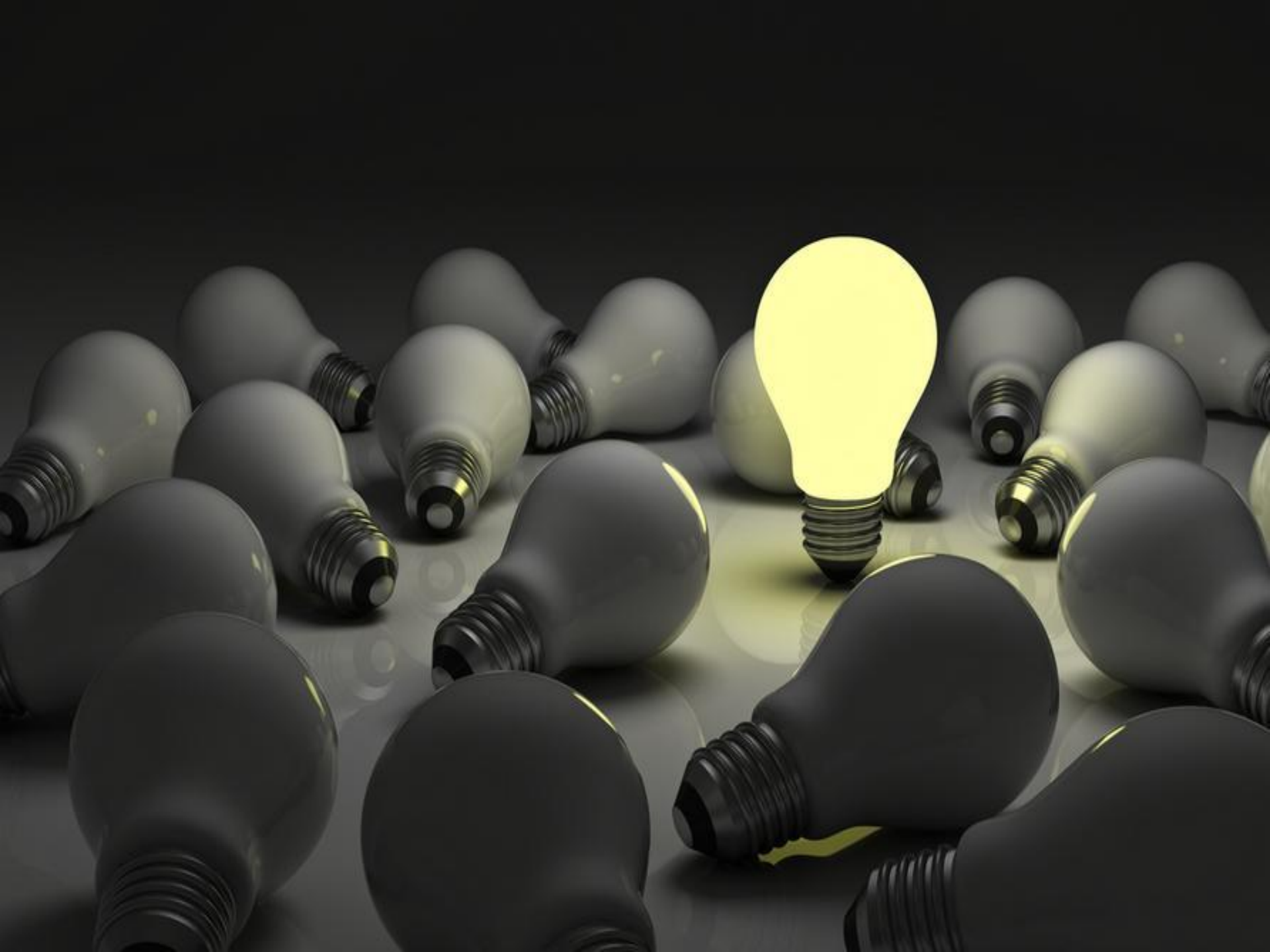


# Engaging Your Students through Millennial Focused Marketing Principles & Data Analysis

Presented by:

Michael Tacorda, CHRP Candidate

Employment Coach, University of Toronto



The most  
dangerous phrase  
in the language is "we've  
always done it this way."

Rear Admiral Grace Hopper





I CAN'T UNDERSTAND  
WHY PEOPLE ARE  
FRIGHTENED OF  
NEW IDEAS.  
I'M FRIGHTENED  
OF THE OLD ONES.

John Cage





# How Marketers are Embracing the Big Data Opportunity

Get beyond the myths for

greater customer insights

- **MARKETING** is about ideas, creativity and knowing the customer
- **BIG DATA** is about numbers, cold facts and analytics

**CMO Toolkit**

## Wait...what is "big data"?

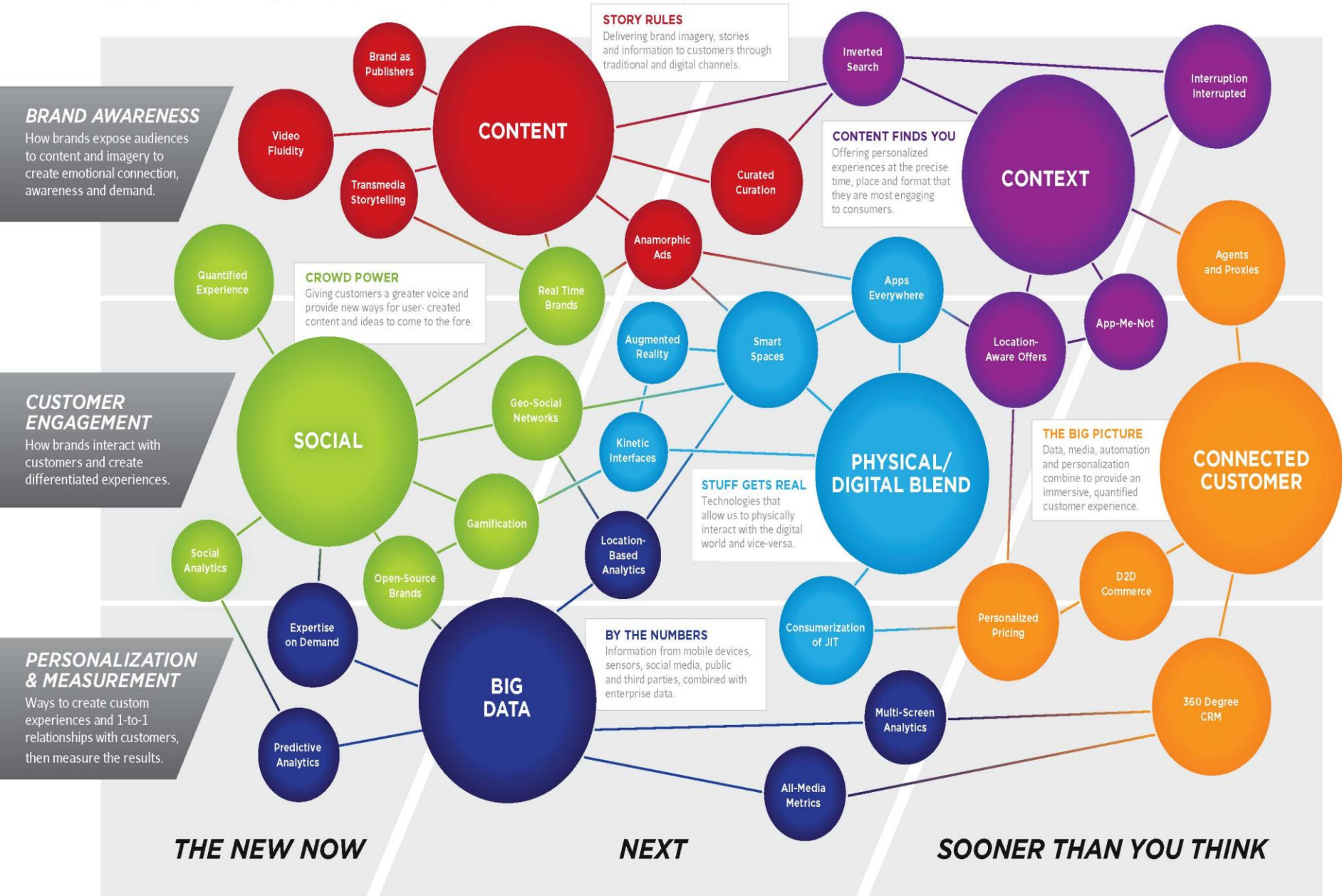
"Big data" is characterized by large volumes of all different types of data (e.g. social, web, transaction) that builds very quickly. It exceeds the reach of commonly used hardware environments and software tools to capture, manage and process in a timely manner for its users.

- **MAKE SENSE?** Think big data is just for IT? Think again. To marketers, big data may be something just for IT, but if you believe that, you're buying into one of the myths around big data.



# DOLLARS, BITS AND ATOMS: A ROADMAP TO THE FUTURE OF MARKETING

Marketing is in a state of transition, driven by changes in technology, demographics and society. This map visualizes trends identified by industry leaders and experts, showing relationships between technologies and marketing tactics, and where the industry is headed.







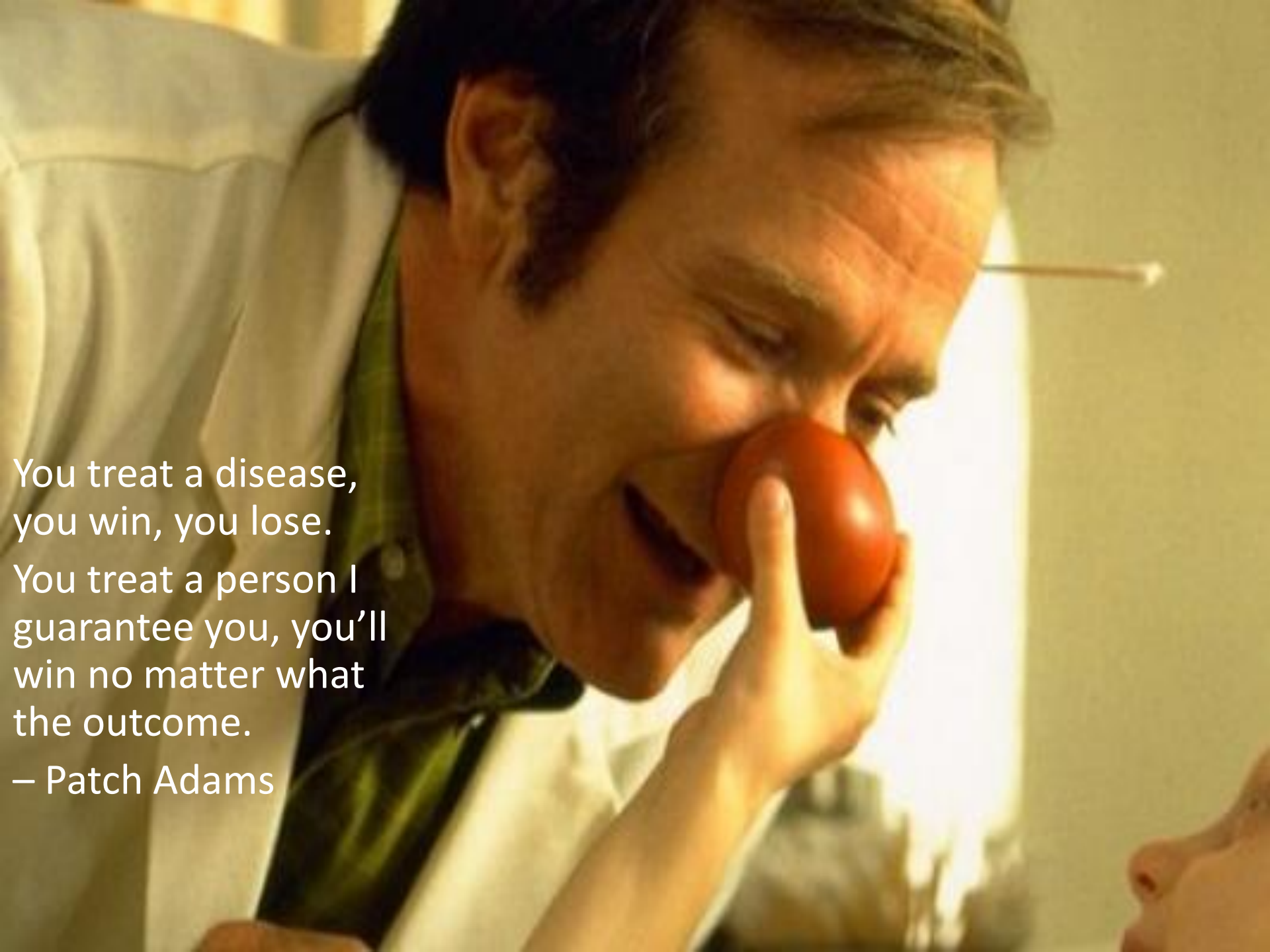


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**“Tell me and I forget,  
teach me and I may remember,  
involve me and I learn.”**

---

*- Benjamin Franklin*

A close-up, slightly low-angle shot of a man with dark hair and a mustache, wearing a white lab coat over a dark green shirt. He is holding a bright red tomato to his nose with his right hand, looking down at it with a slight smile. In the background, a medical instrument, possibly a laryngoscope, is visible, held by someone off-camera. The lighting is warm and focused on the man's face.

You treat a disease,  
you win, you lose.  
You treat a person I  
guarantee you, you'll  
win no matter what  
the outcome.  
— Patch Adams







PINTEREST

**SOCIAL SITE**  
THAT IS ALL ABOUT  
**DISCOVERY**

**LARGEST**  
OPPORTUNITIES



**USERS ARE:**

**32% MALE**  
**68% FEMALE**

**70**  
**MILLION**  
ACTIVE USERS



TWITTER

**MICRO BLOGGING**  
**SOCIAL SITE**  
THAT LIMITS EACH  
POST TO **140**  
**CHARACTERS**

**LARGEST**  
PENETRATION



**BUT SPREADING**  
SLOWLY AND STEADILY

**5,700 TWEETS**  
**HAPPEN**  
**EVERY SECOND**

**560**  
**MILLION**  
ACTIVE USERS



FACEBOOK

**SOCIAL SHARING**  
**SITE THAT HAS**  
**1 BILLION**  
USERS WORLDWIDE

**LARGEST**  
OPPORTUNITIES



**COMMUNICATING WITH**  
**CONSUMERS**  
IN A NON-OBTRUSIVE WAY

**USERS SHARE**  
**2.5 BILLION**  
PIECES OF CONTENT EACH DAY

**1**  
**BILLION**  
ACTIVE USERS



INSTAGRAM

**SOCIAL SHARING**  
**SITE ALL AROUND**  
**PICTURES**  
AND NOW **15 SECOND**  
**VIDEOS**

**MANY BRANDS**  
ARE PARTICIPATING  
THROUGH THE USE OF

**# HASHTAGS**

AND POSTING  
**PICTURES**  
CONSUMERS  
CAN RELATE TO

**MOST FOLLOWED**  
**BRAND IS**

**150**  
**MILLION**  
ACTIVE USERS



GOOGLE+

**SOCIAL NETWORK**  
**BUILT BY GOOGLE**  
THAT ALLOWS FOR  
**BRANDS**  
AND **USERS**  
TO BUILD CIRCLES

NOT AS MANY  
BRANDS  
ACTIVE,  
BUT THE ONES THAT ARE  
**TEND TO BE A**  
**GOOD FIT** WITH A  
GREAT FOLLOWING

**GROWING RAPIDLY**  
WITH **925,000**  
NEW USERS  
EVERY DAY

**400**  
**MILLION**  
ACTIVE USERS



LINKEDIN

**BUSINESS**  
**ORIENTED**  
SOCIAL NETWORKING SITE

BRANDS THAT ARE  
PARTICIPATING  
ARE **CORPORATE**  
**BRANDS**  
GIVING POTENTIAL AND  
CURRENT ASSOCIATES  
A PLACE TO **NETWORK**  
& **CONNECT**



**79% OF USERS**  
**ARE 35**  
**OR OLDER**

**240**  
**MILLION**  
ACTIVE USERS



# Gen Y's New Addiction

Cisco surveyed young adults, 18-30 years old, in 18 countries to see how our new connected reality affects daily life.

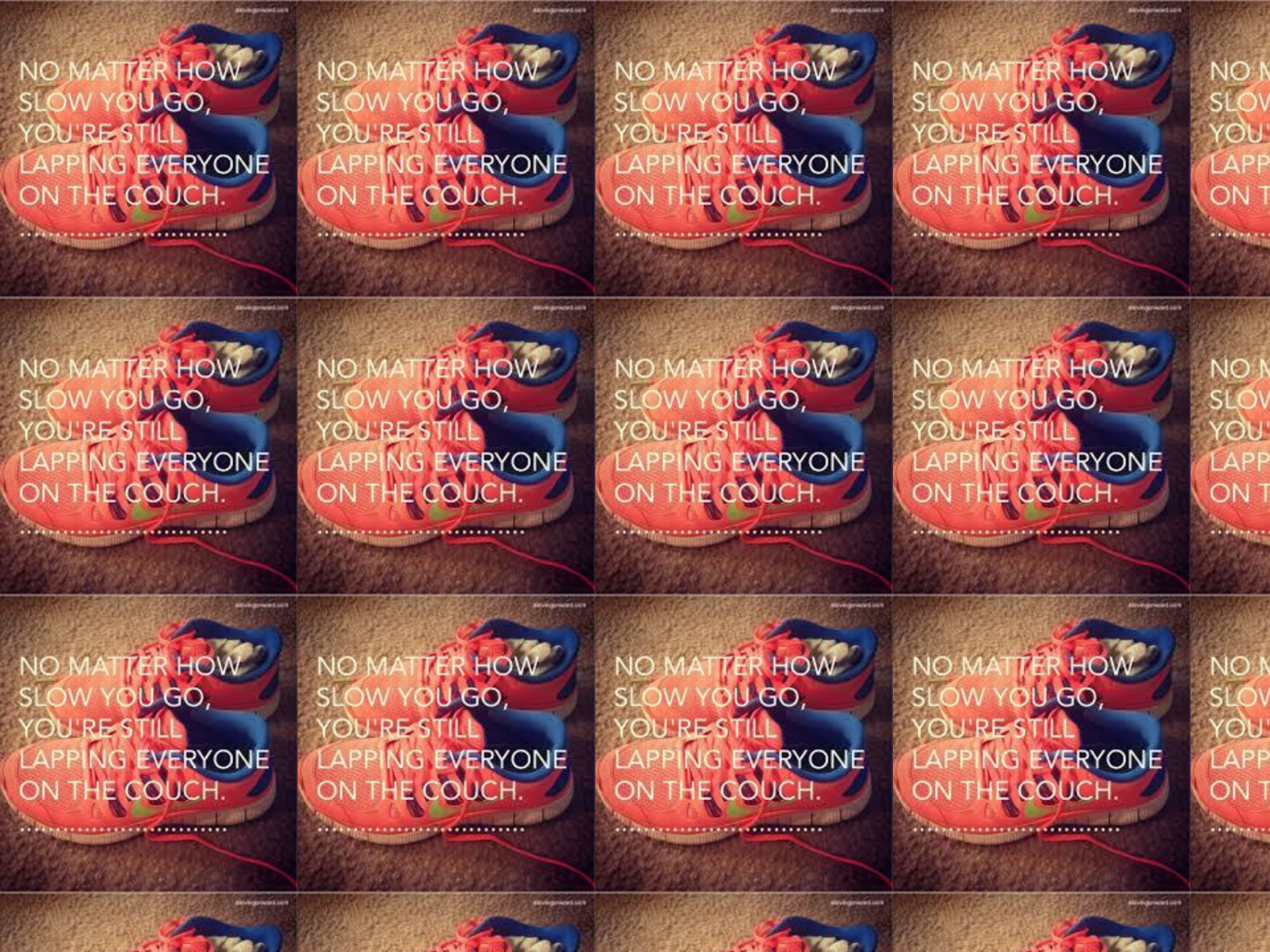
**Sixty percent** of Gen Y members find themselves compulsively checking their smartphones for emails, texts or social media updates.

**More than 40%** "would feel anxious, like part of me was missing" if they couldn't constantly check their smartphones.



#DatainMotion

Source: 2012 Cisco Connected World Technology Report (CCWT)



NO MATTER HOW  
SLOW YOU GO,  
YOU'RE STILL  
LAPPING EVERYONE  
ON THE COUCH.

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**There are two rules for  
success...**

**1. Never reveal  
everything you know**

