

FUN FACT:

People are consuming 1 BILLION hours of YouTube video everyday

People read an average of 19 minutes per day

Millennials VS Boomers

Hot Buttons, Warm Leads and Cold Calling



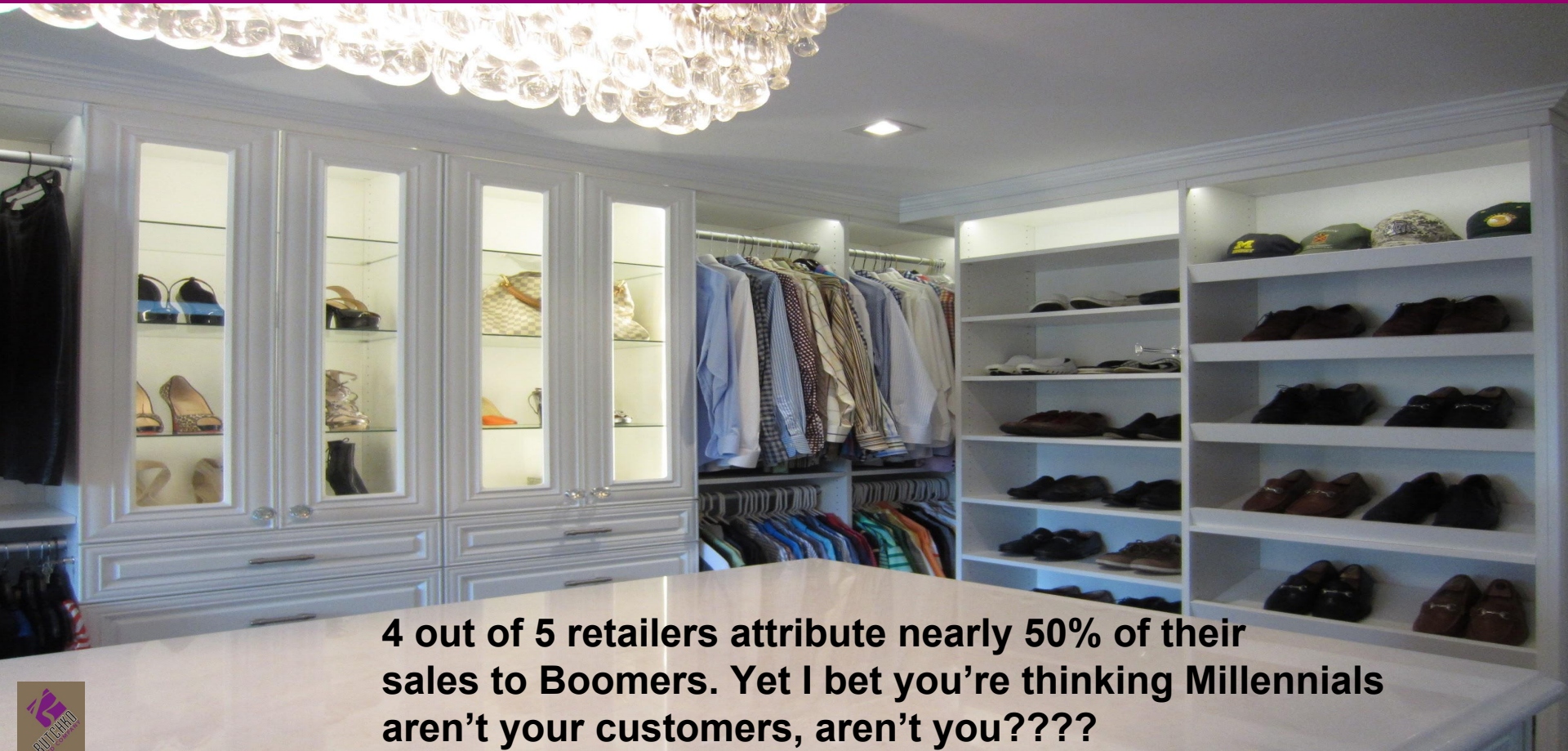
**Comparing Millennials
to Boomers
Hot Buttons to Warm
Leads
Closet Con 2017**

Denise Butchko - Butchko & Company



And just who are the baby boomers?

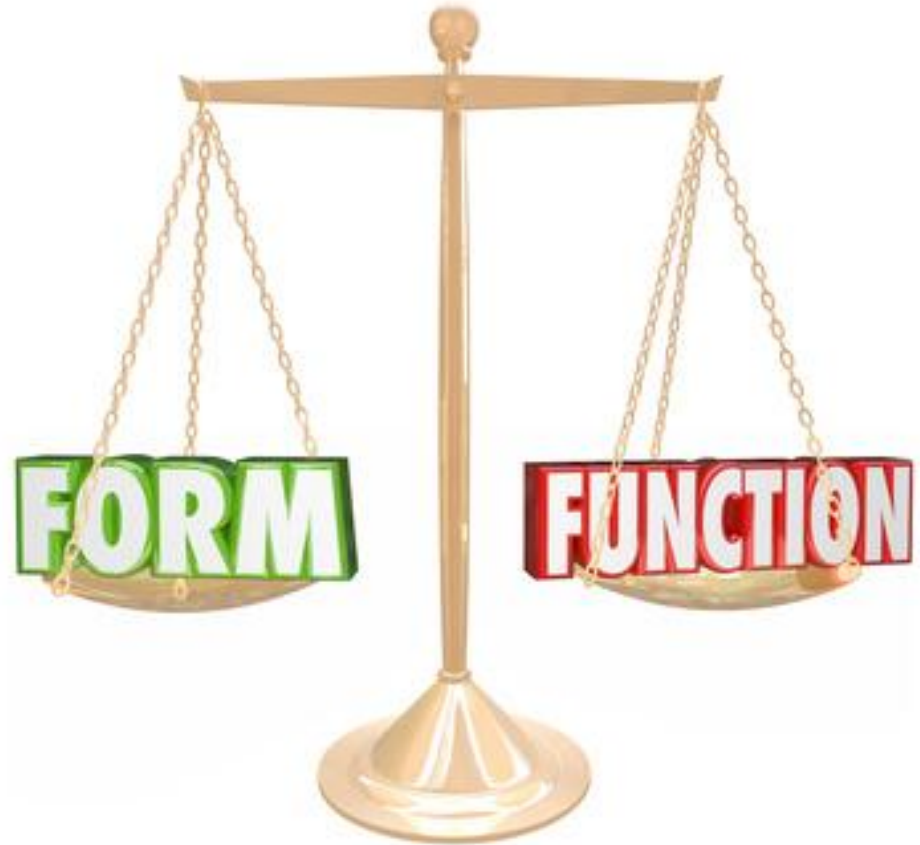




4 out of 5 retailers attribute nearly 50% of their sales to Boomers. Yet I bet you're thinking Millennials aren't your customers, aren't you????

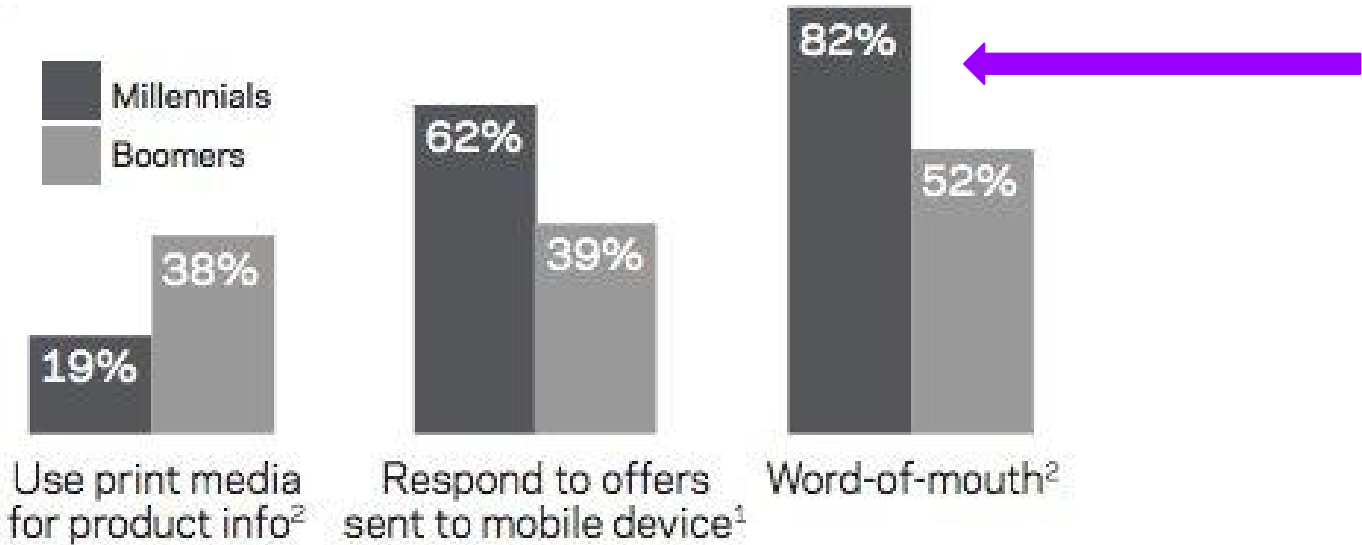
They are the only generation in the universe to understand the concept of work life balance and to actually want to find a fulfilling career.

---Urban Dictionary





A Millennial's Tweet -
If I had a dollar for
every time a Boomer
complained about my
generation I'd have
enough \$\$ to buy
a house
in the market they
ruined



All of you will say that most of your business comes from referrals/word-of-mouth.
Guess what??? Millennials drive that more than Boomers

8 Specific Things You Can Do

EXACT

1. Focus on the Experience Economy
2. Know that for this group - there's no such thing as cold calling
3. Distribute content far and wide
4. Leverage local - Facebook, Twitter, Instagram
5. Leverage their desires for a personalized experience and customized products
6. Let me repeat - distribute content far and wide
7. Make email marketing the center hub of all your content marketing
8. Stay relevant by communicating individually
9. Understand and leverage "mobile moments"
10. Engage.

**The Have's
and the
Have Done's**
If you're gonna own
something -
own the experience - Gro
tagline



Monthly Content AND Monthly Marketing Group Coaching Call Find out More



Are you challenged by creating content every month - for blogs or email marketing or social media?

I can help!

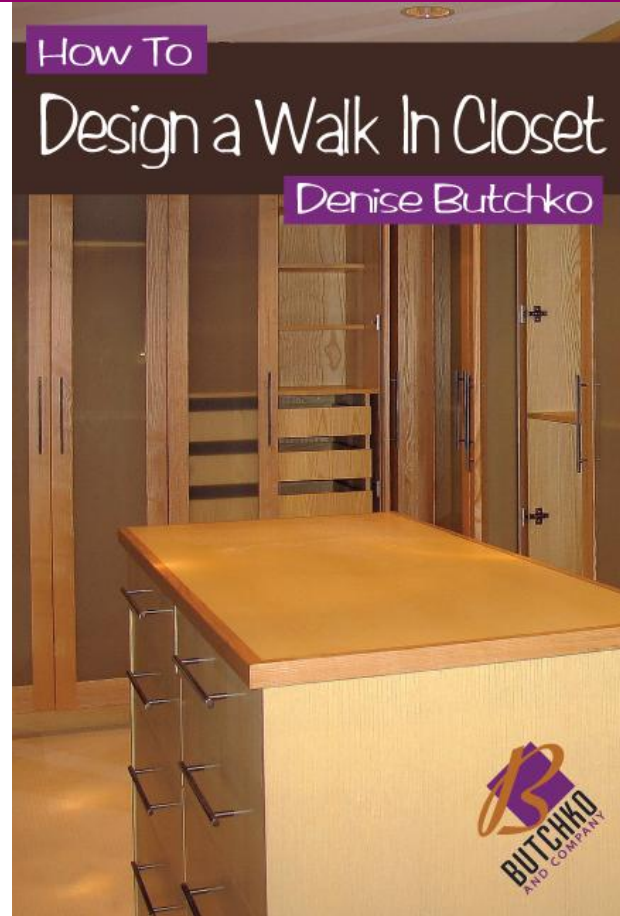
I'm offering a new program that provides one written piece of content and one group coaching call at an incredible price!

You can find out more details here:
<https://butchkoandcompany.leadpages.co/monthly-closet-content/>



You can get a digital copy of my book
“How to Design A Walk In Closet” by following the link below:

<https://gumroad.com/l/dTHQ>





Connect with me online:

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