How to Engage Young Engineers

Survey Results & Actionable Insights

Who am I?

VP of Marketing at Lectrix

We turn marketing into new customers for suppliers to the electronics industry.

This slide exists solely for my kids.

Take Me Down Memory Lane
From G.I. Joe to AOL and Beyond

Every generation is known by its childhood.

"The toys they are a-changin'"

- (Not Quite) Bob Dylan

Prometheus steals the iPhone from the gods and gives it to Generation Z.

MILLENIALS

1981 – 1996

75% of Global Workforce by 2025

GENERATION Z

1996 – 2012

32% of Global Population

Does age really matter?

Your message

Their expectations

About 22,700 openings for Electrical and Electronics Engineers per year from 2020 – 2030 in the United States.
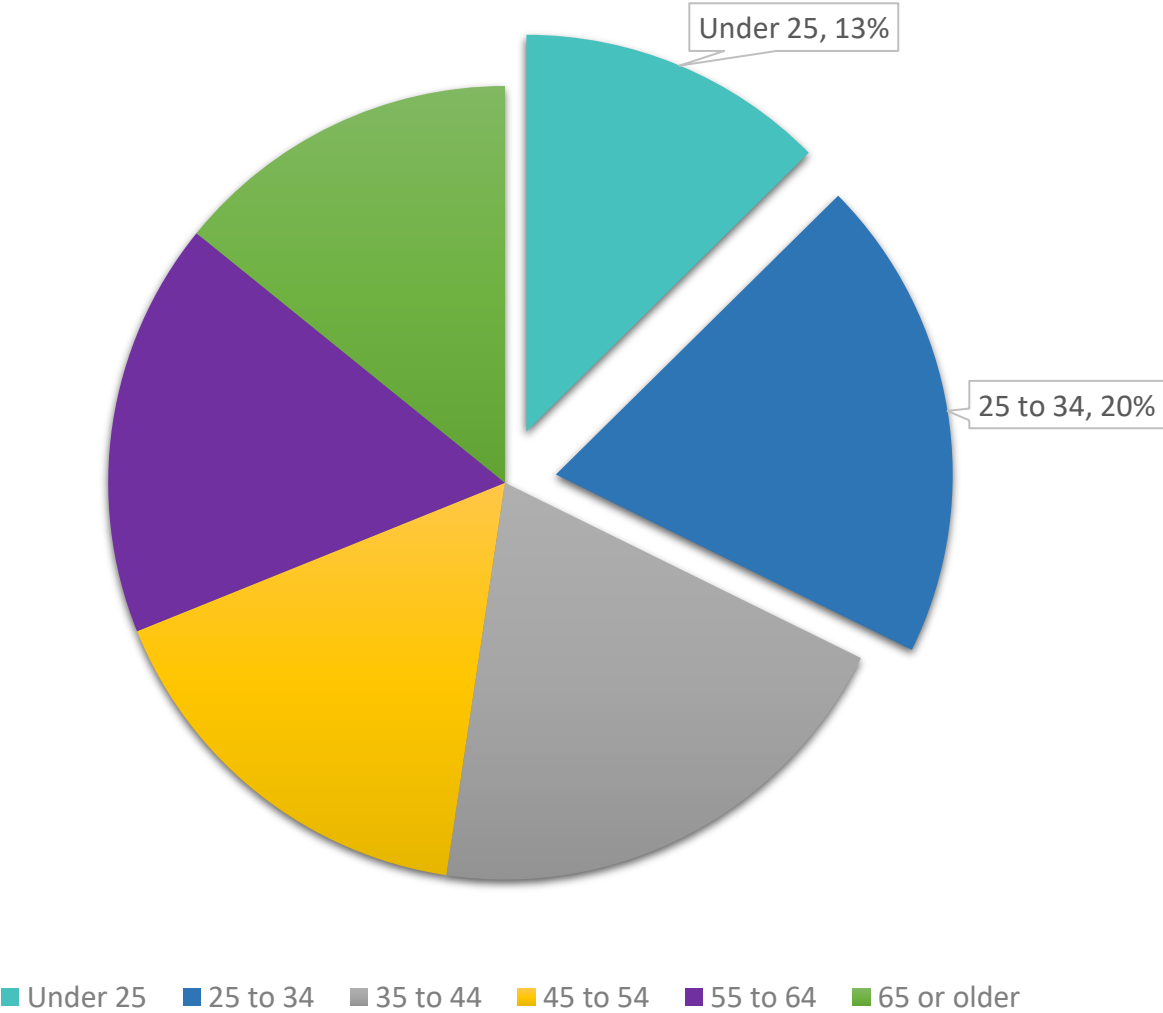
Who do you think is taking them?

U.S. Bureau of Labor Statistics
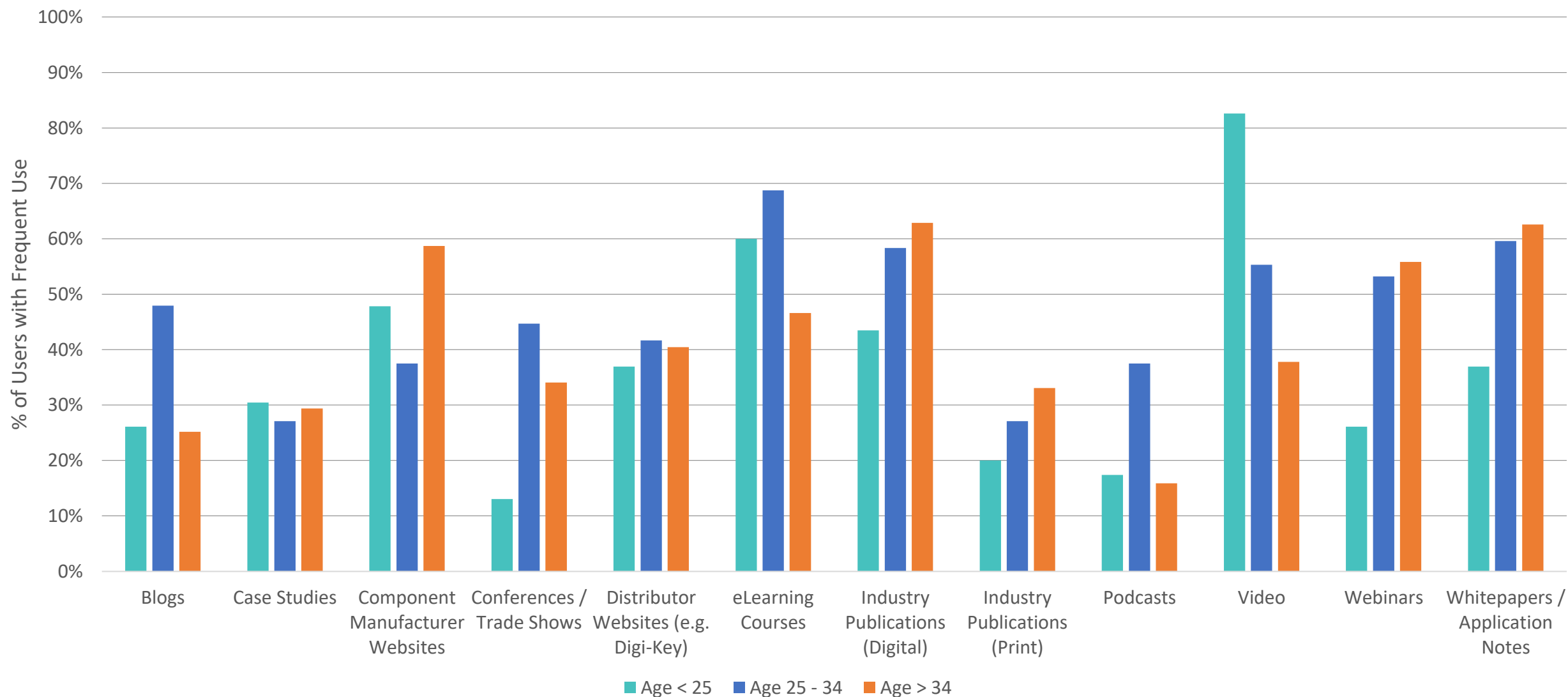
Show Me the Data!

(and tell me what it means)

Age Breakdown of Respondents

121 of 295 Total Respondents <35-Years-Old

Under 25, 13%

25 to 34, 20%

Legend: ▪ Under 25 ▪ 25 to 34 ▪ 35 to 44 ▪ 45 to 54 ▪ 55 to 64 ▪ 65 or older

Content Frequency for Researching Engineering Subject Matter

Content Frequency for Researching & Identifying Components

Chart: % of Users with Frequent Use, by content type, comparing Age < 35 (blue) and Age > 35 (orange).

- Blogs: Age < 35 ≈ 35%, Age > 35 ≈ 22%
- Case Studies: Age < 35 ≈ 43%, Age > 35 ≈ 34%
- Component Manufacturer Websites: Age < 35 ≈ 60%, Age > 35 ≈ 68%
- Conferences / Trade Shows: Age < 35 ≈ 15%, Age > 35 ≈ 38%
- Distributor Websites (e.g. Digi-Key): Age < 35 ≈ 57%, Age > 35 ≈ 55%
- eLearning Courses: Age < 35 ≈ 51%, Age > 35 ≈ 36%
- Industry Publications (Digital): Age < 35 ≈ 38%, Age > 35 ≈ 51%
- Industry Publications (Print): Age < 35 ≈ 24%, Age > 35 ≈ 26%
- Podcasts: Age < 35 ≈ 30%, Age > 35 ≈ 16%
- Video: Age < 35 ≈ 57%, Age > 35 ≈ 36%
- Webinars: Age < 35 ≈ 26%, Age > 35 ≈ 53%
- Whitepapers / Application Notes: Age < 35 ≈ 53%, Age > 35 ≈ 57%

Legend: ■ Age < 35   ■ Age > 35

Video Takes the Reigns

RESEARCHING

< 25: #1

25 – 34: #4

>34: #7

SPECIFYING

< 25 – 34: Tied for #2

> 34: #9

- When someone wants video, they go to YouTube. Optimize for YouTube listings.
- Use transcripts for SEO on YouTube and your website (Rev.com).
- Elevate your employees as subject matter experts.
- Don't focus on runtime.
- For researching: Focus on "How To" and "What Is" content. Consider classroom-style.
- For specifying: Provide thorough product insight.

Introduction to FPGA Part 1 - What is an FPGA? | Digi-Key Electronics

138,177 views • Nov 8, 2021

👍 **4.6K**   👎 **DISLIKE**   ↗ **SHARE**   ≡+ **SAVE**   •••

eLearning is Silently Dominant

RESEARCHING

< 25: #2

25 – 34: #1

> 34: #5

SPECIFYING

< 25 – 34: #4

> 34: #3

- eLearning is often considered a corporate training tool but can be ideal for establishing thought leadership.
- Consider how users learn; incorporate text, video, and audio media.
- Design for mobile responsiveness and on-the-go learning (e.g. Articulate Rise 360).
- eLearning can be self-driven; no instructor or course registration is required.

Publishing is... Not Dead?

RESEARCHING

< 25: #4

25 – 34: Tied #2

> 34: #1

SPECIFYING

< 25 – 34: #7

> 34: #5

- The digital versions of the industry publications remain highly popular. Print is another story.
- Readers aren't there to research product; diversify editorial and media strategy with more thought leadership and education, less PR.
- Strong, evergreen content is good for you and good for the publisher.

"Whitepaper" Doesn't Mean "Old School"

RESEARCHING

< 25: Tied #5

25 – 34: Tied #2

> 34: #2

SPECIFYING

< 25 – 34: Tied for #3

> 34: #2

- If you are linking to ungated PDFs, switch to on-page content with the option to download gated or ungated PDF: significant SEO benefit.

- Offer range of types from top of the funnel (education without product promotion) to mid-funnel (education with product promotion).

- Promote to your own email audience to collect additional contact data; personalize follow up (e.g. industry personalization).

Manufacturer Websites: A Surprise Underdog?

RESEARCHING

< 25: #3

25 – 34: Tied #8

> 34: #3

SPECIFYING

< 24 – 34: #1

> 34: #1

- Manufacturers: Your site matters. Optimize for searchability, speed, and usability.

- Treat your website as the authoritative source on the component(s) you manufacture.

- Incorporate easy-to-use mechanisms to capture contacts: e.g. chatbots, save-for-later content.

- Bridge the gap from your website to your distributors (and optimize your product listings on distributor sites because, distributors… your site matters, too).

Distributor Websites: The Closer

RESEARCHING

< 25: #5

25 – 34: #7

> 34: #6

SPECIFYING

< 25 – 34: #2

> 34: #3

- Distributors: Your site matters, too.
- Build trust with students to then build loyalty after graduation.
- Provide engineer-to-engineer accessibility to personalize the purchasing experience.
- Manufacturers: Ensure your products are easily found. Optimize listing with key terms in product names and descriptions and with up-to-date images and specifications.
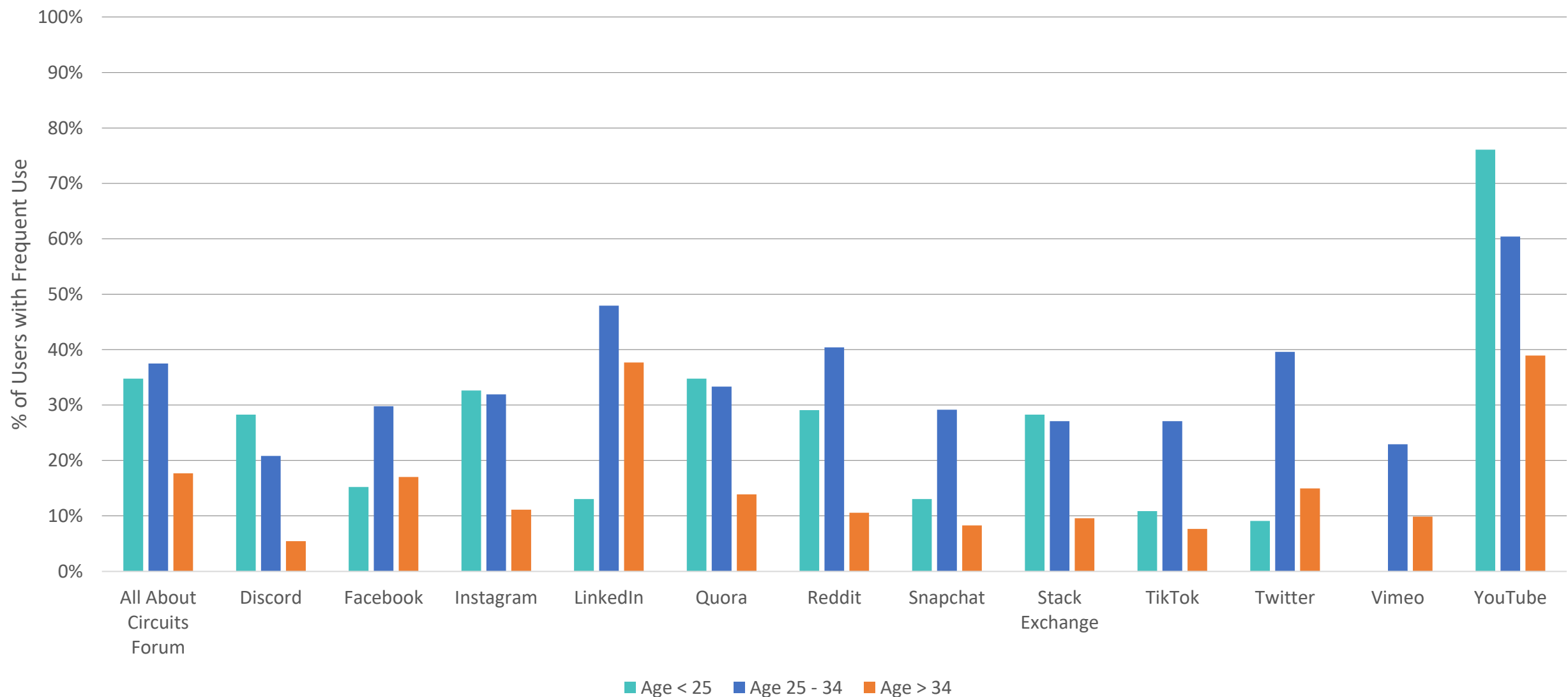
Here are some other surprises:

1. Everyone is jumping on the Podcast bandwagon, but the data is mixed. Unlike Video which grew in popularity from 25 – 34 to < 25-year-olds, podcasts declined significantly.

2. Blogs follow a similar trend to Podcasts. Will popularity increase as more < 25-year-olds enter the workforce or may there be a decline in popularity for other reasons, like an over emphasis on SEO or shift to video?

3. Like Blogs and Podcasts, Webinars also drop drastically in popularity for the < 25-year-olds. Like the others, though, Webinars are also very popular with the > 34-year-olds. Is this also a preference for video?
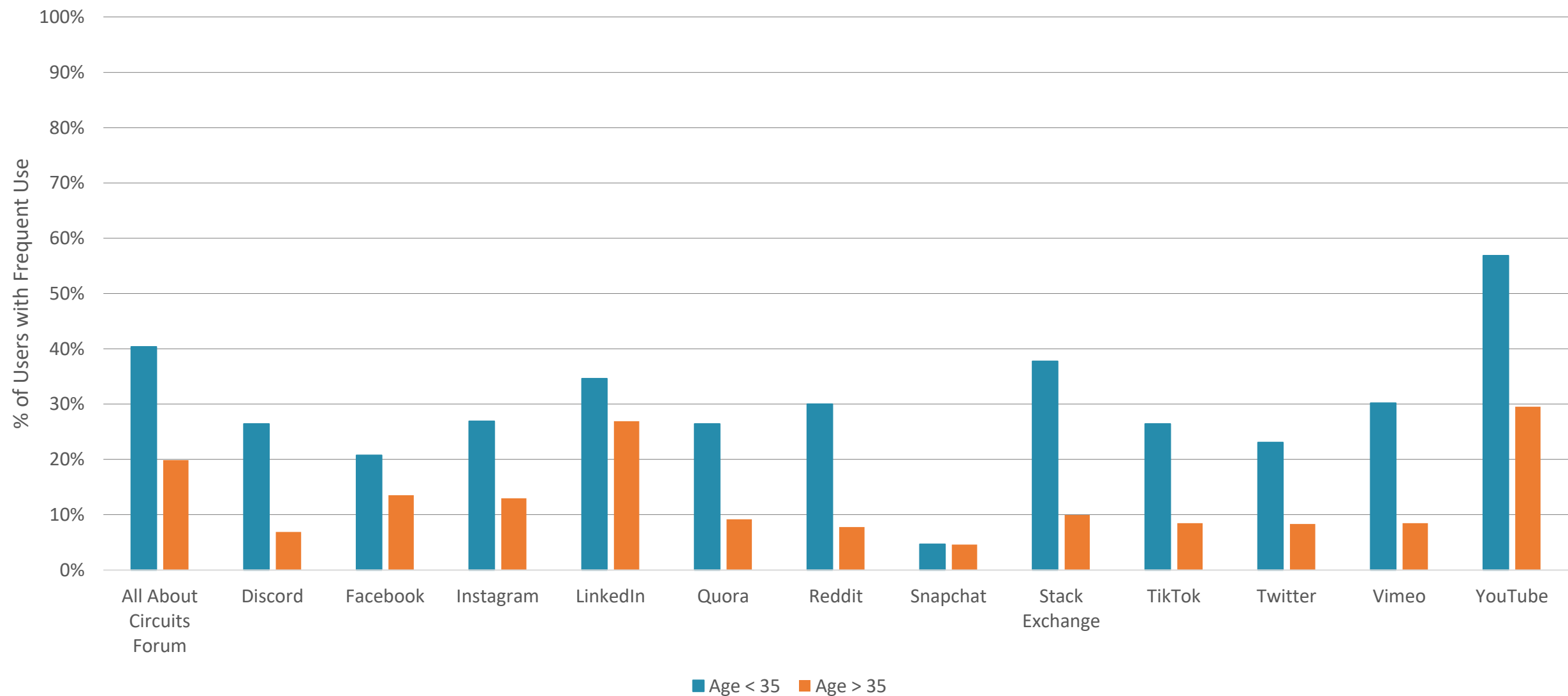
What About TikTok?

Channel Frequency for Researching Engineering Subject Matter

Legend: ■ Age < 25 ■ Age 25 - 34 ■ Age > 34

Y-axis: % of Users with Frequent Use (0% to 100%)

Categories: All About Circuits Forum, Discord, Facebook, Instagram, LinkedIn, Quora, Reddit, Snapchat, Stack Exchange, TikTok, Twitter, Vimeo, YouTube

Channel Frequency for Researching & Identifying Components

The quick takeaways:

1. Community sites are growing in dominance for researching across the buyer's funnel. Keep an eye on Stack Exchange. **Focus on topic monitoring and engage!**

2. LinkedIn's decline is partially attributed to student representation. LinkedIn is ranking more popular for education over product. Diversify posts.

3. The social channels (e.g. Instagram, TikTok) appear to rank well due to the popularity of engineering influencers and related profiles. Partnership opportunity?

4. Frequently referenced channels: EEVBlog, Khan Academy, The Engineering Mindset, ElectroBOOM, CircuitBread, 3Blue1Brown, IEEE Spectrum, r/electronics, r/engineering, r/electricalengineering

And now for the big question…

When entering the workforce, recent graduates will adapt some of the content preferences and habits of their peers.

The question is… which?

QUESTIONS?

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