

20 Buyer's Market Admission Tips

1. **Stay true.** Focus your messaging on 3-5 primary points – or better, on 1-3 – and keep them front & center. Like any candidate, be differentiable by standing for something.

2. **Think "octopus."** Immersed in media since birth, Millennials take it for granted. If you can't name 8 means you've made for them to reach you, you're not accessible enough.

3. **Be nimble.** Invest in regularly refreshing your website and other media to reflect current issues and events. Nothing says tired, stale and slow like yesterday's news.

4. **Get real.** Your targets have excellent "spin" detectors. They sense it and they're gone.

5. **Reset your site.** Instead of thinking of your website as a place, ask how it can be a better experience in order to see how (rich media? student work?) you can sweeten it.

6. **Enlarge the portal.** Millennials see themselves less as rebels and more as improvers and protectors of society, culture and the planet. Be relevant to that vision.

7. **Bottom-line it.** At the same time, kids today know they have to support themselves as well as the national debt. Be clear: what's the real value of the education you offer?

8. **Feature diversity.** PC is passé. Show a full spectrum as a matter of course.

9. **Up the contrast.** Watch your media/message mix for inadvertent reinforcement, e.g., you risk looking stodgy if you run classic messaging in a traditional print ad.

10. **Lead the pack.** You can't overestimate the impact of group experience in the lives of Millennial targets, e.g., are there recruiting areas that would benefit from group tours?

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11. **Work both ends.** This cohort is quite close to Mom and Dad; you need to be, too.
12. **Measure everything.** That stake in the ground is priceless. If you don't have baseline figures, start now, 'cause if you don't know what works, you don't know what's waste.
13. **Study your strengths.** Education is not a commodity. Know precisely how and where you excel – give your competition credit where due – and you'll easily sell yourself.
14. **Share the numbers.** No generation has endured more testing – or assimilated more test results – than your prospects. Missing data is suspect, so show what you've got.
15. **Plumb your own depths.** Your surest keys to unlock the minds of next year's crop? This year's freshmen. Incent them into sharing precisely how you impressed them – and how you could have improved their experience.
16. **Loosen up.** Take a tip from Steven Colbert: to be taken seriously, be irreverent.
17. **Replan your marketing.** The function of ads today is to get your prospects to your website. Ditto outdoor, broadcast, direct, brochures – pretty much all marketing, no?
18. **Be sustainably sensitive.** Don't give your Millennials reason to wonder if your materials are worth the resources that were sacrificed to produce them.
19. **Keep asking, "What's the next horizon?"** New possibilities are guaranteed to emerge faster than you can learn old ones. Have a team that spans the skillsets you need, and continually measure the effectiveness of what you're producing.
20. **Sell the experience.** More than a tip, this is a Big Idea that Millennials are hard-wired to respond to. To learn more about this and other ways to help you do more with less in this economy, call Chris Martin at 404.370.6050, est. 114.