9 Rules of the Road to Reach Millennials
Rule 1: Know where they are

Joe Hewitt
is in line for the iPhone 3G.

Scott Marlette
is listening to punk music.

Caitlin O'Farrell
is resetting her entourage rules ... again.

Andrew 'Boz' Bosw...
is headed into the bush for a few days.

Dave Morin
is on the phone with Geneva.

Bob Read
is going to unfriend anyone who...

Young people flock to Twitter

Internet users 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

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

Save to My Maps
Rule 4: Let ‘em it.
Rule 5: Build in stops along the way

CAUTION
THIS VEHICLE MAKES FREQUENT stops
Rule 6: Do frequent status check-ins
Rule 7: Make ‘em feel special

Ileana Ros-Lehteninm, FL-18
Rule 8: Stay in touch despite detours
Rule 9: Know where I am!

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