

How to market to millennials

By Howard Riell, Vegas Inc.

Business owners increasingly are recognizing the need to market to millennials, young people ages 22 to 34 – as well they should.

“Millennials are the chosen generation for many marketers because of their sheer number and perceived buying power,” according to NPD Group, a market research company.

Millennials comprise nearly three-tenths of the adult population (29 percent) and are more ethnically diverse than Gen-Xers and baby boomers.

“Millennials are different from other generations for a number of reasons,” said Kirk Jacobson, managing partner of JW Advisors, a business financial consulting firm.

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