

1. Record Nr.	UNINA9910965279903321
Autore	Fromm Jeff
Titolo	Marketing to millennials : reach the largest and most influential generation of consumers ever / / Jeff Fromm and Christie Garton
Pubbl/distr/stampa	New York, : AMACOM, [2013]
ISBN	9780814433232 0814433235
Edizione	[1st edition]
Descrizione fisica	1 online resource
Altri autori (Persone)	GartonChristie
Disciplina	658.8/340842
Soggetti	Young adult consumers - Attitudes Generation Y - Attitudes Target marketing Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Marketing to Millennials; Title; Copyright; Dedication; Contents; List of Figures; Foreword; Acknowledgments; CHAPTER 1: Who Are They?; The Participation Economy; The Old Framework vs. the Participation Framework; Friends Have Influence; Birth of the "Digital Native"; Optimistic Despite the Roller-Coaster Economy; The Millennial Mindset; Chapter 1: Key Takeaways; CHAPTER 2: The New Rules of Marketing to Millennials; The "What" Generation?; An Enigma Generation?; Begin a Relationship Now, If You Haven't Already; Younger and Older Millennials: A Difference? Six Distinct Millennial SegmentsMillennial Guys and Gals; Chapter 2: Key Takeaways; CHAPTER 3: Engage These Early Adopters of New Technologies; The Household CTO; "I Know More Than My CEO"; The Mobile Moment of Truth; Chapter 3: Key Takeaways; CHAPTER 4: Build a Listening and Participation Strategy; The Participation Economy; The "Right" Strategy; Engagement (New) vs. Interruption (Old); Interaction (New) vs. Reaction (Old); Engaged Participants (New) vs. Heavy Users (Old); Personal Gestures (New) vs. Big Promises (Old); Active Cocreators (New) vs. Passive Consumers (Old) Chapter 4: Key TakeawaysCHAPTER 5: Make Them Look Good Among

Their Peers; Hyperconnected and Always On the Go; Information Hungry; Gotta Look Good!; People Care About What I Say, Where I Am, and What I'm Doing; So What Does This All Mean?; Chapter 5: Key Takeaways; CHAPTER 6: Design a Sense of Fun and Adventure; Market Disrupters Win Big; Comedy Natives; Generation Innovation; The Parent Trap; Chapter 6: Key Takeaways; CHAPTER 7: Don't Give Them a Reason to Cheat on You; The Price Needs to Be Right; What Ever Happened to Brand Loyalty?; Up the Fun Factor; Rewards Work; Coupons Are King Excellent Customer Service Matters, TooTake Their Feedback to Heart; Brands That Care; Chapter 7: Key Takeaways; CHAPTER 8: Epilogue; Keep Up with Technology Trends; Engage Millennials in Everything You Do; Strive for Content Excellence; Good Content Is Key; No Brand Can Afford to Ignore Millennials; Notes; Index; About the Authors

Sommario/riassunto

Millennials are the crucial consumers of today and tomorrow-and marketing to them requires a brand new approach.
