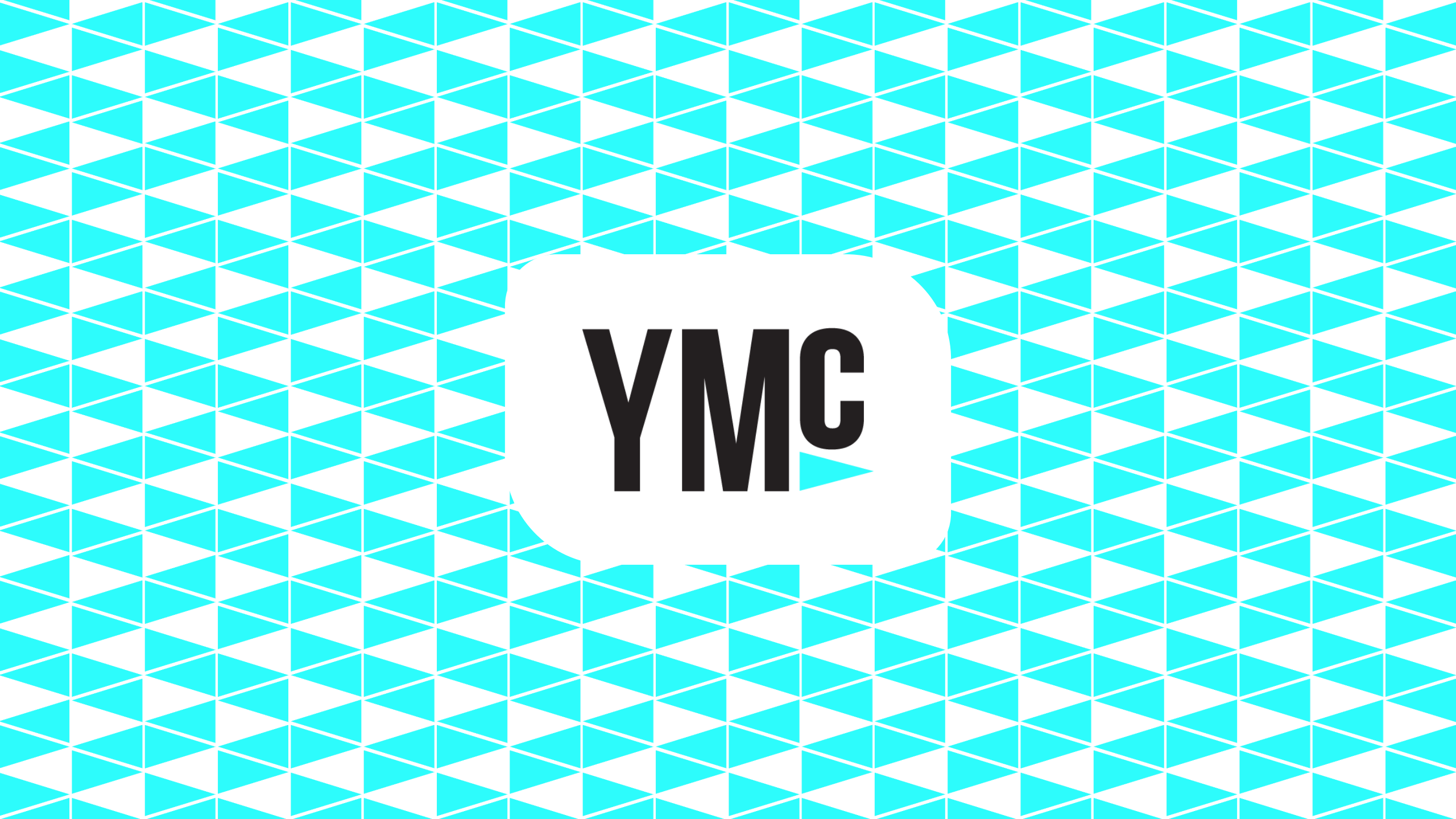

YMC

Emily Price

Digital Marketing Director

WE ARE YMC

Youth Marketing Connection

We’ve been building campaigns for the next generation and getting results for nearly 20 years. Our clients stick with us because we’re constantly evolving, continuously current, and always delivering results.

Digital Recruitment Strategies That Work!

Who is Generation-Z?

Born
1996 – 2014

7 – 25
years old

24%
of the population

They’re digital natives

- Don’t know a time without the internet
- Favor streaming content in snack-sized bites and consume it on their phones and computers—only have an 8-second attention span

They’re interested in experiences & connection

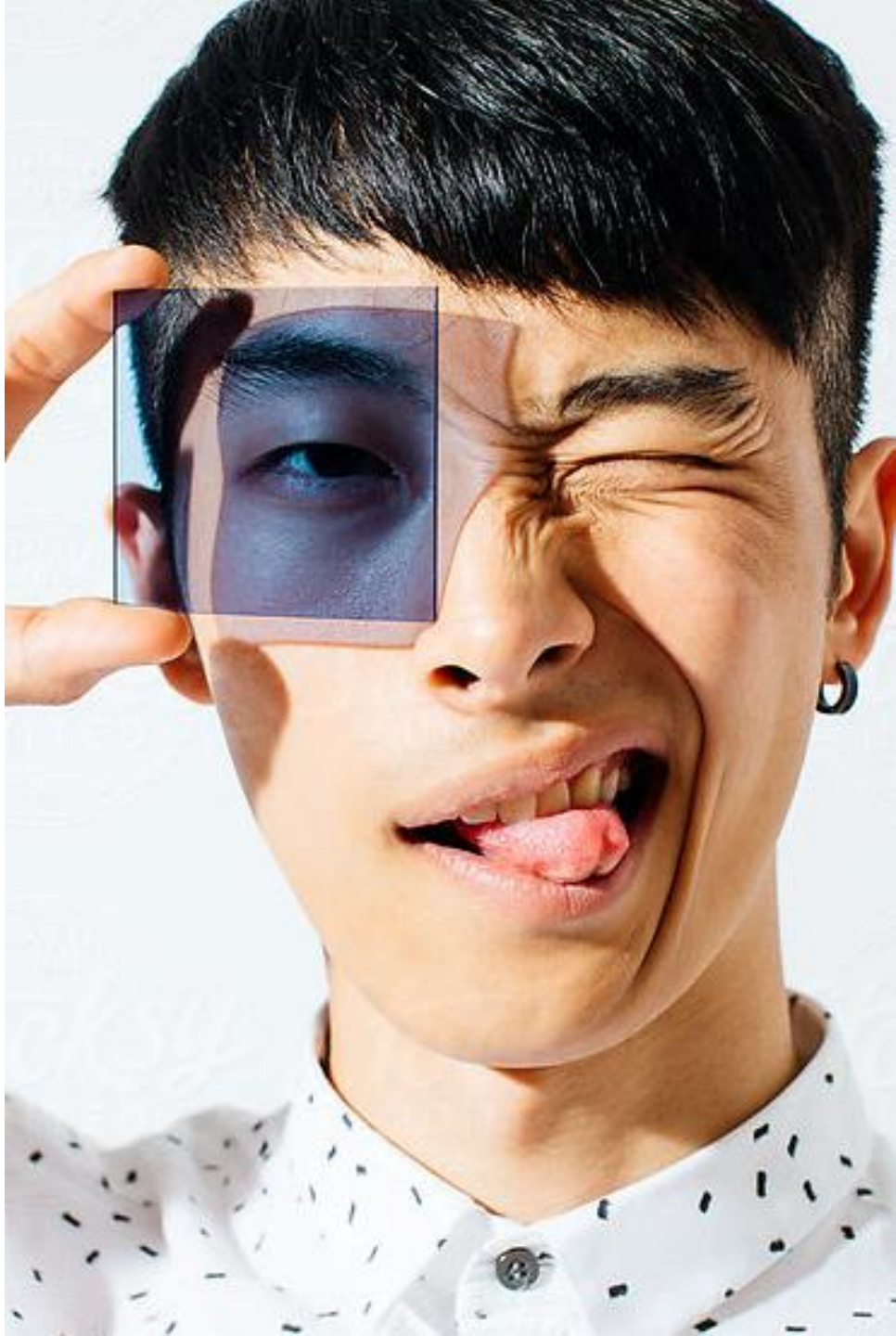
- Only 49% agree with the statement "Social media is an important part of my life”
- However, they spend up to 11 hours per day on social media
- 53% prefer to communicate in-person, vs. instant messaging and email

They love interacting with brands—but are very selective

- 53% select brands that they believe understand them as an individual
- Prefer brands that use technology to tell stories in creative ways

They want to make a difference in the world

- Grew up post-9/11 and know they need to have a positive impact on the world
- They approach life with their eyes wide open and are skeptical of authority
- They volunteer and have a heart for mission and justice



What is Gen-Z Looking for in a Career?

GEN-Z + CAREERS

Higher earning potential

Skills training

Solid developmental pathways

Technology-centric and innovative workplace

Advantages

Compensation

Innovation

Clear path to success
and achievement

Threats

Want jobs that are
in reach right now

May be wooed
by tech and other
industries

Develop a Story

Student Mindset Timeline

Middle School

Focusing on working hard and being a good student

Working hard and developing good study habits is the foundation for a lifetime of learning. Students begin to determine their strengths.

Getting involved in extracurricular activities

Sports, music, clubs—this is the age when students start developing their character and preferences.

Identifying career fields of interest

Students begin looking at careers that may appeal to them. They begin narrowing the fields, exploring options, and "trying them on for size."

Influences: parents, aunts/uncles, close family friends, visiting career professionals, career days, media/news/social influencers

High School

Freshman Year

Adjusting to new academic and social pressures. Taking the prerequisite classes needed to take high-level classes later in high school.

Sophomore Year

Continue to explore interests through clubs / extracurriculars. Students begin to discover career paths and consider colleges.

Junior Year

Viewed as the most important year—hardest course loads, and SAT/ACT. Also when students visit colleges and make application decisions.

Senior Year

Focused on keeping grades up and applying to colleges. Many identify a college major, even if they ultimately change paths later in college.

Influences: teachers/counselors, career days, visiting career professionals, electives, media/news/social influencers, community

College

Freshman Year

Excited about life, but also overwhelmed with college life. Worried about making the wrong decision, and constantly searching for their path and tribe.

Sophomore Year

Ready to dive into their major, and excited for internship opportunities. Scared they might end up at home for the summer.

Junior Year

Feeling concern about career readiness, but continued excitement for summer internships. Have a general sense of self-satisfaction.

Senior Year

Anxious about graduation and their future, but excited to get hired and begin cashing a paycheck. Nostalgic about their college experience.

Influences: career fairs, professional orgs, internships/part-time jobs, recruitment marketing campaigns, peers, social media

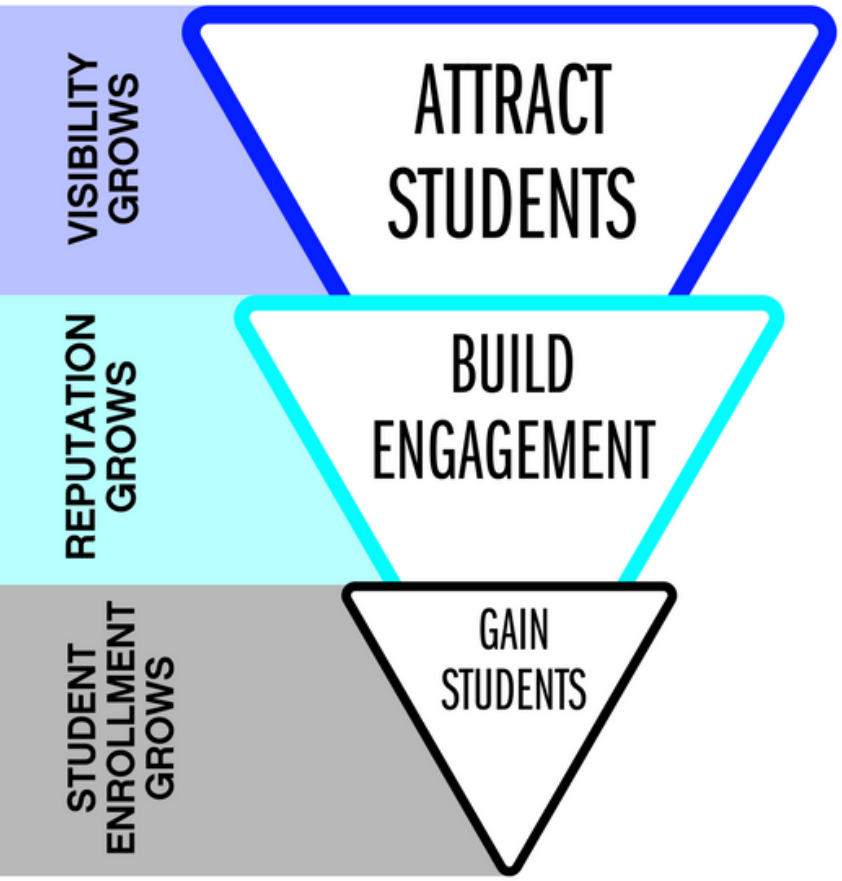
Reaching Beyond Students

Other Important Audiences

1. Teachers
2. Counselors
3. Parents
4. Influencers

Digital Recruitment Strategies That Work!

Digital Marketing Process



Attract Prospective Students

- Promote your exciting and diverse field by utilizing social media
- Guest content exposes you to new audiences
- SEO provides critical visibility to your public content
- Blog posts and articles address issues that interest your target audiences
- Videos explain complex concepts and create engagement fast
- Offers convert visitors to potential students that you can nurture with tailored content

Build Engagement

- Targeted conferences and public speaking establish familiarity and demand
- Books, webinars, and guides deepen engagement
- Offers identify potential new students

Gain Students

- Personal interaction builds credibility
- Phone consultations and webinars qualify students, demonstrate value, and answer lingering questions

Key Factors for Success

1

Consistent content creation & promotion

Content—blog posts, infographics, videos, and articles—draws students to your social channels and educates them about your industry.

2

Increase website authority

Building credibility with Google is a major opportunity and necessity. “Earning” inbound links will result in better rankings and more traffic.

3

Visitor conversion

Having digital forms to capture visitor information allows you to build a robust, segmented database of potential applicants.

4

Ongoing engagement

Creating consistent, thoughtful content across important social media platforms will increase interest and promote key resources.

Powerful
Digital Tactics

Blogging

Why Blogging Works

Keeps website traffic up

Increased website authority

Establishes you as a resource

Tips for Engaging Blog Content

- Don’t be too serious
- Keep it around 600-800 words
- Play around with creative formats
- Break up the blocks of text with headers
- Link to other pages on your website (and on external sites)
- Re-use old content in a new way
- Include keywords

Social Media

Why Social Media Works

Meet your audience where they already “live”

Reach many people with little effort

Amplify your blog content’s reach

Tips for Engaging Social Content

- Always include a photo / graphic
- Use relevant hashtags whenever possible
- Monitor social platforms and engage with your audience
- Be consistent
- Shorten links to keep things simple
- Try running giveaways
- Provide clear calls to action

Social Advertising

Why Social Advertising Works

Provides control over exactly who you're reaching

Impressive results for a small cost

Allows you to further the impact of your already-successful social posts

Tips for Effective Social Ads

- Always use a graphic/image
- Limit the amount of text in your images
- Play around with your targeted audience
- Create ads based off of your best-performing content
- Start small and increase over time
- Design your content and graphics for the platform
- Monitor the results

Content Partnerships

Why Content Partnerships Work

Help you to reach audiences you wouldn’t normally have access to

Boost your credibility and reputation

Tips for Content Partnerships

- Identify other organizations that may be a good fit
- Partner with organizations that reach different people than yours to maximize results
- Offer something in return

An Impressive Website

Why an Impressive Website Works

Helps you stand out from the crowd

An easy-to-use website encourages people to stick around and explore for a bit longer

If your site is a resource, people will keep coming back

Tips for an Impressive Website

- Ensure your site is built to support prospective students
- Consider creating a custom microsite / website with your target audience in mind
- Websites should be mobile first
- Pack your website with interesting images and valuable content for best performance

Email

Why Email Works

Helps you reach influential adult audiences

You can ensure your message is received
(90% of email is delivered)

Email drives conversions

Tips for Impactful Email

- Similar to websites, emails should also be designed with mobile devices in mind
- Don’t spam – the ideal number of marketing emails per month is 2
- Be clear about your CTAs (calls-to-action)
- Stay focused on one message
- Link whenever appropriate
- Target very specifically
- Ensure content is educational (not just promotional)
- Nurture your email campaigns by further segmenting based on engagement

Evaluating Results

What to Evaluate

Blogging

page visits, unique visitors, source & medium

Social Media

post likes, comments, shares, impressions, reach

Social Advertising

engagement metrics, impressions, reach, conversions, click-through rate (CTR), cost per 1,000 impressions (CPM), cost per click (CPC)

Content Partnerships

related social metrics (compared to typical results), blog metrics

Website

visits, sessions, unique users, new users, source & medium, top pages

Email

open rate, clicks, most clicked links, conversions, unsubscribes

Things You Can Start Doing Tomorrow

Audit your owned digital presence.

Take a look at your website, social channels, email platform, etc.

Figure out your strengths & tell stories around them.

Now that you know what Gen-Z wants—figure out what you can offer.

Pick a tactic, develop a calendar, and stick to it.

For example, commit to sharing a pharmacy school admissions fact each week.

Don’t fear failure. You have to swing to miss.

Some ideas can be implemented in-house, some might require a partner. Some can be implemented quickly, while others take time.

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