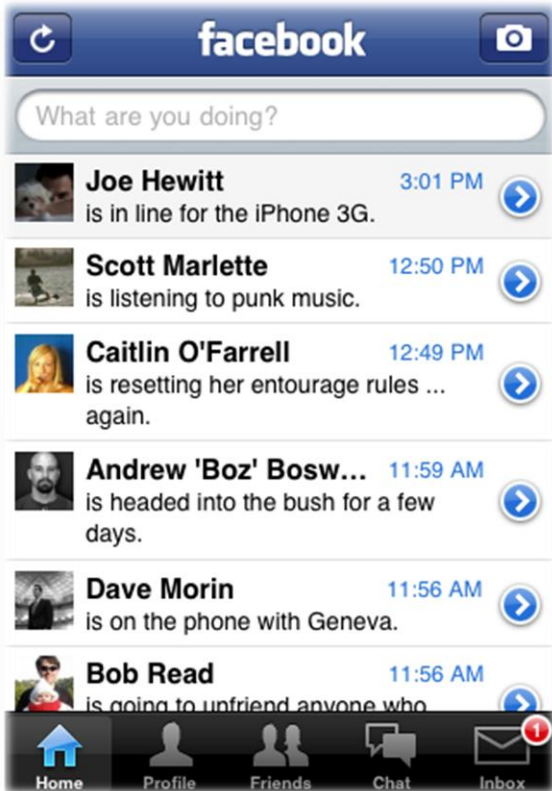


# **9 Rules of the Road**



**to Reach Millennials**

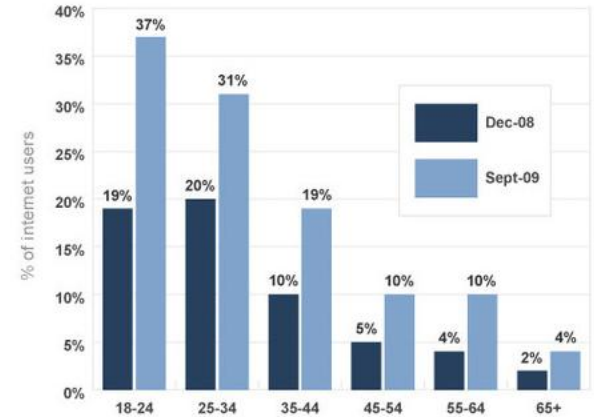
# Rule 1: Know where they are



**“Dude...  
I’m right here”**

## Young people flock to Twitter

Internet age 18-44 are more likely than older users to use Twitter or another status update service.



Source: Pew Internet & American Life Project surveys conducted from November 19-December 20, 2008, and August 18-September 14, 2009.



# Rule 2: Know where they wanna go



# Rule 3: Give 'em clear directions

[US-70 E](#)

23.4 mi

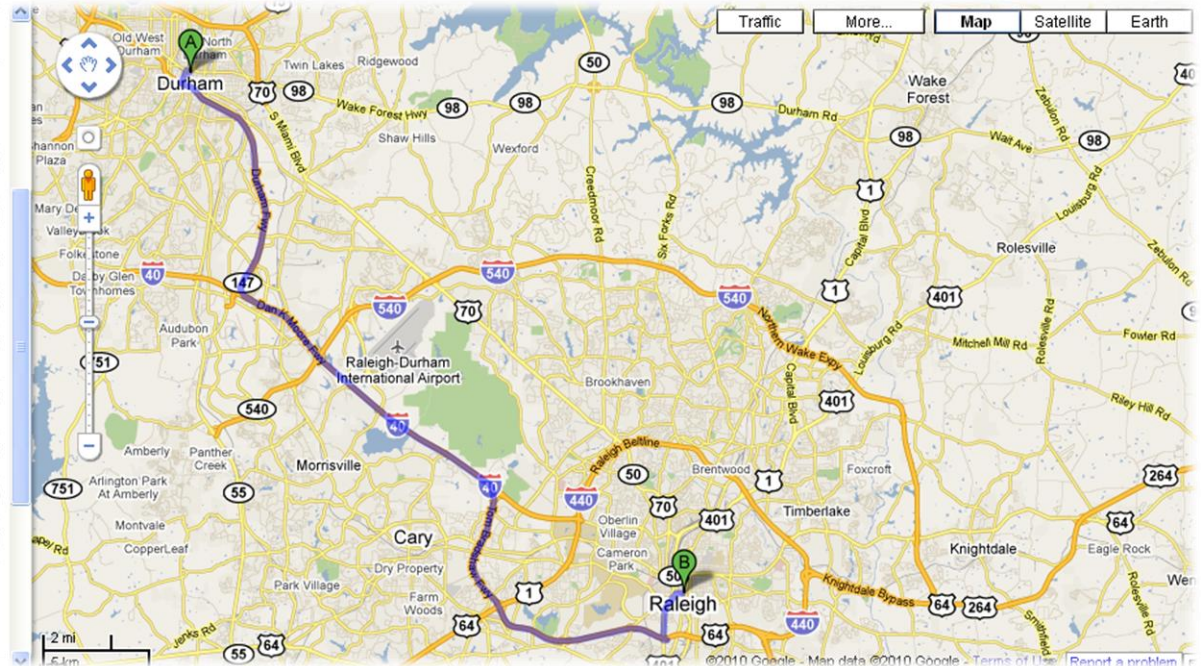
34 mins

**A** Durham, NC

1. Head **northwest** on **E Main St** toward **N Church St** 0.1 mi
2. Take the 1st **left** onto **S Mangum St** 0.4 mi
3. Turn **left** at **Morehead Ave/S Srv Rd E** 0.2 mi
4. Take the ramp onto **N Carolina 147 S** 6.9 mi
5. Take exit **5A** on the **left** to merge onto **I-40 E** toward **RDU Airport/Raleigh** 19.3 mi
6. Take exit **298B** for **S Saunders St N** toward **Raleigh/Downtown** 0.2 mi
7. Merge onto **S Saunders St** 0.8 mi
8. Slight **right** at **McDowell St** 0.7 mi
9. Take the 1st **right** onto **W South St** 0.2 mi

**B** Raleigh, NC

[Save to My Maps](#)





**Rule 4: Let 'em**

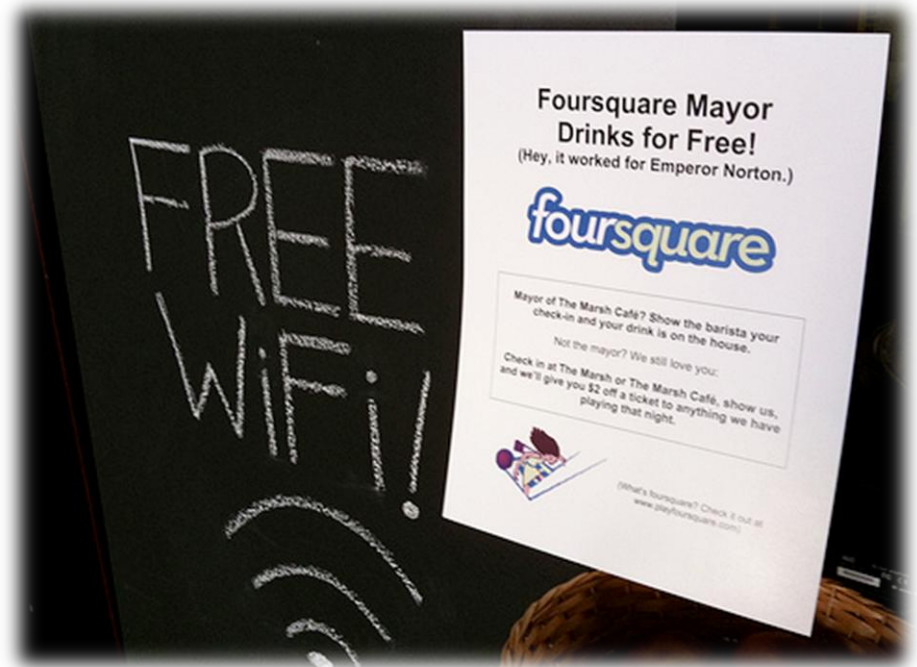
**it.**



# Rule 5: Build in stops along the way



# Rule 6: Do frequent status check-ins



# Rule 7: Make 'em feel special



**Ileana Ros-Lehtinen, FL-18**



# Rule 8: Stay in touch despite detours



# Rule 9: Know where I am!



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