

Selling To Millennials With Online Reviews



Marketing Trends - New Way to Market
Authenticity
Lifestyle Brand
Community Involvement

Sales Tips
1. Stay Connected
2. Provide Engaging Content

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The central graphic features a hand pointing to a circle labeled 'Millennials'. Above this circle is a diagram showing the progression from 'Veterans' to 'Boomers' to 'Gen-X' to 'Millennials', with associated values and motivations. The 'Millennials' section lists values like 'authenticity, discipline, innovation' and motivations like 'rewards, social validation, cynical, optimistic'. Below this, there are logos for various review platforms: 'craigslist', 'Angles list', 'yelp', 'LinkedIn', 'facebook', and 'twitter'. Other elements include a 'Carrier' logo with the slogan 'turn to the experts', a 'bryant' logo, and a 'Values Drive Behavior' chart. The collage also contains numerous smartphone screens displaying various content, social media icons for YouTube, Instagram, and Facebook, and several review snippets.

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Professionals
Code of Ethics
Body of Knowledge
Specific Methodology

Strictly Anonymous!
 8 Questions - One for Comments

Find us on **facebook**. **Lewis Associates Chicago**
 Workshop Evaluation
tinyurl.com/GenSellDayton

Thank you for your feedback
 Comments are most important

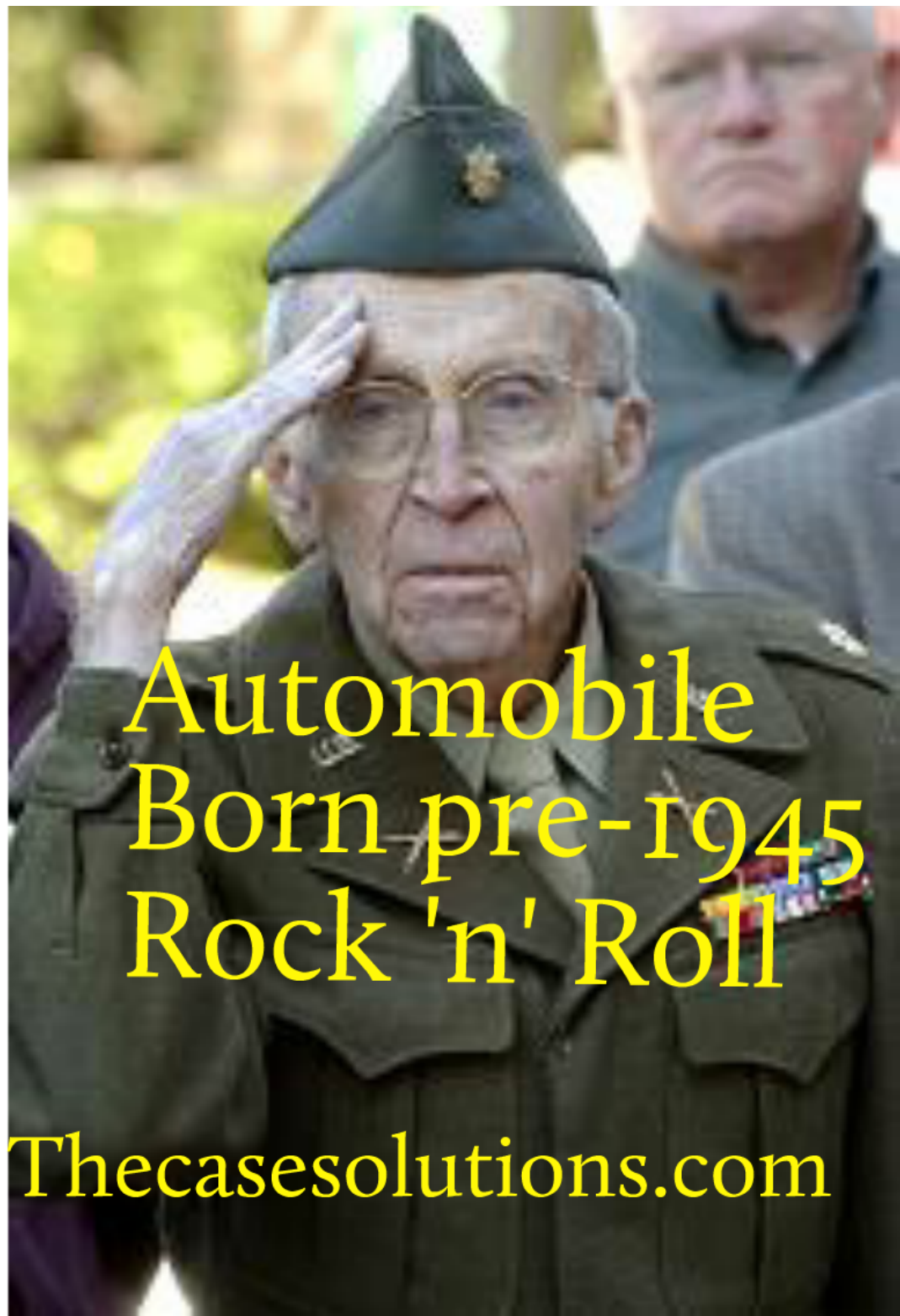
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Veterans

Builder, Mature, Greatest, Pioneer

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Automobile
Born pre-1945
Rock 'n' Roll

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, Mature, Greatest, Pioneer

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Boomers

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A photograph of a man and a woman smiling and embracing on a wooden dock. The man is wearing a red cap and an orange t-shirt, and the woman is wearing a blue dress and a white necklace. In the background, there is a large white house with a porch and a stone wall. The scene is set outdoors with trees and a body of water.

1943 - 1963

TV

Youth Culture

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1963-1983

Latch-key Kids

Personal Computer

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en-X



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Millennials



Values Drive Behavior

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