

Beyond the Strollers and Smartphones

3 quick tips for reaching Millennial parents



A white paper from **Irbán Group**

Marketing to Millennial Parents



Definition of Millennial:

Those reaching young adulthood around the year 2000



You've heard all of the Millennial stereotypes: They're entitled, lazy, self-involved, etc. But Millennials are misunderstood.

They're actually realists: they came of age during the Iran and Iraq wars, saw the housing bubble explode, and survived the Great Recession. They've seen their friends lose jobs, lose homes, and lose their life savings.

And because of this, Millennials have a vastly different approach to adulthood than generations before them.

But the Millennial outlook is a hopeful one. A recent Forbes article cites that about half of older Millennials are married, and about half have kids (although not necessarily the same half).¹ And their vision of the future involves parenting a new, dynamic generation with their own complex childhood experiences in mind.

So what does this mean for marketers? Well, you've got to know your audience to break through to them. Reaching Millennial parents is much more straightforward than you think. We've outlined some simple strategies to get you started speaking to this enormous, engaged population in *their* language.



Choose Optimism

“Simply put, this is a massive generation with a population size of 76.6 million, surpassing even Baby Boomers,” says Katie Elfering, a CEB Iconoculture consumer strategist. “Not understanding them, not finding ways to be relevant or engaging to them, not adapting to their new expectations— it’s the easiest way for a brand to fail.”²

And while every brand can’t be TOMS or Warby Parker, brands can take a lesson from super successes like the “Yes We Can” campaign and T. Swift takeover: Be hopeful, be genuine and be real. A bright, positive tone aligns with innate Millennial ideals and brings your brand to their level.



The forecast is sunny
for this generation of parents

80%

of millennials think they
will be as well or better
off than their parents²



Get Friendly With Facebook Tools

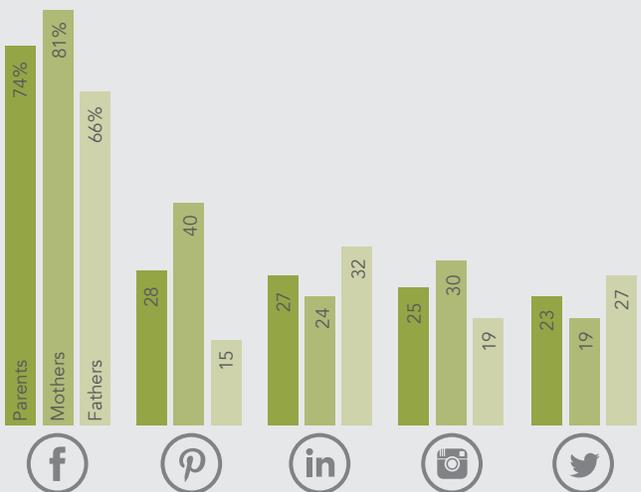
Without question, Millennials are the most connected generation in history. Millennial parents are online en masse and Facebook is the platform of choice for moms: sharing tips, tricks and hacks for mastering mommy-hood.

Facebook delivers way more referral traffic, social shares, and engagement than any other social media platform—every reason to take advantage of Facebook’s “people-based” Atlas ad server. Dive into the expansive pool of data and target exactly the segment you want.



Facebook is first
for social Millennial Moms & Dads

% of Parents Who Use Each Social Media Platform³



Enlist Influencers

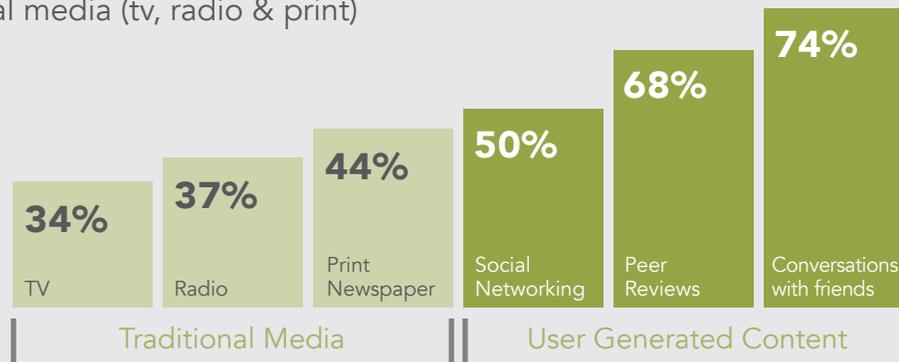
Peer-to-peer recommendations are a way of life to Millennials. It's why bloggers have become Internet celebrities in recent years. Parenting blogs are especially hot, drawing not only clicks but also healthy engagement.

Smart, savvy "mommy bloggers" constantly connect their followers to their favorite brands. These bloggers have their own authentic point of view and voice, and keep their readers happy and connected. By partnering with popular parenting bloggers, your product is in the hands of someone your audience is invested in and trusts. But one very important caveat: Seek out bloggers who fit your brand.



Peer-to-Peer is 50% more trusted than traditional media (tv, radio & print)

How much do you trust the product info you get from the following sources?⁴



SOURCES:

1. *Inside the Millennial Mind*; Forbes.com
2. *4 in 5 millennials optimistic for future but half live paycheck to paycheck*; Forbes.com
<http://www.forbes.com/sites/laurashin/2014/12/05/4-in-5-millennials-optimistic-for-future-but-half-live-paycheck-to-paycheck/>
3. *Parents and social media use*; Pewinternet.org
<http://www.pewinternet.org/2015/07/16/parents-and-social-media/>
4. *Ipsos Millennial Social Influence Study, 2014*

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