

# Not Your Father's Holiday Marketing

## *5 Ways to Win Over Millennials This Christmas Season*

We are all familiar with the typical holiday marketing campaigns; we see the same Christmas commercials and store clerks dressed like Santa's elves every year. But this holiday season, traditional marketing campaigns, aimed at Baby Boomers and Gen X, just won't cut it if you are looking to influence Millennials. Since one quarter of the U.S. population are classified as Millennials, it's time to turn your marketing prowess to this key group.

Born between 1977 and 1995, today Millennials account for \$1.3 trillion in direct annual spending. Even more compelling, by 2030, they are expected to outnumber Baby Boomers (individuals between the years 1946-1964) 78 million to 56 million.

Moreover, now is the time Millennials are developing their brand preferences and spending patterns. So now is the time to focus your marketing strategies their way!

Here are five tips to turn the page on your father's marketing ploys and start attracting Millennials' attention this holiday season:

- 1. Offer great value** – Have you noticed the way Black Friday expanded into Cyber Monday and then further morphed into Grey Thursday? Millennials are constantly driven by the opportunity to save money. According to [Nielsen Holdings](#), 31% of Millennial dollars spent are on deals and discounts. When crafting your marketing campaigns this year, think about what special holiday savings you can offer... and watch the Millennials line up.
- 2. Identify a cause** – Millennials believe in social responsibility and expect to see that mirrored in the brands they purchase. According to the [2015 Millennials Impact Report](#), 84% of surveyed Millennials made a charitable contribution in 2014 and 70% spent at least one hour volunteering. Show Millennials you care, and that your business is one they should align themselves with, by teaming up with a charity that you truly believe in and can sustain a long term relationship with. Millennials have radar for insincere affiliations, so make sure your charitable association is the real deal!
- 3. Develop limited editions** – We're all quite familiar with Starbucks' holiday marketing tactics. Their "red cup of Christmas" rings in the holiday season for Millennials the way seeing Santa ride his sleigh down 34th street on Thanksgiving Day does for Baby Boomers. And few things attract Millennials more than the idea that they are getting some kind of exclusive opportunity. Offering a limited number or limited time to buy your holiday edition will have Millennials rushing to secure theirs. Just mention "for a limited time only" and see them come running.

4. **Virally share the Christmas cheer** – Have you Elf-ed yourself, yet? In 2006, Office Depot teamed up with Jib-Jab for one of the earliest feats of holiday VIRAL marketing to create [Elf Yourself](#). Today, over 1 billion Elf Yourself clips have been made and the number is still on the rise. When developing holiday campaigns this year, think about how to include a fun, viral aspect. People want to laugh during the holidays, and moving beyond that, they want to share what's making them laugh. Make it your goal to offer content that Millennials will want to share, relate to and be part of.
  
5. **Boost your social media engagement** – Millennials are on social media, and they expect to find you there, too. According to [comScore](#), Millennials spend 29.6 hours per month on social media applications. That's just about an hour per day! This holiday season, why not boost your social media presence by upping engagement and trying a new platform, for example Instagram and Pinterest. Use the visual beauty of the holiday season to help expand your brand touch points to where your Millennial customers are!

Connecting with the Millennial generation offers a lot of new marketing opportunities for businesses and organizations. Our [M2M practice](#) can help you better tailor your marketing tactics both during the holidays and beyond!