

Best Practices in Tailoring Your Messaging to Generations X, Y, and Z



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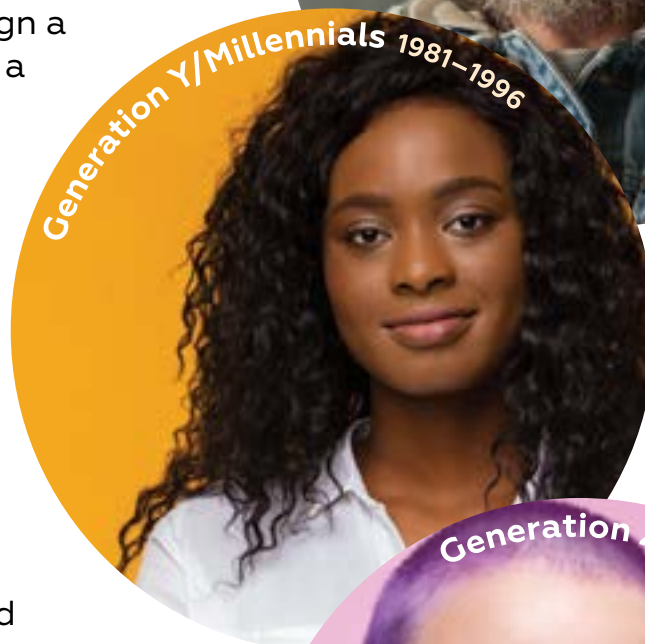
Best Practices in Tailoring Your Messaging to Generations X, Y, and Z

Personalization is the key to effective marketing. Audiences assume you know who they are, what they want and when they need it. They understand the power of data and how it is being used to engage with them. Data, analytics, algorithms and more have made it easier for marketers to assign a segment, weight the value of a customer/prospect, predict ROI, etc. Deciles and percentages are helpful but successful engagement is also dependent on the emotional connections you make.

Marketers need to remember that topics like trust, loyalty, social messaging, and corporate values make a difference—and they do so across generations.

This eBook outlines some best practices marketers should use when creating your messaging to different generations.

Enjoy the read and we hope this adds to your personalization efforts.



Generation X: 1965–1980



Emphasize Their Security

This generation strives to maintain both career and financial stability while also dealing with family responsibilities.

Redefine Age

Although they're moving into "middle age," Gen Xers are not boomers or the silent generation. Use pictures and copy that reflect today's 50+ market—not how it looked decades ago. Their challenges, opportunities, and self-image are very different.

Earn Trust

Generation X grew up and worked through several recessions and booms. While they've been resilient and adaptive to many conditions, they're skeptical and cautious about most institutions. To win their confidence, tone down any grandiose or sketchy promises in your copy. Be transparent and honest to ensure their loyalty.

Save Them Time

Generation X juggles the responsibilities of family (aging parents and kids) and career. Because they're busy, cut to the chase. Look for ways your direct mail marketing can be relevant and make an impact, but with less of a time commitment.

Generation Y/Millennials: 1981–1996

Tie Into The Digital World

You want your prospects and customers to communicate seamlessly with your brand no matter where they are or what channel they're using. To get them to go online, and to buy, QR codes make it easy; just a tap or two on their smartphones is all it takes. Mobile devices, according to the Wolfgang E-commerce Report 2019, now account for 53% of all web traffic, and 32% of revenue. Be where your millennial customers are.

Use Texture To Stand Out

Big fans of all things print, millennials have revived vinyl records (and their jackets) as well as books and mail. Why? Studies show that the human brain reacts differently to print content, compared with digital. Print produces a stronger emotional connection as well as better recall. Try printing your direct mail with inks and papers that make it feel different and more interesting than your competitors' mail.

Personalize Their Data

Millennials are more likely than previous generations to give brands their personal data, like an email address, in exchange for individualized content and offers. Smartly deploying relevant data and images on a direct mail piece captures their attention. And when it's shown in such a way to make the respondents feel that they can control the experience and have options, so much the better.



Generation Z: 1997–2012

Respect Their Values

Generation Z is the most ethnically diverse generation in American history. So, it shouldn't be surprising that in their social views, they are very open-minded, valuing equality and inclusiveness in gender, sexuality, and race, among other things.

Be certain that your content, copy, and images represent the America that they know. And when promoting a cause, or demonstrating how you align with their values, do so authentically. If you're too obvious about it—they'll know.

Go Beyond The Tech

It's tempting to think that Gen Z spends a significant part of their time on their phones. After all, they're the first fully native digital audience in history. But surveys show that reality is a little more nuanced. A Foursquare study, for example, said that these consumers are 23% more likely to visit shopping malls than the average shopper.

Think of ways to drive shoppers to brick-and-mortar locations. Consider reaching out to them through an omni-channel approach, making it as easy as possible to search, shop, buy, and pick up.

Be Ultra-personal

One-size-does-not-fit-all! They don't want to be marketed to any more than other generations do. In part, because they've grown up communicating one-on-one with brands on social media, your communication needs to be more individualized than ever before to be relevant.

Respectfully start a conversation that can continue online, or in person. And be specific as possible to spell out what you can do for them.

Generation Z 1997–2012



Summary

In summary, relating on an emotional level is just as important as the data being mined to create your audiences. Personalization drives increased results so show the generations you understand who they, what stimulates them and what they stand for.



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Security
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Provide Social Proof
Use Texture to
Stand Out
Personalize Their Data



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Go Beyond The Tech
Be Ultra-personal
Get Real Influencers

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