



# Generational MARKETING



THE STEP BY STEP GUIDE TO  
GENERATIONAL MARKETING  
AND HOW YOU CAN DO IT



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## AUTHORS



**Monica Pitts** is the creative force and founder of MayeCreate. She has a Bachelor of Science in Agriculture with an emphasis in Economics, Education and Plant Science from the University of Missouri. Monica possesses a rare combination of design savvy and technological know-how. Her clients know this quite well. Her passion for making friends and helping businesses grow gives her the skills she needs to make sure that each client, or friend, gets the attention and service he or she deserves.



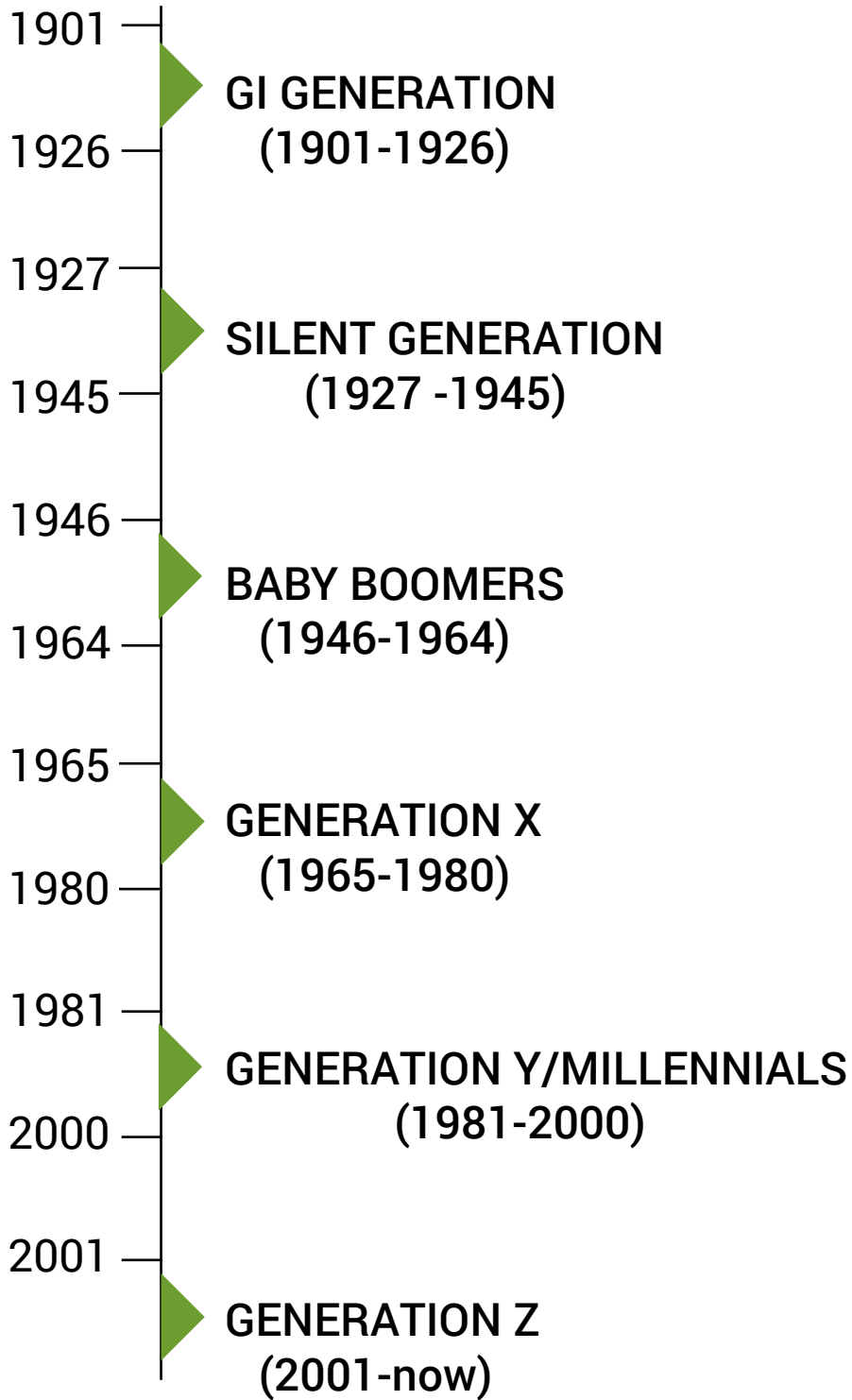
**Valerie Guglielmi** recently earned a dual degree from the University of Missouri in Journalism and Spanish. Now she's continuing her education as a grad student at Mizzou, working towards earning a master's degree in Strategic Communication. Her craving for opportunities to be creative and her skill for writing drive her in school and at work. Her innate ability to connect with new people and uncover common interests helps her build trusting relationships with co-workers and clients alike. Having spent a semester living abroad in Pamplona, Spain (no, she didn't run with the bulls but she plans to one day), she enjoys adventuring out in search of new experiences and immersing herself in foreign cultures. Val considers a perfect day to be one spent outside running around or going on a hike with her spunky puppy, Hildy.



**Kylee May** is a senior at the University of Missouri majoring in science and agricultural journalism with an emphasis in animal science and design. Her two passions in life are horses and journalism, and she has strived to intermingle them for her career. She hopes to graduate early in December of 2016 with a design job at an equine magazine. Kylee grew up in the small town of Hondo, Texas where the farming community was at large. Horseback riding and horse judging were a huge part of her life. Her interest in journalism began when she worked on the high school newspaper and yearbook. Outside of her career, Kylee is engaged to be married and has a rescue cat named Romeo.

# Generations

FROM 1901 TO 2001



# Introduction

## WHO? WHAT? WHY?

You've heard time and time again how important it is to use targeted marketing strategies to connect with your audience, but how exactly do you go about doing that? Segmenting your audience into age cohorts is one way to divvy up your marketing efforts to pave the way for a more targeted approach. In other words, you'd be practicing generational marketing.

Over the next several slides, we'll be sharing tips on how to effectively market to the more recent generations; we started with the Baby Boomers and we're working our way down to Generation Y. That way, you'll be prepared to reach whichever generation your business has its sights set on.



## What is generational marketing?

Generational marketing is exactly what it sounds like: you market to a specific generation of people based on the preferences, attitudes and upbringings that distinguish them from other groups.

It's really about making the switch from sending mass marketing messages to tailoring and customizing messages for specific age groups. By speaking to each customer in the way they feel most comfortable you gain a competitive advantage because your customers see that you're meeting and understanding their individual needs.

## Do you need generational marketing?

You might. It honestly depends on you and your business. Every generation has it's own quirks and styles, and learning the ins and outs of those marketing segments can really help you.

If your client demographic is shifting you may not be able to use the same marketing and sales tactics with the new demographic. Knowing how to reach your new client base, and what methods do and don't work can save (and make) you a lot of time and money. Even if you are the same generation as your customer base, or not changing your demographics base, understanding the tendencies of each generation can help you determine what will work best to reach the people around you.

If you are of a different generation than your target market then yes, you probably need generational marketing. Sometimes it's tough connecting with a generation different from your own. Getting to know what your target generation wants, what they have experienced and what they value can make all the difference in getting the reactions you need to succeed.

# Baby Boomers

## MARKETING TO BABY BOOMERS

As was previously mentioned, baby boomers are primarily categorized as people who were born between 1946 and 1964, putting them in the over 50 age group. They are considered the “me” generation, with people born at this time characterized by their self-centered, self-fulfillment, individualist attitudes. They were the first TV generation, as well as the first generation where divorce was socially tolerated.

Now that this group has grown up through the phases of getting married, forming families, raising children, establishing life careers, and are maybe even a grandparent, they view the world around them in an experienced way. In order to reach this generation appropriately and effectively through marketing efforts, we must make a conscious effort to show we understand their upbringing and values.



# Baby Boomers

## MARKETING TIPS

### ▶ Don't refer to baby boomers as old.

Not only is it disrespectful, but it also disregards the way this generation is redefining what growing old and retiring means. This generation isn't looking forward to retirement so they can sit at home all day and watch TV; this is the generation that's going to retire and enjoy life by taking up adventurous hobbies like scuba diving, traveling, and skydiving! So when marketing to these people, don't assume they're age will hold them back.

### ▶ Focus on customer service.

Providing and practicing exceptional customer service is key to winning over the baby boomers. They crave one on one interactions, whether they happen in person at the store, over the phone, or online through live chats. User-friendly websites can also add to the customer service experience by providing an easy to access hub where visitors can find answers to all of their business related questions.

### ▶ Provide online resources.

Instead of assuming that anyone over 50 isn't all that tech savvy, think again. According to ImmersionActive.com, this age group is actually the fastest growing demographic online. They spend more time per week online than they spend watching TV. Immersion Active also shared that, "the Internet is the most important source of information for Boomers when they make purchasing decisions." That being said, it's extremely important to create and post informative sources about your products or services online, hopefully on your website or company blog. Explain the benefits of the offerings your company provides as a way to convince baby boomers to make a purchase.



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## **Baby Boomers** MARKETING TIPS

### **Keep your promises.**

If you promise a baby boomer that your product or service will help solve a specific problem, you better follow through with that promise. This is all about building and maintaining trust between your business and your audience.

### **Incorporate social media into your digital marketing mix.**

Younger people are increasingly turning away from certain social media sites because they're not exactly interested in being "friends" with their mom and dad on Facebook. Nevertheless, these social sites are a great place to reach baby boomers. The statistics confirm that baby boomers are the fastest growing age cohort on Facebook, "with an 80% surge in users between 2010 and 2014." By marketing to this generation on these platforms, you're increasing your opportunities to interact with them and get a branded message in front of them.

### **Send mobile friendly email marketing messages.**

Another stat shared by Immersion Active in their article about mature consumers online was that 83% of adults over the age of 50 own a mobile phone. Roughly one-third of those are smartphones, which are used primarily by this generation to access their email. Given that checking email is the #1 activity baby boomers use their phones for, create email campaigns to promote your business. Use carefully crafted subject lines that appeal to problems or issues a baby boomer might be encountering to lure them into the email where they'll find the perfect solution.

# Generation X

## MEET GENERATION X

Generation X, born sometime between the years of 1965 and 1980. They love the new tech of the century, their families, freedom and independence. Generation X has seen heavy events, civil rights movements, several wars across the Atlantic not to mention the grunge fashion movement. A stereotypical X-er will be family oriented, financially responsible and self-reliant.



## The Tech Division of Gen X

Generation X can be the hardest generation to pin down. You've got two types of Xers; Those born earlier in the generation tend to hold some of the values of the Baby Boomers. While those born later in the generation have some Millennial style traits.

It's surprising how different each end of the generation can be. Across the generation ideals and ability with today's tech vary quite a bit. Earlier members of the generation may still have trouble with technology such as computers and phones, while the later members have no trouble at all and actually be enthusiastic early adopters.

So more tech dependant marketing techniques may appeal more to the younger X-ers and miss the older sect all together. Even with their differences, some types of marketing works universally well across the generation and the need for proper tonality and an authentic message apply throughout.

## How do you market to this group?

They're not as conservative as their parents, but not as liberal as their kids. By now Gen X-ers are typically between 35 and 50, so you can actually get away with some older-fashioned marketing tactics, as well as incorporating new ones.

# ● ● ● Generation X ● ● ●

## MARKETING TIPS

### ▶ **Snail mail is still appreciated.**

Back on the topic of the two types of Xers, mailing preference can have a decent impact. Snail mail or email, both work well. Generation X still holds an appreciation for standard mail, as long as it isn't bills that is! Many members of the generation still send out hand-written cards for both personal and professional means. Direct mail may reach Gen X at home more effectively than in their place of work. Many of this generation have moved to management and may have their mail sorted before it's delivered to their desk.

### ▶ **Emailing is very effective.**

Email is an instant gratification of sorts for personal and business matters, and the later members of the generation are pretty tech savvy. Gen X-ers check their email on a fairly regular basis, in fact 58.2 billion Gen X-ers use the internet regularly, so they'll usually see your message. A mailing list, either paper or digital, is a great way to market to Generation X. If you've got something to communicate, send it to them!

### ▶ **Use digital media, such as videos, for marketing.**

Videos work too. Digital media, such as a personalized video for your business, can make a huge difference in how your current and potential clients see you. Made right, your new video can add a more human flair to your company. Which makes you seem more approachable and trustworthy.

Videos are also more likely to be shared over social media than links and articles. About 81% of Generation X has a FaceBook account, 48% of that using them pretty regularly. It's predicted that, by 2017, 45.7 million members of the X generation will have a social media account. Video sharing over media accounts like Facebook and twitter are at an all time high so it's a good avenue to consider while making your marketing plan.



*Continued*

## Generation X

MARKETING TIPS

### ► You better have social media.

If you haven't figured it out by now, the internet is kind of important. Almost everyone is connected to a social media account of some sort nowadays. And with the invention of smartphones, that's a 24/7 availability through the web. And again, 45.7 million members of the X generation will have a social media account.

So having some sort of social media presence is probably in your best interests, or at least something to consider, no matter which generation you're dealing with. If you really had to pick just one, FaceBook is probably your best bet for Generation X as it's the most widely used platform for Gen Xers.

### ► Get out there!

Generation X is an incredibly independent and practical segment in the generational market. They have some issues with institutions and authority, but really appreciate transparency in a company. This generation is self-reliant and likes to work things out for themselves. They love their family, freedom and technology.

Make it personal, communicate with your consumers and be authentic. Incorporate these ideas when targeting this generation in your marketing plan, and you'll have a much easier time garnering the desired effect.

# Millennials

## WHO ARE MILLENNIALS?

To begin, millennials are people born between the years of 1981 and 2000. Ever since they were born, strides were made in every field of technology, advancing life as they knew it. Millennials are the first generation to adopt such a wide acceptance of equal race, religion and LGBTQ. They tend not to separate people by these characteristics, like the previous generations tend to do whether they mean to or not.

The Pew Research Center found that 52% of Millennials' priorities are being a good parent. Growing up in a peaceful time period meant positive relations were built with parents. However, "only about six-in-ten were raised by both parents." Therefore, millennials do not take for granted the importance of marriage because they do not want a divided household. Having good parents were influential to them and they want to continue that with their own children.





# Millennials

## MARKETING TIPS

### ▶ **Be genuine!**

Do not try to be salesy because it will not work! Millennials can see right through every trick you may think you have up your sleeve. They have been surrounded by marketing their entire lives and they know every tool in the trade. So, do not try to pull one over on a millennial with your marketing, just be genuine!

### ▶ **Be prepared to offer instant gratification.**

Again, millennials have grown accustomed to getting everything at their fingertips instantaneously. If you have the ability to offer instant gratification, then you can soar above your competition.

### ▶ **When competing online, actually compete.**

Clearly state your value proposition right off the bat. Especially if your business or company is not meeting the status quo, then you need to be able to explain why. Demonstrate why investing in your business or company is better for buyers, even though your competition may offer something you do not.

### ▶ **Answer the questions they really want the answers to.**

Millennials do not tolerate marketing schemes. They can smell an attempt on one from a mile away! Therefore, just be straightforward with millennials. If they want to know how much your service costs, then offer an estimate form online in exchange for contact information. However, do not lie by saying you offer an online estimate when, actually, after the form is submitted, you call to deliver the estimate 48 hours later.



*Continued*



## **Millennials** MARKETING TIPS

### **Deliver on your promises!**

You better keep your word all the way to the grave or be prepared to be trashed online and by word of mouth. Millennials are honest people and they expect the same from you (marketers).

### **Do not discriminate in any shape or form!**

I repeat, do not discriminate in any shape or form! As I mentioned before, millennials are extremely touchy in that subject area.

### **Interact with people both online and in person.**

Millennials do not take for granted kind gestures. Comment on their Facebook post or invite them to meet at Starbuck's instead of your office. Engaging goes a long way because it makes people feel they are important to you, not only as a customer but also as a person.

### **Make sure to be mobile friendly.**

This term means that your company website can switch from desktop site to mobile site without any technical difficulties embracing mobile formatting applies to your email too! The Pew Research Center found that 83% of millennials sleep with their cell phone. They will not be interested in your business if they cannot access your website on their mobile device.

# Media Marketing Tools

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## ● What Works:

The popular media communication ways include: texting, email, video and social media.

Create an account for one or two social media sites and devote all of your efforts into keeping them running strong. It is not beneficial to have five social media accounts that you rarely use because you cannot keep up with them all. It is more marketable to only have a couple that you use on a daily basis, that way all of your time and energy is spent wisely and efficiently.

Post everyday! It is essential that you build up an online presence in order to appear significant and valuable. People feel more confident in businesses with many followers on Twitter compared to those with very few. There is no set number to how much you should post; take in what people are reacting to and adapt to satisfy those needs.

## ● What Also Works:

Top social media sites include Facebook, Instagram and Twitter.

- 82% of online adults ages 18 to 29 use Facebook
- 55% of online adults ages 18 to 29 use Instagram
- 32% of online adults ages 18 to 29 use Twitter

## ● What Doesn't Works:

Less popular media communication ways include: television, magazine, newspaper and radio.

Television and magazine marketing can be successful if done properly. The best way to reach your target audience is to market through specific segments. For example, if you want to reach families via television marketing, then you should go through the cartoon and Disney channels, not the mainstream ones.

# Baby Boomers Vs. Millennials

## A MARKETING CONTINENTAL DIVIDE?

Is the youth of today so different than the youth of past generations? Each group of youngsters have considered themselves rebels. Striving for change and pushing for their ideal world. Are Millennials so far off the mark from yesteryear? Marketers everywhere are trying to tap into the up and coming buying power of the Millennials. Generation X is truly seeming like a “lost generation” as marketers are forced to change their ways for the first time since the Boomers came to buying power.



## Boomers

They're called Boomers because of the noticeable post-WWII population increase as, according to History.com, older Americans, who had postponed marriage and childbirth during the Great Depression and World War II, were joined in the nation's maternity wards by young adults who were eager to start families. They experienced the civil rights movement, women's movement, Woodstock and the risk of drug experimentation and sexual freedom.

People born in this time period are characterized by their individualism and self-fulfillment values and associated with a rejection or a push for the redefinition of traditional values. Watergate and the economic struggles of the oil embargo of 1979 further enforced the "I'm out for me" attitude for later Boomers. They were the first TV generation, as well as the first generation where divorce was socially tolerated. (I bet you're not seeing any correlation to these attitudes and behaviors to the Millennial stereotype at all.)

## Generation X

Stuck in the middle of two much larger generations Generation X is often called the "lost generation" and is noted for rocking the MTV stage...not the boat. They embrace technology and, like their Boomer parents, value freedom and independence. Many were "latchkey kids exposed to daycare and divorce promoting the generation to form families with a greater level of caution than their parents.

Generation X is more ethnically diverse than the Boomers and were also raised to be accepting of other cultures and lifestyles. The US Census Bureau reports Generation X also holds the highest education levels. They also have the lowest voting participation rate of any generation.

A stereotypical X-er will be family oriented, savvy, skeptical and self-reliant. Younger members of the generation have been inundated with marketing since childhood and may seem immune to traditional marketing and sales pitches. They tune into only what interests them, a trend supported by the rapid expansion of Cable TV, satellite radio and the internet.

## Millennials

Though generally referred to as Millennials because they saw the turn of the millennium the names Generation We or the Net Generation seem more fitting in my opinion.

They are the most likely to self-identify as liberals and are more likely to support same sex-marriage and the legalization of marijuana. As they forge a less linear path through adulthood and life stages the generation is considered the most non-traditional so far. And it comes as no surprise they also value individualism, diversity and are more concerned with happiness than the older generations.

Millennials have been weaned on technology and are less worried about obtaining material goods and more concerned with experiencing life first hand. Their entry into first jobs has been set back by the Great Recession and they are living with their parents longer than previous generations.

## An “Individual” Generation of Marketing

With X going steady filling the gap between Boomers and Millennials the two seem worlds apart. While I think in truth they would have been friends if they were both the same age in similar life stages.

Weren't boomers pushing our social status-quo for equality between people in much the same way Millennials are thumbing their nose at the traditional meaning of family and path to adulthood. As I review the tendencies of generations I find more and more similarities between the behaviors of each generation in similar life stages.

From a marketing perspective the last major marketing shift before the onslaught of the Millennials came when the Boomers reached the same phase of life as Millennials occupy now. In the 1950's television became the primary medium for influencing public opinion, changing how many corporations spread their message to the general public. Now Millennials, raised with remote controls, only choose to consume messaging that's important to them. Making it more important than ever to intimately know your target market.

## The More You Know

The more you know about your audiences the more prepared you are to connect with those in the buying power.

- ▶ Treat each audience like an individual, not a mass recipient, shake their hands, make eye contact, treat them like they're the only person in the room.
- ▶ Speak to each based on their values - not yours.
- ▶ Strive for an authentic message not a watered down sales pitch. The snake oil salesman has officially retired.
- ▶ All generations reported appreciating a brand with personality. Though each generation wants to identify with a brand who appeals to their personality.
- ▶ Use the marketing mediums best suited for your audience, and even consider segmenting within each medium.
- ▶ Support something bigger than yourself that tugs at the heartstrings of your audience.
- ▶ All buyers appreciate company values such as open-mindedness, creativity, social responsibility and environmentally conscious.

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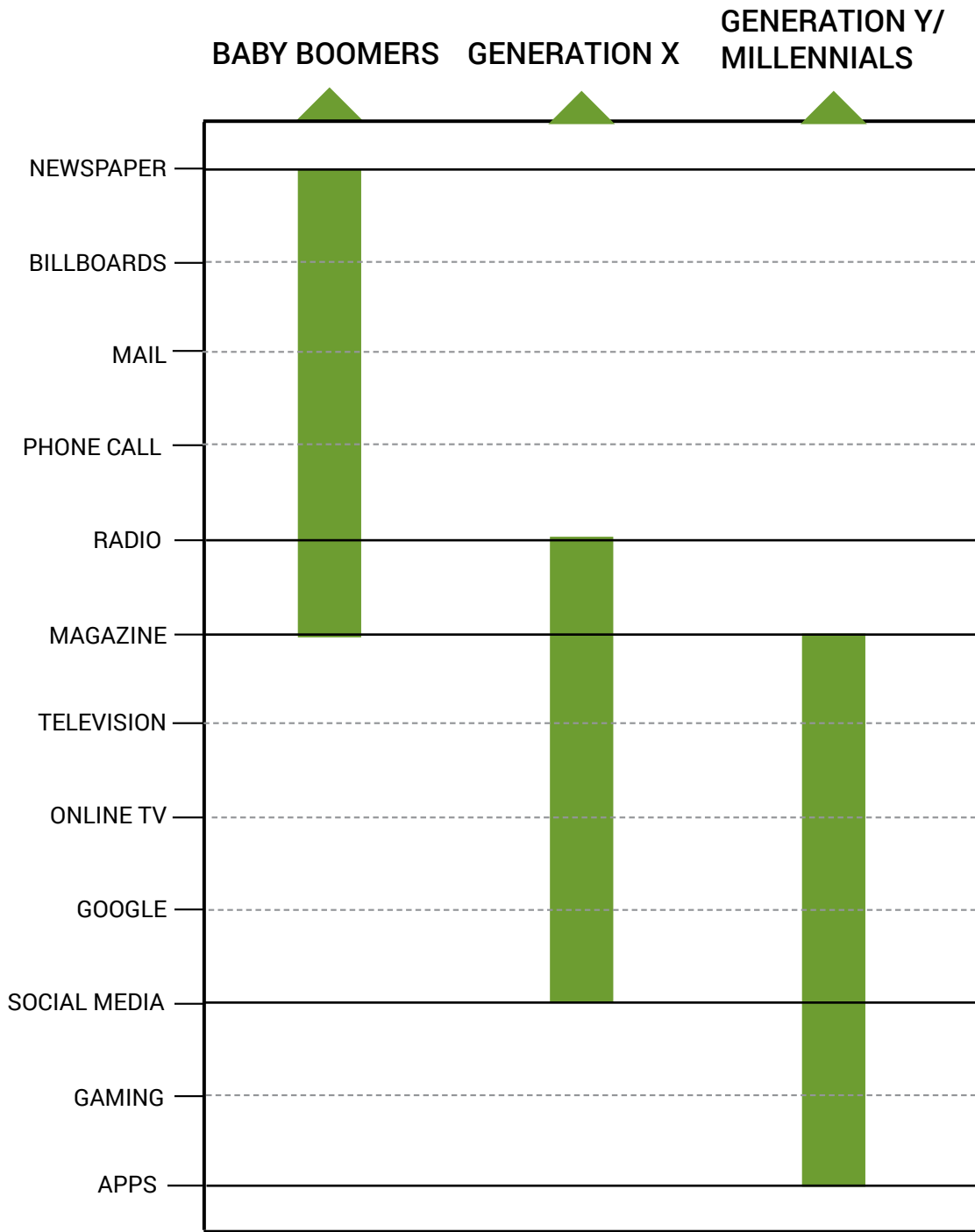
Sales and marketers, it's time to embrace the differences of the demographics and stop trying to be something to everyone and start being everything to someone.

”

- Monica Pitts  
Founder of MayeCreate Design

# Marekting Mediums

TOOLS TO REACH EACH GEN



# KEEP MOVING

CONTINUE BUILDING YOUR BRAND BY MAKING  
YOUR MARK ON THE WORLD WIDE WEB.



This 29 page e-book, paired with a workbook, will support you throughout your website planning process leaving you armed with the knowledge you need to plan the website of your dreams.

Six phases will guide you through defining your target market, setting goals for what you want your website to do for you, and planning important content.

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