Marketing to Gen Z: 7 Strategies to Capture & Retain the Rising Generation
A Rising Generation

Gen Zers are now the largest generational audience - making up more than ¼ of the US population. By 2020, they will account for 40% of all consumers and will soon be entering the workforce - increasing their income and, ultimately, their buying power. Therefore, it’s vital that your marketing strategy is tailored to this generation in order to capture their attention and get a leg up on the competition.
Who is Gen Z?

Right now, members of Gen Z are too young to be directly profitable as a demographic, but they are developing brand loyalties younger than any previous generation. Ignoring them now will risk losing them to the competition in the future, when they will be the largest generation to hit the market. With a world of information at their fingertips, they want to know the story behind the product that shows up on their doorstep, so aligning your business with their values is of vital importance. The scarcity of the Great Recession in their childhood and their innate tendency to incorporate new technology has formed an entrepreneurial spirit that is eager to leverage new tools to take independent control over their finances.

- Born between 1997-2015
- Will have $44 billion in buying power by 2020
- Top-Ranked Social Media Platforms:
  1. YouTube
  2. Instagram
  3. Snapchat
- 85% have watched a video in the past week to learn how to do something
- Only 54% concerned about security of mobile app payment - lowest of all generations
- 77% are already working freelance
- 88% will only invest in companies that share their values
- 35% own their own business or plan on having one in the future
- 42% say social media affects how people see them
- 85% concerned about security of mobile app payment - lowest of all generations

Sources:
Center for Generational Kinetics
Raddon Research
Forbes
A Desire to Connect

Up until now, there’s been a vast focus on marketing to Millennials; but now it’s Gen Z’s time to shine. These entrepreneurial spirits seek independence, financial security and innovation in order to thrive.

In this eBook, we’ll dive into seven strategies you can use to capture and retain Gen Zers, transforming them into long-term brand evangelists.
Strategy 1: Cater to Multi-Screen Habits

Generation Z, or the iGeneration, is the most tech-savvy generation yet. As early adopters of social media, smartphones and streaming services, they’ve been thrust into a tech-centric society. In fact, technology is so ingrained in their lives that they use it more than any other generation. Millennials use three screens on average, while Gen Zers use five. This means there’s an increased need for an uninterrupted, fluid user experience across multiple devices.

To achieve this, simplify the process that users go through when engaging on your website, mobile app, social channels, and digital ads. By employing an omnichannel strategy, a responsive website, and a structured customer service process, you’ll give Gen Z’s the fluid experience they crave.

Gen Zers use five screens on average

Source: https://bit.ly/2FAAIZE
Strategy 2: Ensure a Secure Digital Experience

Gen Zers are more protective of their privacy than other generations. They grew up during a recession, with terrorism and cyberattacks constantly in the headlines – shaping their desire to limit their digital footprint and keep cybersecurity top of mind. By offering a transparent and secure digital experience to your audiences, Gen Zers will be more comfortable sharing their personal information with your brand.

To show Gen Z you take privacy seriously, be transparent about how personal information will be stored and used. 62% of Generation Z would feel better sharing personal information with brands if they could trust it was being securely stored and protected.

By offering safety guidelines and privacy protection measures, you will establish trust between your audience and your brand. In committing to their need for privacy, you’ll provide a digital experience that Gen Z is comfortable engaging with.

Source: https://ibm.co/2V00tni
Strategy 3: Bring Your Values Forward

Gen Zers seek brands that run on more than just money. The majority of them rely on brands that operate with a purpose and work toward a cause. In fact, 90% of Gen Zers would buy products from a company that is addressing social and/or environmental issues. This means the opportunity to attract Gen Zers is heightened by committing to the future state of society.

Therefore, your brand needs to stand by core values that are achievable and serve a purpose for the good of more than just business. To achieve this, stay transparent with your messaging and share real, meaningful campaigns that promote brand values.

You will captivate your audiences even more if your values are synonymous with theirs. In fact, 88% of Gen Z will invest in companies that share their own values.

Sources:
Strategy 4: Curate Quick, Snackable Content

If you thought Millennials had a short attention span (at 12 seconds), Gen Z is even harder to captivate. With only 8 seconds to grab their attention, it’s critical that your marketing strategy focuses on quick, snackable content. From Twitter blasts to infographics, there are many ways to share brief content.

Social media stories are a prime channel for sharing this type of content. Stories on Instagram, Facebook, and Snapchat are comprised of ephemeral content that can be viewed and removed within a matter of seconds. This is instrumental when your audience’s attention span is shorter than ever before. With bite-sized content, you will grab the attention of Gen Zers long enough to make an impression that lasts.

Source: https://bit.ly/2HZFFIH
Strategy 5: Utilize Videos to Elevate Content

Gen Zers watch an average of 68 videos per day across five platforms. To stand out in the crowd, use video to offer an educational experience to your audiences.

58% of Gen Zers believe that online videos are best for learning. This means there’s an opportunity to focus on your audience’s desire to learn and provide content that expands their knowledge. One way to achieve this is to convert your most popular blog posts into short, informational videos. Tools like Lumen5, Wideo, and Biteable allow you to execute easily without the need for hiring a video team.

It’s also important to look into which channels are best for video sharing. Over 95% of Gen Zers use YouTube regularly, with 67% using Facebook, Snapchat, and Instagram. This makes YouTube an ideal place to publish your videos, supported by promotion on social networks.

Video also excels in social algorithms. These algorithms favor video because it generates 12 times more shares than text and images combined. Even Facebook agrees that video content drives higher engagement and interactions from users compared to any other type of content on the platform. Therefore, utilizing videos on social will not only encourage engagement, but it will also allow your content to float to the top of newsfeeds.

Sources:
Strategy 6: Personalize Your Ads

Gen Z is less likely to avoid ads than their predecessors. In fact, 43% of them engage with ads. However, they don’t just expect any ad – they expect better, more personalized ad experiences.

To employ this personalization, you should leverage retargeting ads. These ads allow you to serve up hyper-relevant content to past website visitors based on their interests. For example, you could serve an ad for sandals to someone who browsed your sandals page in the last 24 hours. This type of advertising has been shown to have significant results. In fact, customers who see retargeted ads are 70% more likely to convert on your website.

By providing relevancy in every ad, Gen Z will stay engaged with your brand and will be more likely to convert.
Strategy 7: Partner with Micro-Influencers

Partnering with influencers is yet another way to capture the attention of Gen Z - and they don’t have to be mega stars. 63% of Gen Zers want to see real people in ads, while only 37% prefer celebrities. YouTube is a great place to start, because 70% of teen YouTube subscribers see their favorite YouTube influencers as more relatable than traditional celebrities.

When diving into a search for micro influencers, leverage YouTube and other social channels to identify those personable, popular influencers who have made a name for themselves. You can leverage their reach to expand your own and start building lasting relationships with their audiences.

Once you find micro influencers that match your brand’s needs, reach out to them to establish a connection. From there, you can offer to curate a sponsored post or video that they can share on their profiles. This tactic works well to keep your name top of mind and build credibility.

By partnering with micro influencers, you’ll formulate lasting relationships with them and their audiences.

Sources: https://bit.ly/2CI7hPi
https://bit.ly/2weXJce
Time to Make Changes

As your audience shifts, your strategy must adapt to it. Generation Z has different fundamental needs than their generational predecessors. To capture and retain this audience, address their needs through your marketing strategy. From private, secure web experiences to quick, bite-sized videos, your brand should iterate your marketing strategy to build quality relationships that turn Gen Zers into loyal evangelists.
About Boston Digital

We are Boston Digital

We’re a tribe of tech and marketing fanatics helping brands find their Digital Mojo. We’re driven by untapped insights, high-tech experiences, and outcome-driven design to crush your marketing goals.

What is Digital Mojo?

Digital Mojo is that special something that sets your brand apart. It’s the lens that all experiences, content and creative are developed through, ultimately connecting your brand to the people who need it most.

Our Belief

Your website is indistinguishable from your brand identity. It lives at the foundation of your digital ecosystem, so it’s the center of our attention. Digital excellence starts with a world-class website and catches fire with brilliant digital marketing.

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