone at least once a day
- 15% of millennial users access the social network over 10 times per day

Suggested content: Reminders, pictures, short videos, Links to church website or other resources, news articles, blog posts, quotes...

Facebook: 29.7% of users are age 25 to 34, which is the most common demographic

Suggested content: Pictures (and labeled albums), short videos, links to church website and/ or other resources, quotes, reminders, Facebook events...

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