

Millennials: the Automated Generation





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—*— Agenda

- What is a Marketing Technologist?
- What are Millennials?
- Why are Millennials well-suited to this role?
- How to use MarTech to better reach Millennials



What is a Marketing Technologist?

**THE
GAME
RULES
ARE
CHANGING**



—x— Don't be a Marketing Janitor!

- Evolve beyond efficiency and automation
- Master Marketing Orchestration
- Unleash your creativity
- Be *Human*



Who are Millennials?



Born between 1982-2000



27% of the US population



Nearly 1/2 of the workforce



Millennials Are Uniquely Equipped for Marketing Technologist Roles



- Tech savvy
- Obsessed with efficiency
- Naturally skeptical
- Flexibility > corner office



**WE
SUCK**

Sooner Than
Later We'll
Beat You



\$30.5 billion

What Millennial turnover costs the US Economy each year



64%

Less likely to switch jobs if they are engaged



Nearly 1/2 of the workforce

Remember the first slide?



Help Millennials Make the Most of Their Skills

—x— How can managers help Millennials?

- Build an environment where it's ok to fail
- Don't dismiss creative, out-of-the-box ideas as idealistic
- Allow Millennials to make decisions in their area of responsibility
- Keep your jaded perspective to yourself
- Stop referencing age - they don't bring up your age!

—x— How can Millennials make a better impact?

- Adapt your communication
- Exercise empathy
- Consider the big picture when pursuing change
- Don't get too caught up in the weeds
- Use data!
- No pointing out problems without solutions
- Make sure your boss knows what you're up to



“Just because millennials want more feedback doesn’t mean they are prepared to give it effectively or receive it effectively without a clear foundation in place.”

-Michael J. Rivera, Temple University's
Fox School of Business



Using Marketing Tech to Better Reach Millennial Buyers

It better be frictionless.

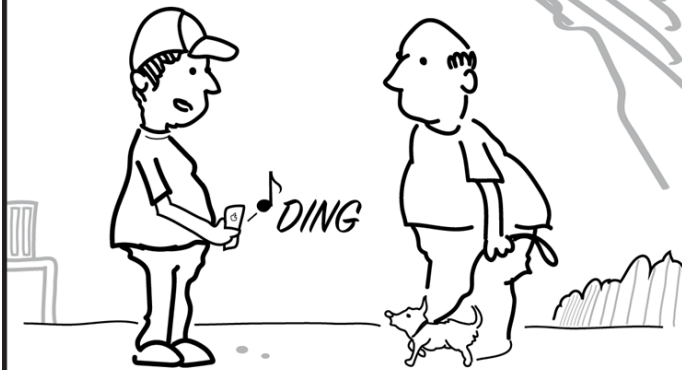




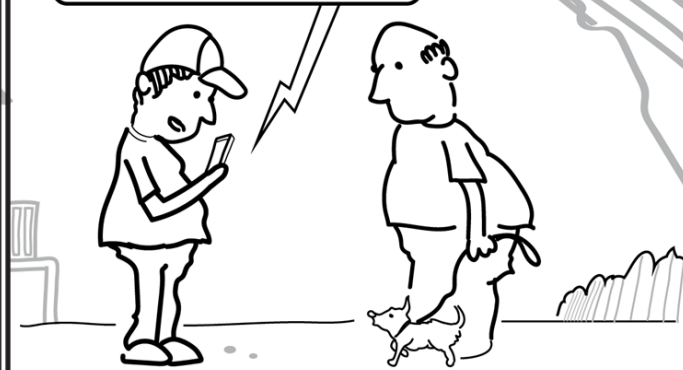
- We don't want to be sold, it has to feel authentic
- Relationships still matter
- Make it frictionless
- Communicate on our terms
- Add value



So, how 'bout those
RED SOX last night?



JOHN, Save 30% on
Red Socks at Wally Mart



Were they... LISTENING!?



FREE BEER
FREE WHISKEY!!!





“Millennials love efficiency and automation. And those millennials that are stuck being marketing janitors - dealing with messy spreadsheets and manual, unpleasant tasks instead of doing strategic marketing - they are going to keep finding new ways to automate the crappy parts of their job.”
-me, 2016



Shameless Company Promotion

(Thanks for listening)



Marketers Turn to Demand Orchestration When...

**Can't Scale
Demand Fast
Enough**



**Stuck in Manual
Chaos &
Spreadsheet Hell**

**Too Many Bad
Leads & Low
Conversions**



**Little Insight
Into What's
Working**



—*— Tweetable Takeaways

- #Marketing is no longer Mad Men ideas. You must prove value to succeed.
- Marketing Technologists must evolve beyond efficiency and automation to #orchestration.
- #Millennials: avoid becoming marketing janitors by thinking big picture, long term.

Thank you!

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Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)