



inside



Research & Marketing Strategies, Inc. (RMS) is a full-service market research and consulting firm. We provide custom data and insights, making innovation possible.

THE MILLENNIAL MARKETING MYSTERY DEBUNKED p 2

CNY IS READY TO ROCK p 3

DODGING THE DOG DAZE OF SUMMER p 4

4 ways to power through the lazy days of summer

1. Get outside.



It seems simple enough, but sometimes taking a quick 15-minute breather to gather your thoughts, brainstorm some new ideas, or even to just escape the buzzing fluorescence, will help refresh the batteries.

2. Plan a vacation.

Sometimes the best motivation is being able to look forward to something. Plan a vacation, mini trip or even a stress-free staycation to escape reality.



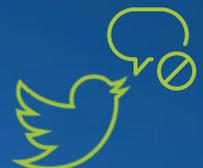
3. Schedule your time.

Lists can be your best friend when it comes to staying on top of your work load. Jot down everything you need to get done throughout the week. Prioritize important assignments and lock down a time table for each. Having a schedule in front of you makes it easier to stay on target.



4. Remove distractions.

Although difficult, try to power through your work day with as few distractions as possible. Avoid repeatedly checking your social media accounts, especially if you know you'll see your friends sipping piña coladas by the pool. It's crucial to give yourself small breaks throughout the day, but make sure what you do on your break doesn't have the ability to distract you well into the afternoon hours.



Olé! RMS celebrates 14 years

RMS staff members celebrated 14 years of business this past Cinco de Mayo.

Ask. Listen. Solve.



The Man, The Myth, The Millennial

How to market to (and actually captivate) the now largest generation in the U.S. workforce

By Maggy Stewart, Graphic Designer & Marketing Coordinator

Stumble upon any informative, well known business website today and you're bound to see an article dissecting the new "It" generation: the millennials. According to *Time Magazine*, the notorious generation has finally taken over the American labor force, and is expected to surpass the Baby Boomers as the largest living generation in the United States. And with such a large target (75.4 million people, according to *Pew Research*), marketers figured they couldn't miss. But as more and more millennials came into the market with impressive (and unnoticed) purchasing power, marketers struggled even more to understand them. But why the disconnect? A lot of brands out there are continuing to sell the traditional get married, buy a house, start a family agenda, because that's what older generations based a lot of their spending upon. Those tactics aren't hooking millennials, and that's an issue because millennials are buying, they just buy differently than marketers are familiar with.

Not only are millennials' spending habits different, but they're so offbeat from previous generations' that they're completely misunderstood. This is mainly because they're approaching adulthood in a contrasting way when compared to their older counterparts. So why the sudden shift? One reason is the economy and the scars left behind following the recession. Milestones of adulthood—purchasing a home, tying the knot, having children—are simply not as feasible anymore, hence the delay. In addition to the economic issues, millennials grew up in a truly evolving world where options for anything were endless, in turn paving the avenues for many "adulting" alternatives. Brand strategists and marketers need to consider the fact that this powerful generation was raised in a world of choice—some moved out of

mom and dad's years ago, but became adults based on their own terms, not tradition. This is the largest population to date and some of them just graduated high school. "Brands need to stop waiting for millennials to 'grow up' and fall in line with what past generations have done. A lot of them already have; it just looks different than it did in the past. Brands and marketers need to shift and adapt to this reality, instead of waiting for one that won't come true," warns Patrick Spenner, a *Forbes* Contributor.

So what's a brand strategist to do? For starters, acknowledge their lifestyles and figure out how to "amplify their reality," writes Spenner. Market the values that drive them, not the ones that deter them: focus on social groups, not life stages. You also need to consider the medium to which you're trying to reach them. Eighty-five percent of millennials own smartphones (*Entrepreneur*), so naturally your most aggressive marketing strategy should come from a mobile platform. Optimize your landing pages, improve your loading times, be blunt with your call to action, and then get creative. And finally, you need to be engaging. Ninety-five percent of millennials cite friends as the most trusted source of product information (*Entrepreneur*). Build a customer base of brand evangelists and you'll see your notoriety skyrocket more than it ever did with a print ad or Facebook post. "The best way to get your message heard among millennials is to have millennials themselves spreading the word," writes Sujana Patel, *Entrepreneur* contributor. As a takeaway, consider these as preemptive tactics; even if millennials aren't part of your target audience right now, they will be soon. Very soon. Adapt now, or forever hold your peace.

RMS Welcomes Its Newest Team Members

Traci Angyal, Administrative Associate

Traci comes to RMS with previous experience in bookkeeping and business administration. She previously worked at Welch Allyn, and was also a Telesurveyor in the RMS QualiSight call center facility.



Christine Benn, Business Development Coordinator

Christine comes to RMS with her Bachelor's Degree in Business Marketing

from Le Moyne College. She has experience in marketing, customer service, research and data entry. As the new Business Development Coordinator, she will cultivate client relationships to better understand their marketing and research needs. She is also the main contact for the company's CAHPS® products and services.

Peter Johnson, Healthcare Transformation Specialist



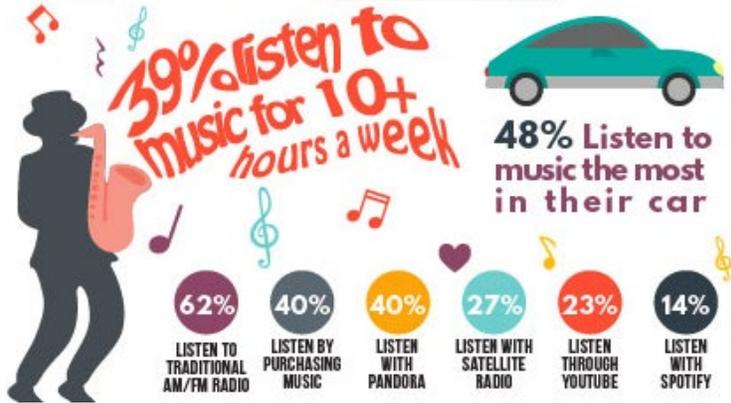
With over ten years of healthcare information technology experience, Peter joins RMS as Healthcare Transformation Specialist, where his responsibilities include assisting

clients in achieving PCMH recognition, and assisting clients with individual project needs.

Say hello!

Central New Yorkers love their music, especially when it's live at Chevy Court

RMS ViewPoint conducted a [survey](#) this summer to figure out the music preferences of CNY residents. Respondents surveyed were asked about favorite music genres, listening habits, venues, and concert spending behaviors. If you want to know more about your customers...



IF RESPONDENTS COULD SEE ANYONE IN CONCERT, THE TOP RESPONSE WAS:

A D E L E

CHEVY COURT WAS VOTED FAVORITE CNY CONCERT VENUE

THE ARTIST PEOPLE WERE MOST EXCITED TO SEE LOCALLY: **DAVE MATTHEWS BAND**

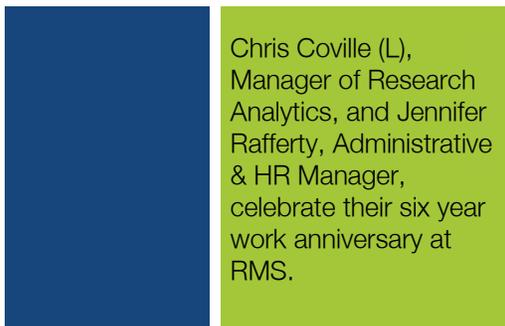
RMS OUT AND ABOUT



Panel Coordinator Zach Shaw (L) joins Christine Benn, Business Development Coordinator (center) and Emily Palermo, Research & Social Media Associate (R) at Centerstate CEO's *Tech Meets Taste* event at the Tech Garden in Downtown Syracuse.



Sandy Baker, Senior Director of Business Development and Corporate Strategy (R) and Chris Coville, Manager of Research Analytics, attend the Downtown Syracuse Committee's Annual Meeting at The Oncenter.



Chris Coville (L), Manager of Research Analytics, and Jennifer Rafferty, Administrative & HR Manager, celebrate their six year work anniversary at RMS.





15 East Genesee Street, Suite 210
Baldwinsville, NY 13027

Your point of view matters.
Why not get rewarded for it?

Click RMSViewPoint.com and
share your point of view.



PRESIDENT'S CORNER

Dodge the Dog Daze of Summer

MARK DENGLER,
PRESIDENT & OWNER



We are certainly in the thick of summer and I trust that folks are enjoying the sunny and hot weather. However, don't be fooled by these hazy days. Companies can't afford to be lazy. Summer is actually an excellent time

to work on relationship marketing strategies with existing and prospective customers. It is an opportunity to reach out and touch base with key contacts and connections.

"Relationship Marketing" is a marketing approach that focuses on building strong customer relationships and long term engagement. It is often associated with customer loyalty program development, but can prove very effective in prospecting and enhancing brand awareness. It is built upon communication strategies that encourage two-way interaction and engagement. Obviously, it is critical to be utilizing relationship marketing strategies

throughout the entire year, however the summer is a particularly good time to connect with folks. For many, this popular vacation season slows the deadline-focused intensity in companies, and people are more willing to interact.

Over the next couple of weeks, it makes sense to consider implementing the following key marketing strategies to better position your organization for a strong fourth quarter and building strong relationships:

1. Identify your top customers and make a personal inquiry as to their needs and satisfaction with your product/service.

Your senior leadership should be involved with this activity. Simply by asking for customer feedback, you demonstrate to customers their value.

2. Mystery Shop your organization. It was Maya Angelou who said "people may forget what is said or done, but they never forget how you made them feel." This quote embodies the heart of customer relations. Companies need to look at their own processes from this perspective, making sure that customers and prospects have a positive interaction experience.

3. Examine your "listening posts." What are the ways that customers and prospects inform you of their needs and experiences? Do you have listening posts? Are these being used? Now may be the perfect time to enhance your

tools of interaction. Refresh your website capabilities. Implement a customer survey. Conduct some key research in-depth interviews. Find effective ways to "listen" to your customers and prospects so that you can continue to meet their needs.

4. Focus on informing rather than promoting. Companies that look to position themselves as knowledgeable experts in a particular area are able to build market followers. These followers include both customer and prospects. Establish your organization as a go to source for information. Look to offer free resources such as organization as a go to source for information. Look to offer free resources such as white papers, webinars, and podcasts.

5. Optimize social media to depict your organization's culture and values. In building relationships, people want to affiliate with those that are most like them, hence the term homophily. This is true with organization affiliation as well. Companies need to promote their culture, values and beliefs to help brand themselves. It serves as a means for individuals to identify and affiliate with. With ever-more competition, this approach is a way to differentiate your organization and foster strong relationships.

Summer is definitely a great time to enhance your relationship marketing with customers and prospects. And it never hurts to take advantage of the sunny weather in the meantime.