

Millennials Have Changed Political Elections as We Know Them

3 Millennial Marketing Tactics You Can Learn From the Campaigns of Presidential Hopefuls



When it comes to the 2016 presidential election, Millennials have turned typical campaign strategies upside-down. They've drawn attention to topics often shied away from, encouraged candid candidate personalities, and caused for a major shift in direct marketing tactics.

But why are the candidates giving Millennials what they're asking for? Why are candidates taking the time to discuss unpopular topics and sign up for new social media platforms? Because, for the first time in the history of the Millennial generation, Millennials hold strong voting power.

Three out of 10 voting-age Americans will be Millennials during this upcoming election. According to the [Center for American Progress](#), as of 2016, "there will be 93 million Millennials of voting age and 81 million Millennial eligible voters—accounting for 36 percent of all eligible voters. This should produce an estimated 46 million voting Millennials, representing 33 percent of all voters."

The continued increase in Millennial voting power calls for strong attention from the presidential candidates, and the continued increase in Millennial spending power calls for strong attention from you! Here are a few takeaways you can learn from the current political campaigns in order to see success for your business or organization when Marketing to Millennials ([M2M](#)).

Every Day Language Goes a Long Way

Your message matters to Millennials. What does not matter to Generation Y is high-level, holier-than-thou language that often alienates.

“ *Everyday Americans need a champion.
I want to be that champion.* ”
Hillary Clinton

From their campaign slogans, to their messaging on Twitter, this year's group of candidates are shying away from the political-ese of previous elections and embracing a more average-Joe approach.

Millennials want to feel respected and invited, as opposed to overlooked or excluded. By using familiar language and "telling it like it is", you will resonate with Millennials. As you draft your next piece of content, take a step back from industry talk and strive to use vocabulary that enables people to relate to your messaging.

Share Socially Friendly Sound Bites

Before the presidential hopefuls have even finished answering a debate question, their sound bite friendly quotes are circulating the online universe through tweets, video clips, and memes.



Think back to your most recent interview or press release, did you offer "sound bites" that could easily stand on their own without context? This year's presidential candidates have mastered this, and Millennials are loving it. Long winded responses do not cut it anymore. Millennials do not promise you their undivided attention for minutes on end. They're use to consuming news in 140 characters or less. They're use to reading just the headline.

Be sure you can express your point in a concise manner. Enable Millennials to take your ideas and run with them. Offer them quotes that can be repurposed as tweets and vines. The more you empower your audience with your messaging - the greater the chance it will get shared virally.

Cross Platform Marketing is a Must

Today's outlets for messaging far exceed the options Baby Boomers had to turn to for political updates when they were young adults. While this is great for consumers, it does up the demands for content providers. The 2016 election process has clearly demonstrated this.

All the while candidates stand in front of a camera answering questions, their campaign teams are live tweeting and sharing behind the scenes photos and videos on [Snapchat](#) from backstage, tour buses, and campaign headquarters.



Millennials expect to be able to access news from whatever device or platform is most handy to them. Whether they are on their phones, tablets, computers, or TVs, Millennials want access to updates at the touch of a button. So keep this in mind. Whether you are answering questions in front of a live broadcast, or drafting a Facebook post for your followers, your message cannot simply live on that one medium. You will have to distribute it across each outlet and platform your audience is active on!



Will Millennials Vote?

As Election Day approaches, it will be interesting to see how the continued efforts by candidates affect the actions of our country's Millennial voters. In the words of a recent [Bloomberg](#) article "[Millennials] have the power to swing the presidential election by turning out to vote — or crush a candidate by staying home." They hold that same power when it comes to ensuring the success of your business or organization!