

## **YOUTH MARKETING 2.0: NEW RULES FOR REACHING YOUNG MEMBERS**

**James Flores, Subcat Marketing**

### Social networking sites

- MySpace – students
- FaceBook – students
- Bebo
- Flickr – photo trading
- Xanga – blog based
- Tagged – 13-18 year olds

### Lessons from MySpace

- user-generated content keeps the site fresh and interesting
- package youth-related materials in a way that involves something other than games, puzzles and online polls

### Prosper.om – people-to-people lending

### Search Engine Optimization

- redesign your web site to make it more easily searchable
- determine your keyword phrases – what terms are being used to search for credit unions?
- include keywords and phrases in keyword hotspots: title bar, headline, body copy, links (google hotspots)

### Podcasts

- typical podcast format is mp3
- use garage band software if you work on Mac
- podcasts don't have to sound slick and polished
- use characters that appeal to the desired listeners
- example – Money 101
- Pacific Service Credit Union:  
[http://www.pacificservice.org/asp/services/service\\_1\\_6.asp](http://www.pacificservice.org/asp/services/service_1_6.asp)

### Blogs

- there are more than 14 million blogs online w/57 million + readers
- blogs are used for brand positioning rather than selling a product
- create a personal finance blog
- credit unions can have students start money-related blogs, especially those who work at a student-run credit union
- blog sites:
  - blogger.com
  - technorati.com (blog search engine)
  - xanga.com
  - livejournal.com

## **THE “WHY” BEHIND GEN Y FINANCIAL DECISIONS**

**Daniel Penrod, California Credit Union League**

### Characteristics of Gen Y

- adaptable – comfortable in various situations
- gadget savvy – grew up with technology
- ability to grasp new concepts – learning-oriented generation
- efficient multi-taskers – do it faster and better
- tolerant – feel at home in a diverse workforce
- impatient – into technology and instant gratification
- skeptical – of public scams, cheating, lying and exploitation
- blunt and expressive – self expression with their image is very important
- image-driven – personal statements with their image is very important
- strong sense of self – overindulgent parents, strong sense of entitlement
- still young – lack life experience, ask question rather than taking the time to figure it out

### Stats

- teens had an aggregate income of \$80 billion in 2006
- an additional \$10 billion in parent subsidized spending in 2006
- Gen Y is expected for 39% of households with online bill payment by 2010

## **MONEY ON THE BOOKSHELF – CHILDRENS’ BOOK LIST**

A Bargain for Frances by Russell Hoban  
A Chair for My Mother by Vera B. Williams  
Alexander, Who Used to be Rich Last Sunday by Judith Viorst  
Just Shopping With Mom by Mercer Mayer  
My First Job by Janie Spant Gill  
Ox-Cart Man by Donald Hall  
Sheep in a Shop by Nancy Shaw  
Something Good by Michael Martchenko  
The Berenstain Bears and Mama’s New Job by Stan Berenstain  
The Berenstain Bears Trouble with Money by Stan Berenstain  
The Purse by Kathy Caple  
Tight Times by Barbara Shook Hazen

### **OTHER USEFUL SESSION HANDOUTS:**

- Great Resources for Free (pdf) – Dawn Lindley, Virginia Credit Union League
- PowerPoint 101 (pdf) – Daniel Solares, California Credit Union League

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