

# The Psychology of Successfully Marketing to Millennials [Infographic]

**Author :** Veronica Jarski

**Date :** August 21, 2016

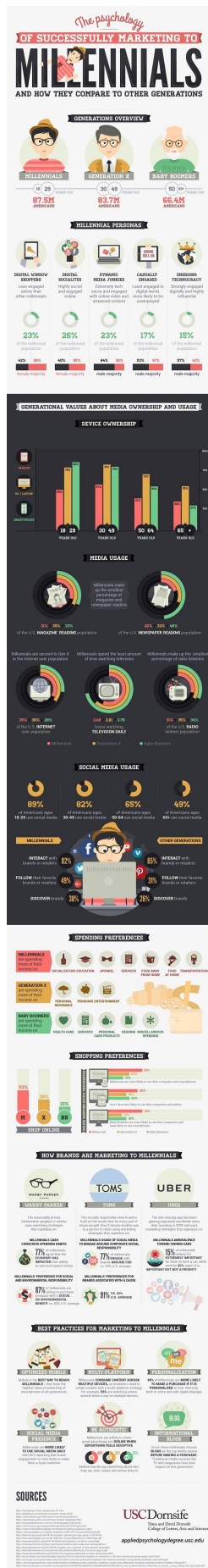


Want to know more about Millennials and how to market to them? Here's a look at vital stats about this demographic—and info about how best to reach it.

Some 82% of Millennials (people age 18-29) interact with brands or retailers on **social** media, where 49% follow their favorite **brands** or retailers, according to the following [USC Dornsife](#) infographic.

To reach Millennials, marketers should consider optimizing mobile. "Mobile is the best way to reach Millennials," states the infographic. "They have the highest rate of ownership of smartphones of all generations."

Personalization also matters to them: "85% of Millennials are more likely to make a purchase if it is personalized to their interests, both in store and with **digital** displays," according to the infographic.



*This article first appeared in [www.marketingprofs.com](http://www.marketingprofs.com)*