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## Millennials are Key to Marketing in a World of Social Media and Mobility

**Alexandria, VA (February 23, 2016)** — Millennials are the key target group in today's new marketing world, Paul Allen, Chairman of Allen & Gerritsen, a highly regarded Boston-based marketing and media firm, told attendees at ALDA's meeting for marketing and sales executives.

According to Mr. Allen, millennials are a highly influential group. One in three people working today are millennials, 40 percent of B2B purchases are influenced or made by millennials, and 57 percent of B2B purchasing decisions are made before talking to a sales representative.

Mr. Allen further said that millennials prefer collaboration to ownership, and believe it is OK to shatter expectations as everything can change. They are a very sharing generation, hard working and an increasingly dominate force.

Mr. Allen offered advice on several ways to reach millennial audiences:

- Millennials spend an average of 18 hours/days on media, primarily video, but only 30 minutes on print. They multi-task, and want immediate access and convenience.
- They use a lot of channels - 91 percent growth in B2B research using smart phones throughout the path to purchase - but do not like commercials.
- They want to be inspired; they think passionately and with aspirations. For marketers, this means your message needs to be genuine and creative, inspiring, entertaining and never boring.
- It is important to build brand currency because brand matters more than ever before.
- Be where millennials are, e.g., Facebook, Twitter, GooglePlus, etc.
- Mobile is increasingly becoming the entry point for business – be prepared for a spontaneous moment.
- Be a durable and inspirational brand.
- Balance brand fundamentals with social trends.

For more information regarding ALDA, contact Mike Duff, President, at 703-647-6214. More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at [www.thealda.org](http://www.thealda.org)

Based on the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

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