

How to personalize your marketing by age group

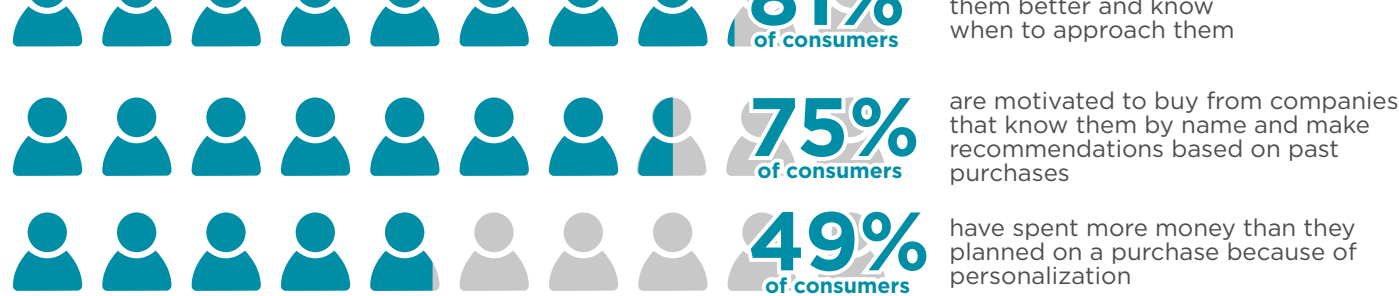


Boost your sales by catering to your audience.

Q: What is marketing personalization?

A. It's a strategy that leverages data collected about your audience to deliver customized content, promotions and other marketing messages.

Why personalize your marketing?



Personalization works



of companies use some form of personalization

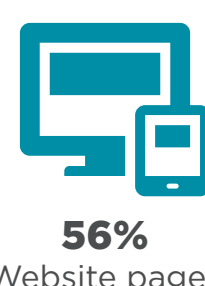
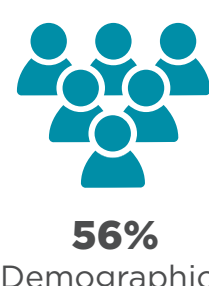


of companies believe personalization builds customer relationships



of companies say personalization improved marketing performance

Top criteria businesses use to personalize marketing



Popular demographics to personalize by



Age/generation

Marital status

Occupation

Education level

Gender

Family size

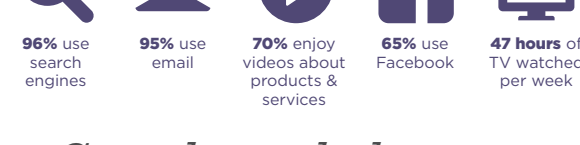
Getting up close and personal by age group

Baby Boomers

Born 1946-64



How to reach them



Get to know the boomers



Generation X

Born 1965-80



How to reach them



The lowdown on Gen X

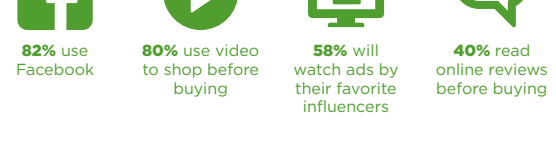


Millennials

Born 1980-96



How to reach them



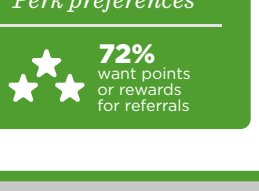
Millennials prefer content that is...



User-generated

Authentic

Socially conscious



Generation Z

Born 1997 and later



How to reach them



Gen Z prefers marketing experiences that are...

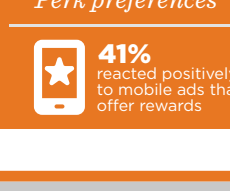


Authentic

Succinct

Transparent

Immersive



3 tips for starting with personalization

1 Read up on your target audience — don't ignore generational differences.

2 Reach out in the way your consumers prefer to communicate — whether that's through email, social media or traditional marketing.

3 Recognize that it takes effort to change your marketing strategy — and it's worth it.

Remember, you're marketing to humans

Take the time to connect with your customers, and you'll find that it pays off. And when you're ready to personalize your marketing, your Safeguard Advisor can help you take the next steps. Call 855.778.2911.



Sources:

<https://www.evergage.com/resources/ebooks/trends-in-personalization-survey-report/> | <https://www.businessinsider.com/shoppers-expect-more-personalization-2017-10/> | <https://www.wordstream.com/blog/ws/2016/09/28/generational-marketing-tactics/> | <https://www.adweek.com/brand-marketing/gen-z-reaches-the-social-media-landscape-marketers-need-to-be-open-to-change/> | <https://www.ama.org/publications/Marketing-News-Weekly/Pages/Why-you-should-be-marketing-to-gen-x.aspx> | <http://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital/> | <https://www.forbes.com/sites/forbescommunicationscouncil/2017/09/26/five-things-you-need-to-know-about-marketing-to-baby-boomers/#37852f0f4e55/> | <https://animoto.com/blog/business/millennials-video-infographic/> | <https://www.statista.com/statistics/300068/media-consumption-habits-of-us-baby-boomers/> | <https://www.statista.com/statistics/436470/us-baby-boomer-selected-social-networks/> | <https://www.nielsen.com/content/dam/nielsen/global/dfs/docs/NielsenQ2Q3Retail%20Retail%20Qyly-Sentiment%20Report%20FINAL.pdf> | <https://www.barringtonlaw.com/blog/credit-cards/millennial-spending-habits.html/> | <https://www.marketing-dive.com/news/survey-shows-digital-native-gen-z-prefers-in-person-interaction-with-brands/530744/> | <https://blog.hootsuite.com/generation-z-statistics-social-marketers/> | <https://contentmarketinginstitute.com/2018/10/connecting-generation-z/> | <https://www.cbc.com/2018/01/26/tech-companies-will-increasingly-look-to-aging-baby-boomers-for-growth.html> | <https://www.statista.com/chart/15860/generation-x-purchase-influencers/> | <https://www.agencyssend.com/blog/75-eye-opening-statistics-how-each-generation-uses-technology/> | <https://www.smartinsights.com/digital-marketing-strategy/baby-boomer-marketing-statistics/> | <https://www.entrepreneur.com/article/7>