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QUICK BUSINESS TIPS FOR INCREASING THE PROFITABILITY OF YOUR BUSINESS

April 2017

4 Tips For Marketing To Millennials

In the United States today, there are over 80 million millennials. This age group wants to feel connected in their purchasing decisions, so they identify best with less traditional marketing tactics.

They crave a more personalized approach; one that they can relate to. In fact, studies show that millennials don't trust traditional marketing.

Check out these four tips for marketing to millennials. They are a force to be reckoned with and certainly must be considered when planning spending your company's marketing dollars.

1. Make Mobile Marketing a Priority

Approximately 85% of millennials use a smartphone so you must have a mobile friendly website in order to capture their attention. More and more millennials use their phones and tablets instead of a computer when they make their buying decisions.

Be sure that your web site's load times are quick and that there is an obvious call to action for your millennial customer base to embrace with ease.

2. Get Them Engaged

Most millennials don't remember life without internet and social media. They thrive best when given the chance to research and that often includes their favorite social medial networks as a resource.

In order to effectively market to millennials, you need to engage them by having other millennials spread the word to them. They find their friends a credible source over most face to face interactions or campaigns when it comes to product info.

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*"Good Marketing makes a company look smart.
Great Marketing makes the customers feel smart."
~ Joe Chernov*



7 Attributes Of A Great Management Hire

Hiring is not an easy feat. When you try to hire for a manager, the task is even more difficult. The candidate that you select for a management role needs to be passionate, innovative, solution oriented, dynamic and have an exceptional work ethic.

When hiring for a management job you'll want to look for the following 7 attributes in order to make a great hire.



7 Attributes of a Great Management Hire

- Positive Attitude** – Strong leaders have positive attitudes that show through in their daily actions. They are able to boost employee morale with their pleasant and upbeat energy. Employees see their can-do attitude as refreshing because nothing looks too difficult or too overwhelming with their leadership intact.
- Cultural Appreciation** – These days a strong cultural appreciation will go a long way in the workplace. Employees appreciate management investing in the culture of the business. Most companies have diverse settings and a manager that embraces and encourages the environment is preferred.
- Accountability** – Management must embrace being accountable for their decisions and those of their team. Employees respect them and are more loyal for owning up to their responsibilities and accepting accountability.
- Honesty is Always Best** – Leaders must be honest and transparent at all times in order to be successful. A straightforward management approach fosters better relationships and morale within any team. Be sure to do reference checks on a potential management hire to find out about their character.
- Sensitivity** – A great management hire should have sensitivity and a keen emotional intelligence.

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One Minute Ideas

Things to do when you have 5-minutes or less...

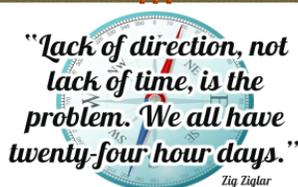
Often time is lost by waiting for someone, being stuck in traffic, waiting in line, etc. Here are some quick tips of things to do while you are waiting.

Update your daily planner. Use this time to mark off completed tasks, transfer tasks to a different date, keep it current, etc.

Update your goals. This is a good time to look over your goals and transfer the completed goals to your completed list and add or update your current goals.

Make a quick call. The use of cell phones (although annoying to some) can be used when you are waiting for an appointment to show up, standing in line at a store, stuck in traffic, etc.

Read your mail. Keep your mail with you and then when you are in line, stuck in traffic, etc. take it out to read. ❖



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3. Don't Forget the Fun Factor

Millennials just want to have fun and are on a mission to enjoy life. These young consumers like the research process to learn about the product they may purchase. They love the exploration aspect which allows them to have an experience when shopping not just a new item or service.

Wise companies know that millennials want to spend time browsing online and enjoying social media. They market their products in an entertaining way and allow for increased engagement with these young consumers.

4. Made for Them

Millennials respond to marketing that makes them feel the product was created specifically for them. They don't want a pushy salesperson but rather information that is presented in a relational way. The youth of today want honesty and transparency which helps them picture that the product is for them.

Millennials love to research and enjoy the experience of products and services. In order to capture their interest, you'll want to adhere to these marketing tips so that you can gain their trust and loyalty, increasing your customer base at the same time. ❖

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They need to be able to recognize what works and does not for their team members. A sensitive manager would know how to handle each employee and act according to their strengths.

6. Plenty of Empathy – Outstanding managers are not only considerate but they know how to be empathetic. They consider how they would feel in any situation that they place their employee in. During an interview, ask your candidate how they would handle a personal situation with their team to help gauge their empathy.

7. Passion for Learning – The best managers have a passion for learning. They have a constant desire to grow and seek out educational opportunities. Your goal should be to find a lifelong learner so that your business will grow and thrive under their leadership.

You won't regret taking your time as your hire for a management role. Consider these 7 attributes and you'll make a solid hire that will add value to your team and company. ❖

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