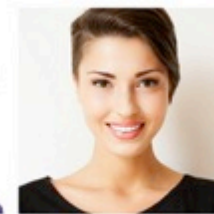
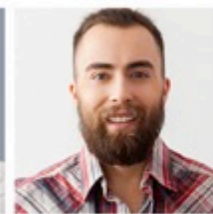
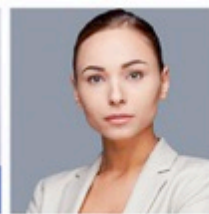
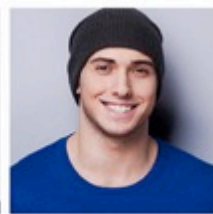


delia
associates

The business brand experts.

Get to your next.

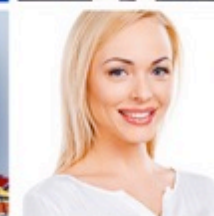
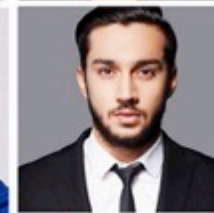
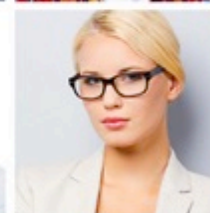
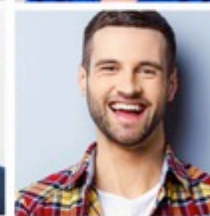
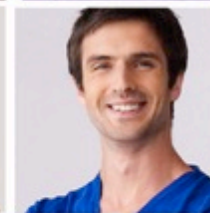
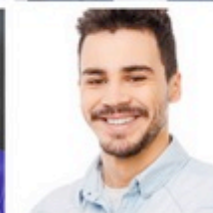
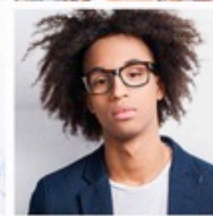
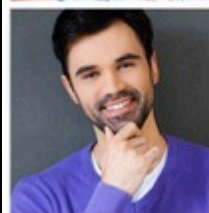




MILLENNIALS

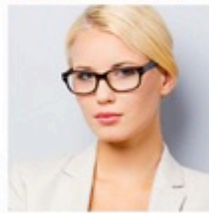
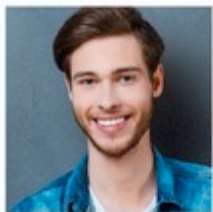
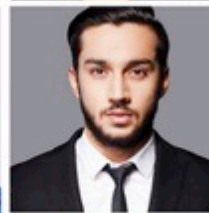
The new BFFs
of B2B

(And how to make your brand their BFF)





**RICH
PALATINI**
Director, Brand + Creative
Delia Associates





MILLENNIALS:
WHO
ARE THEY?



MILLENNIALS: WHO THEY ARE

18-34

YEARS OF AGE

75.4 MILLION

THE LARGEST DEMOGRAPHIC GROUP

**MORE
THAN 1/3**

OF AMERICAN WORKERS ARE
MILLENNIALS



MILLENNIALS: WHO THEY ARE

34%

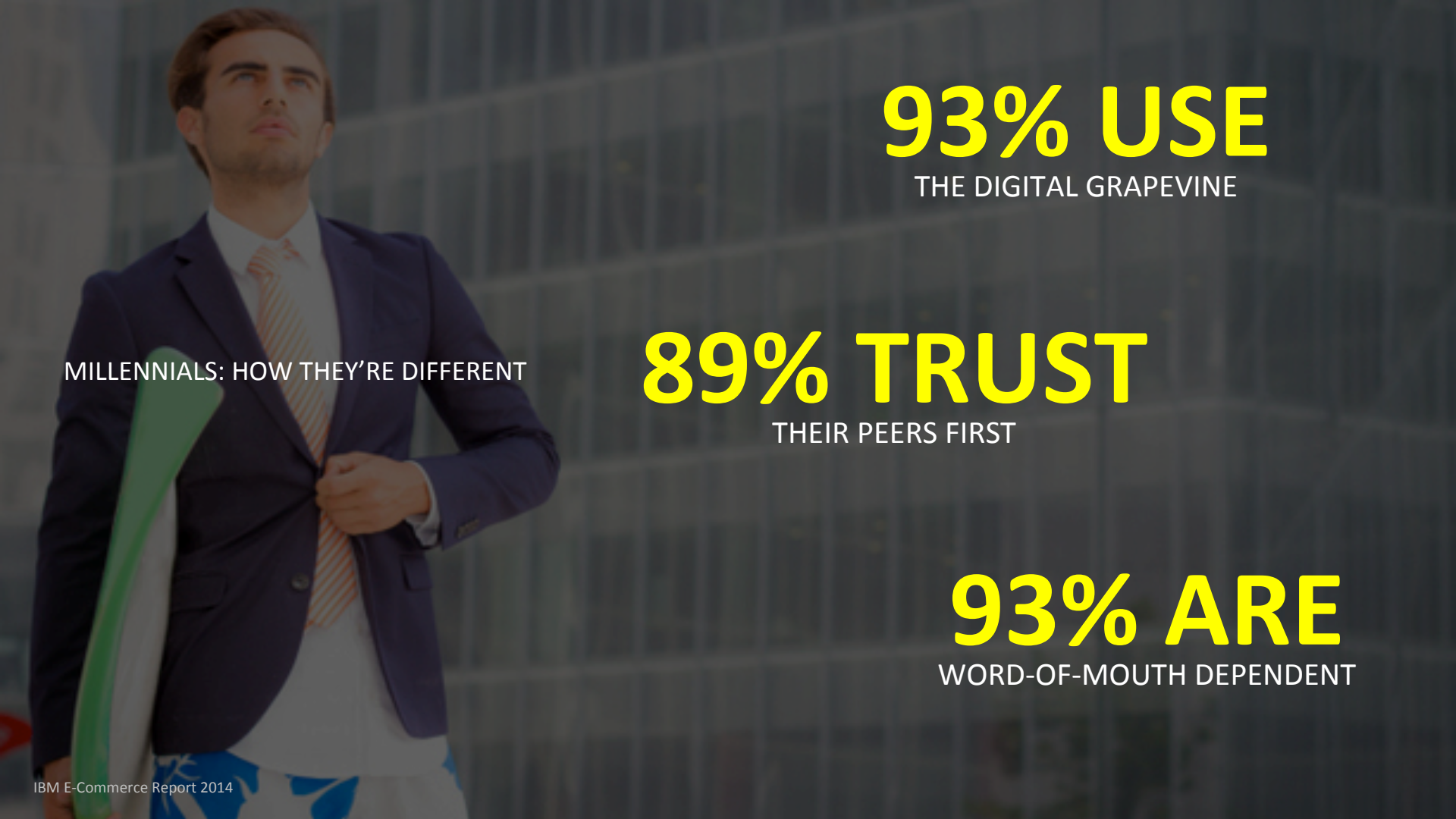
HAVE BUDGET AND/OR FINAL SIGN-OFF
AUTHORITY ON ENTERPRISE TECHNOLOGY
PURCHASES OF \$10,000 OR MORE

61%

DESCRIBE THEIR ROLE IN TECHNOLOGY
PURCHASES AS DECISION MAKER



MILLENNIALS:
HOW
ARE THEY
DIFFERENT?



MILLENNIALS: HOW THEY'RE DIFFERENT

93% USE

THE DIGITAL GRAPEVINE

89% TRUST

THEIR PEERS FIRST

93% ARE

WORD-OF-MOUTH DEPENDENT

The image features two men standing side-by-side against a grey background. The man on the left is dressed in a dark grey business suit with a light blue shirt and tie, representing a professional or corporate identity. The man on the right is wearing a white tank top, a brown fedora, and has extensive colorful tattoos on his arms and chest, representing a more rebellious or creative identity. Both men have their arms crossed and a serious expression. A black rectangular box is centered over the image, containing the text 'MAKING DECISIONS AT WORK' in white and yellow capital letters.

MAKING
DECISIONS
AT WORK

A man with short brown hair, wearing a dark suit, white shirt, and light blue tie, stands with his arms crossed. He has a serious expression.

69% PREFER

TO ENGAGE VENDORS DURING
THE SALES CYCLE VIA EMAIL

MILLENNIALS: MAKING DECISIONS “AT” WORK

36% WEIGH

THE OPINIONS OF FRIENDS AND
FAMILY BEFORE DECIDING TO
BUY B2B PRODUCTS/SERVICES

A man with extensive colorful tattoos on his arms and chest, wearing a white t-shirt and a brown fedora hat, stands with his arms crossed. He has a serious expression.

69% WILL

POST A POSITIVE COMMENT
ON SOCIAL MEDIA IF THEY’RE
HAPPY CLIENTS

THEIR
RESEARCH
SOURCES



MILLENNIALS: THEIR RESEARCH SOURCES

1. VENDOR REPRESENTATIVES
2. TRADESHOWS & CONFERENCES
2. COLLEAGUES IN MY ORGANIZATION
4. VENDOR'S CUSTOMERS
4. VENDOR'S SOCIAL MEDIA & WEBSITE

A woman with long dark hair, wearing a blue button-up jacket, stands in the foreground of a modern office, looking down at a yellow folder she is holding. In the background, two men are seated at desks; one is looking at a laptop and the other is gesturing while talking. The office has large windows, wooden desks, and shelves with books and storage boxes.

THEIR
CONTENT
CONSUMPTION

MILLENNIALS B2B CONTENT CONSUMPTION

29% VIDEO

19% CASE STUDIES

16% WHITE PAPERS

15% BROCHURES

11% WEBINARS

The image features five black silhouettes of people standing in a row. Each person's head is replaced by a large, colorful square icon representing a different social media or search platform. From left to right, the icons are: Google (blue with a white 'g'), Twitter (light blue with a white bird), Facebook (blue with a white 'f'), Snapchat (blue with a white 's'), and RSS (orange with a white signal symbol). The silhouettes are positioned behind a horizontal grey band that contains the text.

WHERE THEY SEARCH



MILLENNIALS: CONTENT MARKETING PLACEMENT

40% FACEBOOK

17% YOUTUBE

12% GOOGLE+

7% LINKED IN

6% TWITTER

A group of seven diverse professionals (four men and three women) are standing in a modern office with large windows. They are dressed in business casual attire. In the background, there is a whiteboard with a hand-drawn diagram. A large black rectangular box is overlaid in the center of the image, containing the text "WHAT ATTRACTS B2B BUYERS?".

WHAT
ATTRACTS
B2B BUYERS?



69%

EASE OF DOING BUSINESS

MILLENNIALS: WHAT ATTRACTS THEM AS B2B BUYERS?

33%

A WILLINGNESS TO WORK
COLLABORATIVELY WITH MY
ORGANIZATION

31%

INDUSTRY AND MARKETPLACE
EXPERIENCE



GEN X:
PRIORITIZE
QUALITY OF
PRODUCT
OR SERVICE



MILLENNIALS:
PREFER A
GREAT CLIENT
EXPERIENCE



BOOMERS:
FAVOR FAST
RESPONSE AND
SERVICE



PRIZED ATTRIBUTES

TO MILLENNIALS IN SMALL ORGANIZATIONS
(UNDER 1M EMPLOYEES)

37%

A WILLINGNESS TO WORK
COLLABORATIVELY WITH
MY ORGANIZATION

31%

AN UNDERSTANDING OF MY
ORGANIZATION'S UNIQUE
CHALLENGES

33%

AN ABILITY TO
RESPOND QUICKLY

A blurred office scene with people working at desks and a laptop in the foreground. The text "WHAT YOU CAN (and should) DO" is overlaid in the center.

WHAT YOU CAN (and should) DO



B2B MARKETING TO MILLENNIALS:

BE AUTHENTIC

MAKE IT ALL ABOUT THEM
ABOVE ALL BE OPEN AND HONEST
DON'T SELL; SHARE STORIES THAT CONNECT WITH EMOTION
KEEP YOUR BRAND "AGE" MODERN, POSITIVE AND ENERGETIC

B2B MARKETING TO MILLENNIALS:

BE CONVERSATIONAL

GIVE THEM SOMETHING TO TALK ABOUT
IT DOESN'T HAVE TO BE IN REAL TIME





B2B MARKETING TO MILLENNIALS:

ENABLE MOBILE

ASSUME THEY'LL CONSUME ON THEIR PHONES
GO BEYOND YOUR WEBSITE
MAKE IT ALL MOBILE OPTIMIZED

B2B MARKETING TO MILLENNIALS:

FOCUS ON A COMPLETE EXPERIENCE

MAKE IT SIMPLE, QUICK, EASY TO FIND AND CONSUME

THINK TEXT INSTEAD OF E-MAIL

THINK TWITTER AS AN ALTERNATIVE TO E-NEWS





B2B MARKETING TO MILLENNIALS:

MAKE YOUR WEBSITE EASIER TO USE

MOBILE OPTIMIZED IS A MUST
MAKE IT EASIER TO FIND ANSWERS & ASK QUESTIONS
GIVE A LOT BUT DON'T REQUIRE A LOT

B2B MARKETING TO MILLENNIALS:

HIRE A FOCUS GROUP

HIRE SOME MILLENNIALS
LET THEM HELP YOU UNDERSTAND THE TARGET MARKET





B2B MARKETING TO MILLENNIALS:

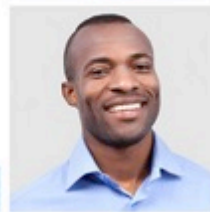
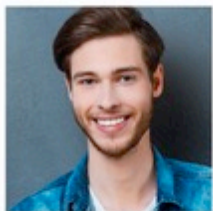
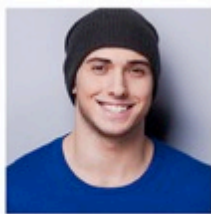
INFLUENCE THE INFLUENCERS

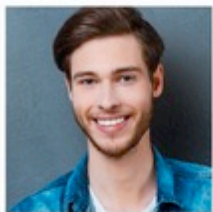
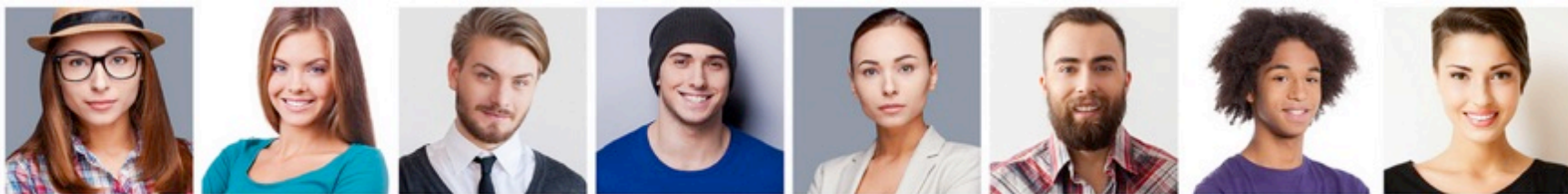
MILLENNIALS SEEK OUT INFLUENCERS
THEY ACTIVELY SEEK OUT RECOMMENDS AND OPINIONS
START TODAY AND DON'T STOP



THE TAKEAWAY:

**BY DIRECTING YOUR
MARKETING EFFORTS AT
BEING A BFF TO B2B
MILLENNIALS YOU'LL ALSO
BE TAKING CARE OF YOUR
OTHER CUSTOMER
SEGMENTS**





The business brand experts.

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