



## Generational Marketing

*Credit to Maureen Edwards, 8SIMPLESTEPS2021*

### TARGET YOUR MARKETING EFFORTS

1. How are you currently reaching your best customer(s)? Consider marketing directly to specific age groups:
  - Defined core values for the following generational groups. Keep in mind that some consumers are a combination of more than one:
    - o **Baby Boomers** - (1946-1964) Idealism, Personal & Social Expression
    - o **Gen X** - (1965-1980) Independent, Work life balance, Free Agency
    - o **Millennials** - (1981-1997) Freedom/Flexibility, Social Activism, Collaboration
    - o **Gen Z** - (1998-2016) Friendships, Frugality, Authenticity, Conservatism
  - Where and how much time do they spend on digital?
    - o **Baby Boomers** - 48.2% on social platforms, prefers in person
    - o **Gen X** - 77.5% on social platforms, Facebook
    - o **Millennials** - 90.4% on social platforms, Twitter
    - o **Gen Z** - 97% on social platforms, Instagram #1, then YouTube

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*Revised 06/30/21 JK*

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2. Here are some ideas of *WHERE* to reach each group:

- o **Baby Boomers** - 93% use email daily, 82% Google search
- o **Gen X** - 68% on Facebook, 86% bring in the mail each day
- o **Millennials** - 93% tune in to radio about 11 hrs. week, email promotions to convert at 63%
- o **Gen Z** - 98% shop brick-and-mortar two times as much as online, 46% say email is a decision-making factor, friends and family are influencers

3. Number one MUST have ... *An effective website.*

(4M Google searches every minute, 7B per day, and 2.5T per year worldwide).

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- a. Tips from this webinar regarding websites: Clearly explain what you offer (speak to the pain point); Include a testimonial page; 1500 words for the Home page, 1000 every other page; incorporate dark colors; keep most relevant above-the-fold (first load, no scrolling); clear Call-to-Action, connect social media at the bottom to avoid hopping.

4. Do you want to learn more? Discuss marketing efforts? Register for consulting at [IdahoSBDC.org](http://IdahoSBDC.org).

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