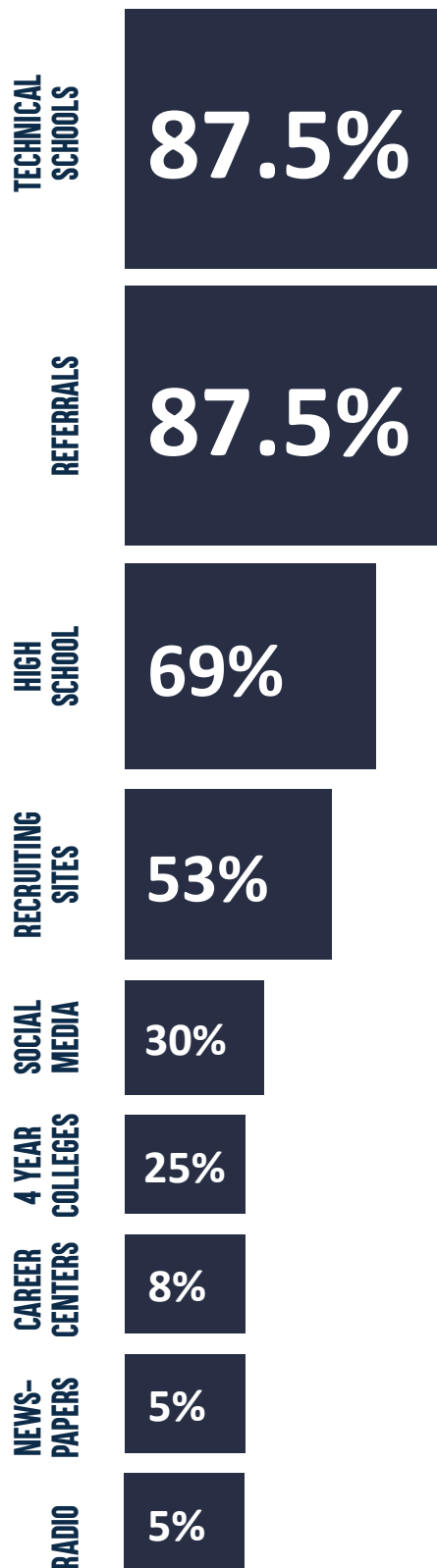


RECRUITING THE MILLENNIAL



To hire millennial workers, mold manufacturers must first recruit them. When respondents were asked how they most often source potential millennial-aged employees, 87.5 percent* of respondents named technical schools and employee, family or friend referrals.

Closely following that, over 69 percent of respondents look for high school students, while just over half (53 percent) use recruiting sites.

Less popular recruitment methods included social media (30 percent), 4-year colleges (25 percent) and career centers (8 percent). Only approximately 5 percent use newspapers or radio to recruit millennials.

IS TRADITIONAL MEDIA DYING?

Although only 5 percent of survey respondents mentioned using print or radio to recruit millennials, traditional media is not necessarily dying. According to the TargetMarketing article, “How and Why Marketing to Millennials with Print Boosts Engagement,” millennials find print advertising to be more authentic and trustworthy than other forms of media. At The Centre for Experimental Consumer Psychology at Bangor University, the study found that “touching printed materials while looking at them triggers spatial memory in a way that other channels don’t, leaving a footprint deeper in the brain...the real experience is also internalized, which means the materials have a more personal effect.”⁴

However, the article notes that additional marketing activities are still required. While print media can be an effective way to “touch” a millennial, launching an activity like a local direct mail campaign to families with high school students becomes much more effective when paired with plant tours set up through local high schools.

ACTIONABLE ITEM: Think about using a tiered approach in your marketing plan. For example, try running a direct mail campaign, followed by plant tours with high school students a few months later, all while running a digital campaign on Facebook, Snapchat or another digital medium so that millennials have multiple opportunities to interact with your brand and/or facility.

**Note: Results do not add up to 100%, because respondents were able to choose more than one option*

4. Fletcher, Heather. (2018, June 28). How and Why Marketing to Millennials with Print Boosts Engagement. *TargetMarketing*. Retrieved from <https://www.targetmarketingmag.com/article/how-and-why-marketing-to-millennials-with-print-boosts-engagement/>.