

Social Consumer Mapping: Reaching Your Millennial Audience

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Social Millennials have made it clear that they are not okay with being stereotyped into the overarching category of “Millennial.” As targeted social marketing campaigns and advertising becomes more prominent, it is no longer enough for brands to define a target audience simply by the year they were born in.

It is essential for brands to not only know who they want to market to, but where that audience is in their lives. Only through consumer mapping do the true defining characteristics of your specific millennial come to light.

Start With KPIs

Are you looking to boost online or in-store sales? Raise awareness for a cause? Increase site traffic or app downloads? While Millennials as a whole may be obsessed with social media, each Millennial uses it for differently. Defining business objectives before a campaign will not only help define success, but also ensures meaningful engagement.

Health-conscious females may share their home-cooked meals on Instagram but look for recipes to try on Pinterest and in-store deals on Tumblr. Because of this, driving in-store sales may see the best results on Tumblr while top engagement is seen on Pinterest and through social outreach on Instagram.

Your Ideal Consumer

To share a message that your audience will care about, you must figure out why your audience will about your call-to-action. Saying you are looking to market sportswear to athletic women is not going to cut it. Do you want to encourage hardcore athletes to try a new brand, inspire casual fitness nuts or motivate women to get active?

[Nike Women](https://www.pinterest.com/nikewomen/) [https://www.pinterest.com/nikewomen/] understands the life and personality of their Pinterest followers. Their Millennial not only lives a healthy lifestyle, but strives to be a better athlete and surpass her own expectations. She turns to Pinterest and friends for exercise advice and motivation. She is not only active, but loves to express herself through her wardrobe. Promoting products by telling a fitness story from their followers' point of view allows Nike to be top of mind in their woman's daily lives.

Look into Their Story

Millennials' attitudes, what they talk about and what they care about changes throughout the year. Tailoring social messaging to fit where you Millennial is in their life helps build brand loyalty by becoming a part of their story.

Driven, outdoorsy Millennials are in a state of flux through spring. School is still in session, but the weather has their minds' set on summer. Studying has to battle for attention with spring sports and mountain hikes. Memorial Day serves as a break from the final push to the end of the school year. During finals, focus on the stress all Millennials experience by sharing study break workouts instead of reminding them of the warm weather (that they are missing out on).

[Blog Photo – Consumer Map]

Don't Force the Conversation

Once you know who and where your Millennial is, you need to develop messaging that fits how they talk on social.

In the springtime, active women are getting back into their outdoor routines. They use social media to keep each other motivated, share workout tips and discuss the best summer workout gear. Spring conversations about sportswear revolve around the most supportive sports bras and breathable materials. Starting a campaign about how clothing looks on a female athlete's body may feel timely, but it does not fit into their existing conversations. Instead, use call-to-actions that encourage women to talk about the best workout clothing for different summer activities. This topic will gain exposure from the right audience by furthering conversations they are already having.

[Blanqi](https://instagram.com/blanqigirls/) [https://instagram.com/blanqigirls/] knows it is hard for women to be confident working out in hot weather during and after pregnancy. Their Instagram channel promotes their sportswear by showing women they are not alone. They provide comfort and solutions when active women need the most support. This steady, inclusive tone allows them to connect and stay top-of-mind with their community.

Marketing to Millennials on social media is about keeping the who, what, when, where and why in mind. Before starting a social campaign, ask yourself:

1. Who specifically are you trying to reach within the generation?
2. What action do you want them to take?
3. When (i.e. the season, day of week and time of day) are they talking about relevant subjects?
4. Where are they engaging with each other and brands on social?
5. Why should they care at that time in their life?