

Did You Know?

Experts predict millennials will account for 75% of the global insurance market by 2025.¹ Here are some ways to reach them:

1



Invest in a modern, mobile-friendly website

2



Focus on your local network of contacts

3



Use social media channels to connect

4



Educate to convince them you're a great resource

5



Encourage and respond to online reviews

6



Engage, don't sell

Millennials are now the largest generation in the U.S.² If you want your insurance business to grow and succeed, you need to keep them top of mind in your marketing and outreach efforts.

1 - Deloitte - "The Deloitte Millennial Survey," 2019.

2 - Pew Research Center - "Defining generations: Where Millennials end and Generation Z begins," January 17, 2019.

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