

# *Connecting with Media Mad Millennials*

with Josh Coffy  
*Fully Caffeinated*



\_\_\_\_\_ of millennials are on social media.

**90%** of millennials are on  
social media.

**My goal...**



## **Josh Coffy**

Fully Caffeinated Founder  
of Flight Media

- The king of social media
- Have more than 100k followers
- The biggest marketing nerd you'll ever meet
- Speak nationally on digital marketing and business

# The Thing About **Millennials**

# 6 Things About Millennials

(How they think)



**Thing #1:** They speak a different language

**Thing #2:** They throw stuff away. (i.e. Your paper files.)

**Thing #3:** They like to *Control* “F” everything

**Thing #4:** They prefer clickable *Table of Contents* over flip pages

**Thing #5:** They *hate* to be called millennials.

**Thing #6: They have to be connected... or they die.**







Once you understand their **inner need** to be connected, you'll understand the importance of **connecting with them.**

By show of hands, how many  
of you are on **social media**?

How many of you are lying?

**1 in 3 people on the planet  
are on social media.**

# How to Leverage Social Media



1. **Recruit & Keep Employees Up-To-Date**
2. **Nurture Customers**
3. **Keep Customers Up-To-Date On Compliance and Behind-The-Scenes**
4. **Brand Attention**
5. **Internal Company Communication**

Get your team on



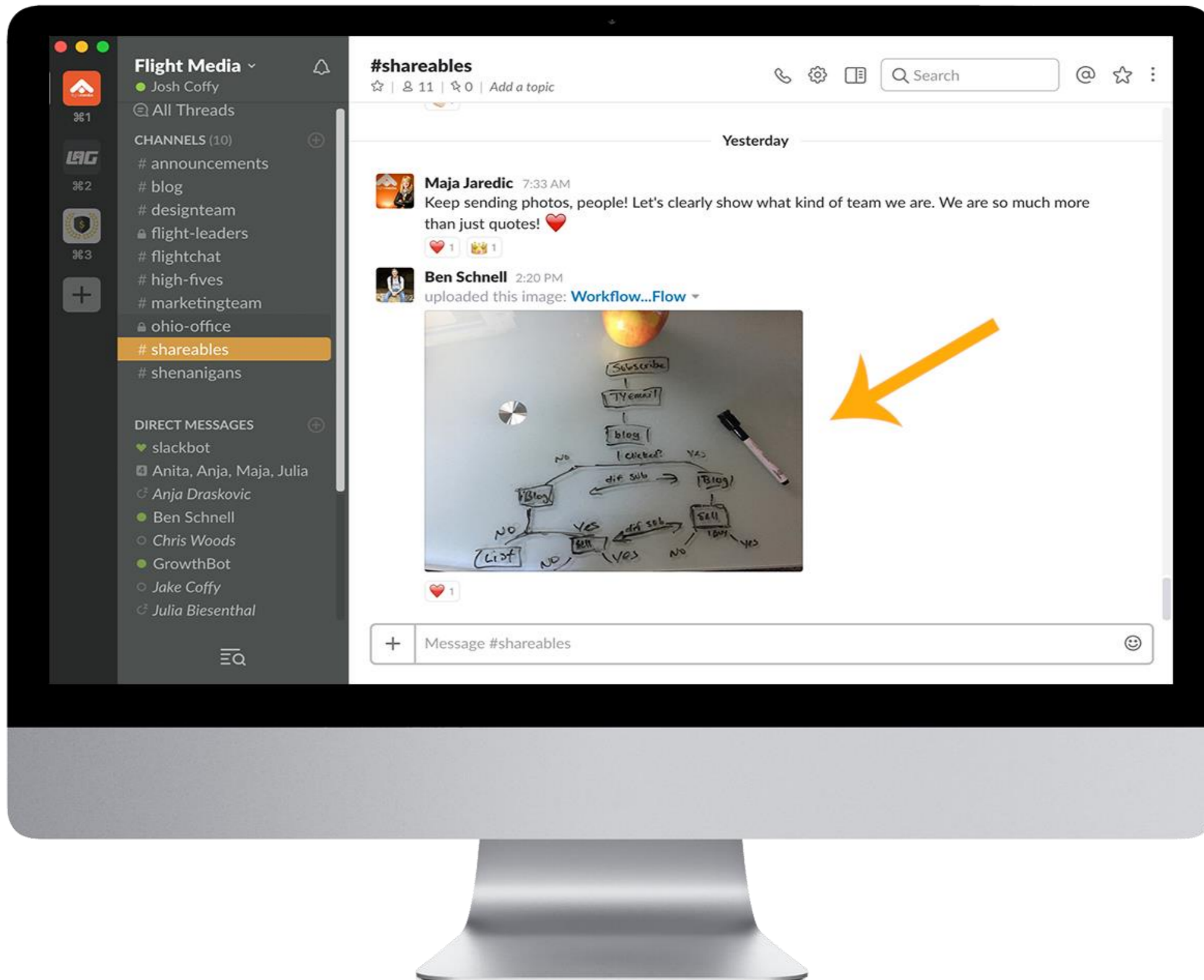


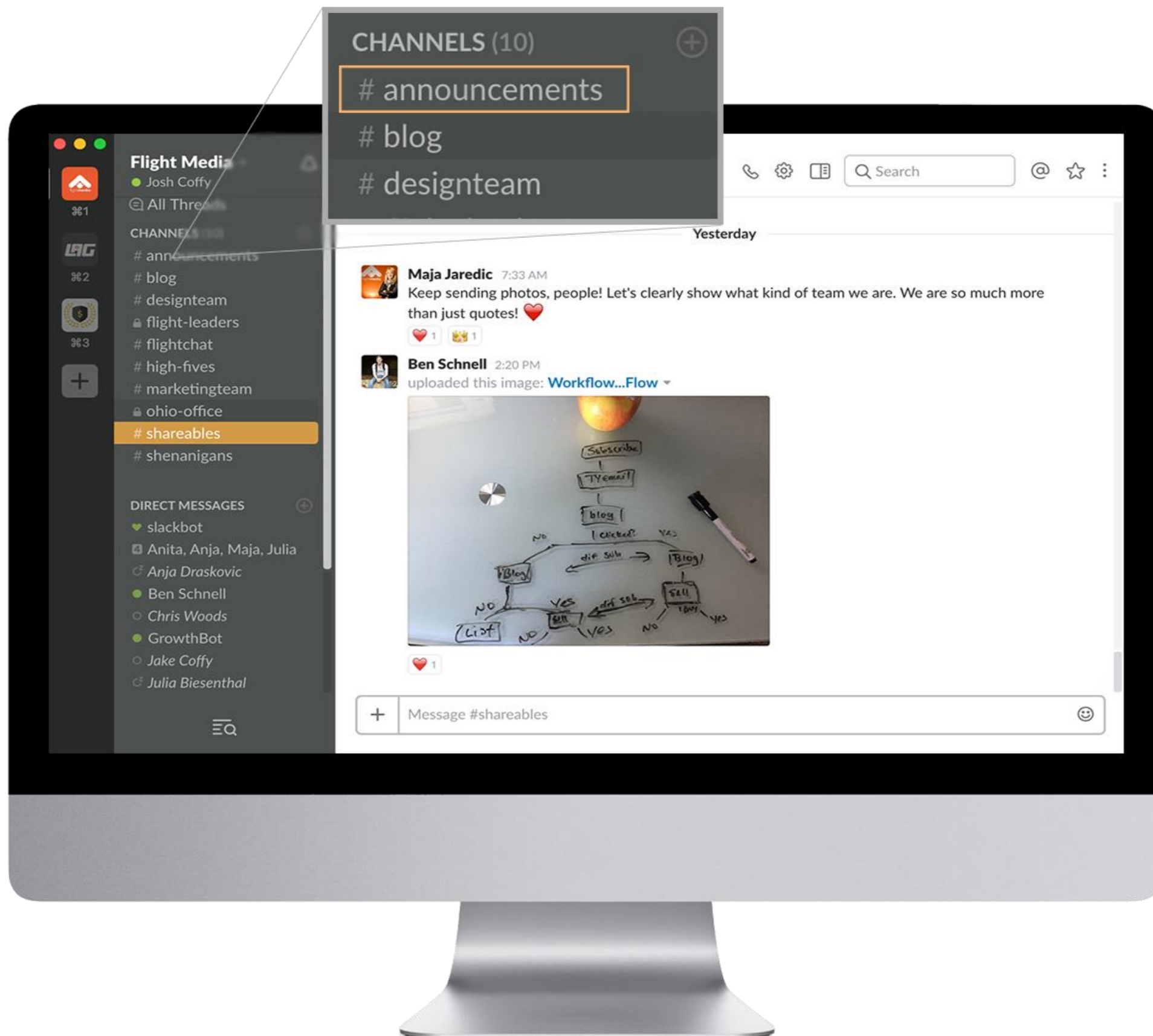


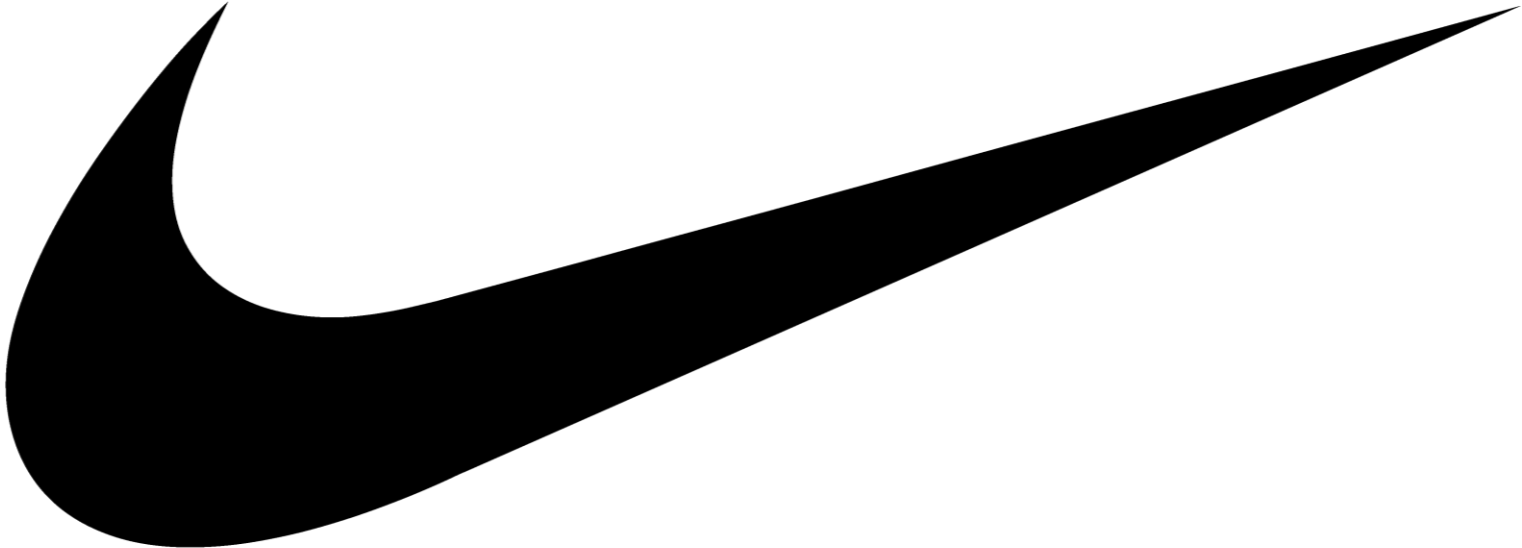
**#1:** The millennial employees will think it's LIT

**#2:** It'll be an incredible medium to communicate internally and share company updates

**#3:** It's completely free (I can hear all the owners in the room sighing in relief)







# Change #1

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Commit to Digital

# Change #2

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Connect With Your Clients, Prospects,  
and Employees on LinkedIn

# Change #3

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Post Daily



**Josh Coffy**  
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