

# RECRUITING MILLENNIALS FOR DRIVING POSITIONS

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# Who is the Truck Driver?

(Mis)Perceptions



“I am thankful for our truck drivers because without them, we would not have food in our stores, supplies to repair our home, and most of all, keeping our factories supplied, so we can keep working.”

“Without truck drivers, America stops.”



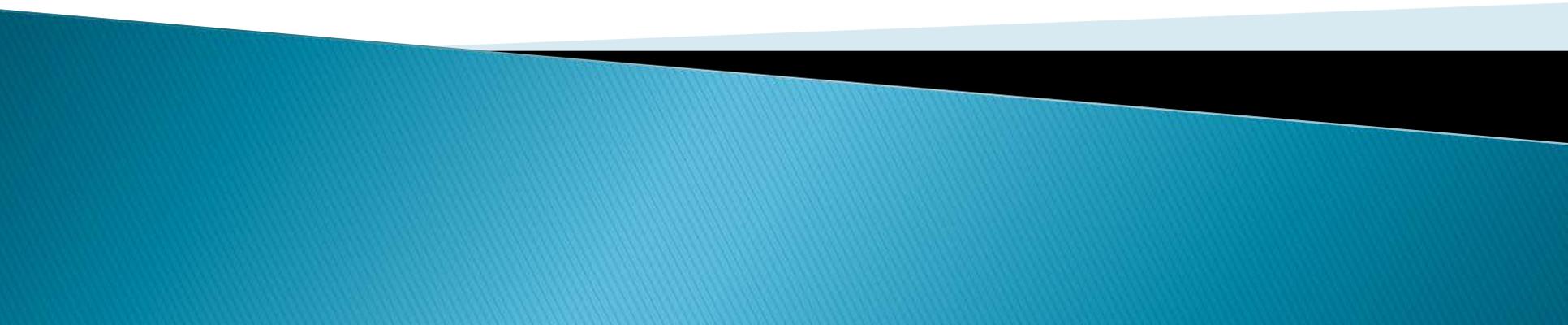
# Truck Driving

- ▶ Truck driving can be more than a career
  - It can be a lifestyle – and a good one
- ▶ It is more than just hauling “stuff”
- ▶ Truck drivers are the backbone of our supply chain system
- ▶ This needs to be communicated to potential drivers; must reinforce positive perceptions



# How Do We Do This?

Through Marketing and Advertising/  
Segmentation



# Market Segmentation

Dividing a broad **market** into subsets of consumers, businesses, or countries who have, or are perceived to have, common needs, interests, and priorities, and then designing and implementing strategies to target them.



# Cohort Approach to Market Segmentation

- The Silent Generation: born between 1925–1945
- Baby Boomers: Born between 1946–1964
- Generation X: Born mid 1960s–early 1980s
- Generation Y (Millennials): Born mid 1980s–2000
  - Some disagreement exists on dates
  - The Pew Research Center says the oldest Millennial was born in 1981
- Generation Z: Born after 2000

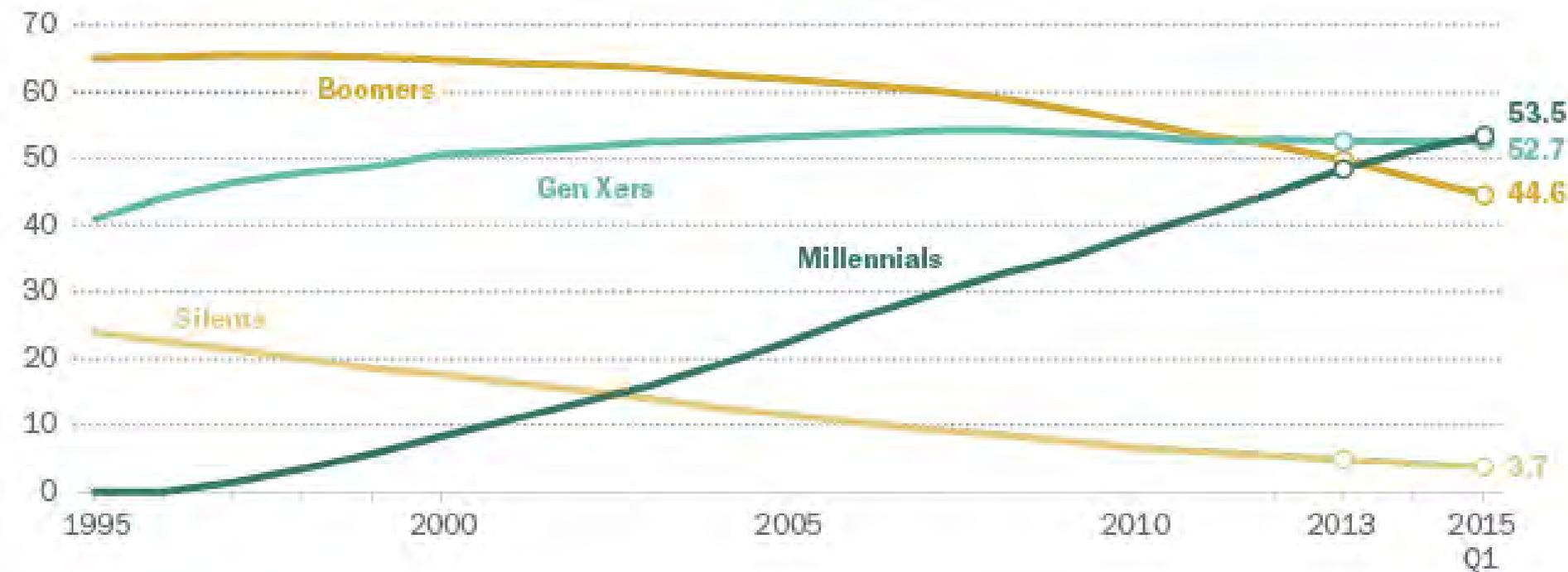


In 2015, millennials became the largest generation in the U.S. workforce.



# U.S. Labor Force by Generation, 1995-2015

*In millions*



# Millennials are an Ethnically Diverse Generation

- ▶ 19% of millennials are Hispanic.
- ▶ 14% of millennials are African–American.
- ▶ 5% of millennials are Asian.



# How Millennials View the World

- ▶ 71% of millennials appreciate the influence of other cultures on the American way of life
- ▶ 38% of millennials are bilingual
- ▶ 23% of millennials have a BA or higher



# How Millennials View the World

- ▶ Median income
  - 18–27 year olds: \$25,000
  - 28–36 year olds: \$48,000
- ▶ Limited spending early in their careers, but have an informed, culturally inclusive worldview that influences their company & brand perceptions
- ▶ A company must be ethical and care about its community



# Family

- ▶ 21% are married – about half the boomers at that age
- ▶ Account for 1 / 5 of same-sex couples
- ▶ 63% think they're responsible for taking care of an elderly parent
- ▶ 52% think being a good parent is important
- ▶ Family is very important



# Recruiting & Retaining Millennials

- ▶ (Mis)perceptions about truck drivers
- ▶ High preference for leisure; more concerned with work/life balance
  - They expect it from the outset
  - This could be a key issue
- ▶ First generation to grow up fully with technology; great multitaskers





# Recruiting & Retaining Millennials

- ▶ Driving might be a good start, but they want to know about growth potential and pathways for progression
- ▶ Must present a realistic picture with the positives, so they don't feel “duped”

Source: Pew Research Center



# Reaching the Millennials

## ▶ Social media

- (Twitter, Facebook, LinkedIn, YouTube, Foursquare, Google+)
- Consumers who engage with a brand via social media demonstrate a deeper emotional commitment to that company.
- 1 of 6 minutes spent online is spent on a social networking site



# Social Media–Overcoming Challenges

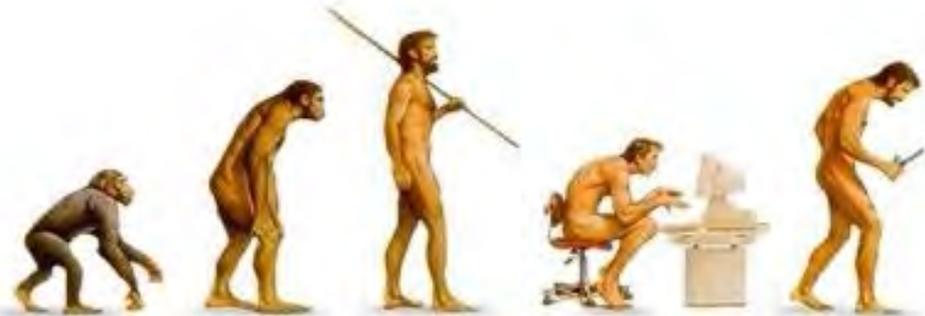
- ▶ Accept the potential for negative feedback
  - It is there already; you just may not see it



- ▶ Develop measurable goals
  - Social media is still a new twist to the marketing game.
  - Still applying the basic marketing concepts

# Social Media–Overcoming Challenges

- ▶ Social media is constantly changing
  - Accept it
  - Keep up with it
  - Work with it



# Reaching the Millennials

- ▶ Your website – make sure it is optimized for mobile devices
- ▶ Text messages – with permission
- ▶ Banner ads on search engines (eg., paying for a click-through ad on Google when there's a search on “truck driver jobs”)





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### Trucking Jobs

# Reaching the Millennials

- ▶ Go where the millennials gather – summer music festivals, NASCAR events
  - ▶ Consider sponsorship
- ▶ Internships and career fairs
  - ▶ High schools and colleges
- ▶ Engage millennial employees in your digital and social media strategy planning process



# Different Media for Different Generations, Genders

- Millennials are more likely than Boomers to use mobile devices; never had a landline
- Male millennials less influenced by “traditional media” (eg, newspapers, magazines) than females
- New Nielsen study: Facebook alone reaches more millennials than ads on the 10 most watched TV networks combined
  - Using both is even more powerful.



# In Summary

- ▶ A strong campaign ----→ right segment
  - help develop positive perceptions
  - increase interest in truck driving as a career
- ▶ To reach millennials
  - create an environment of financial security
  - Need time with their families
  - they must feel they are doing something good
- ▶ Be open and honest
  - +++++ & -----



# Thank You!

**HAVE YOU THANKED**  
**A TRUCKER TODAY?**

