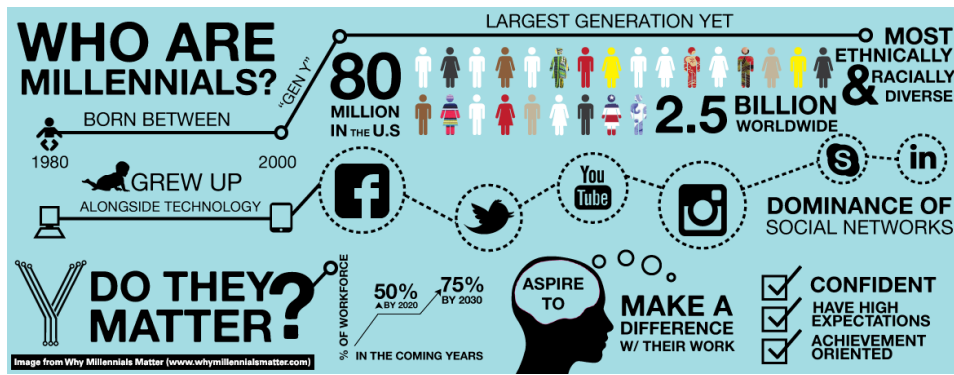


Marketing to Millennials



We hear the word “millennials” thrown around a lot these days. Whether it pertains to social issues, the job market, political ramifications, or their overall societal perception; it can’t be ignored that an estimated 75% of the workforce will be millennials by the year 2025!

In respect to this issue, I came across a [fantastic article](#) recently laying out what this means for marketing to a demographic unlike any other. It delves in to their spending power, economic worldview, value systems etc...This is a must read for any business looking toward their future audience and customer base.

As always, never hesitate to contact the [Half Hollow Hills Community Library](#) for all of your business (and non-business!!!!) inquiries.

