

8 EXPERTS SHARE ADVICE ON MARKETING TO GEN Z

Detached and immersing themselves in technology, Gen Z grew up on social media and can research their way out of any predicament. Eight members from the Forbes Business Development Council shared marketing advice on how to market to this most unique generation.

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START HERE

The background features a pattern of interlocking puzzle pieces in shades of blue and grey. Overlaid on this are various white line-art icons representing technology and social media, such as a magnifying glass, a hand pointing at a screen, a bar chart, a speech bubble, and several profile icons. The main title is prominently displayed in the upper left quadrant.

#1 MEET THEM WHERE THEY LIVE

Gen Z is the most tech-savvy generation.

They spend more time on social media. Selling strategies should start on social and mobile, and include multiple touch points, with direct, no-fluff messaging, and use various formats (video, pic posts, stories, etc.). The sales gimmicks of the past won't work here. Instead, focus on direct, individualized messaging and content with a heavy emphasis on what's in it for them.

- Christopher Kingman, TransUnion

#2 LEVERAGE USER-GENERATED CONTENT (UGC)

There's a whole new frontier of customers who have grown up in the Amazon era and wouldn't think of purchasing anything without a plethora of UGC at key conversion points to help them along. Forget one or two sad reviews from some free plugin. I'm talking hundreds of reviews, user-generated photos and more. This is the new standard – not a “nice to have when we get big enough,” but a must. – Ali Fazal, Yotpo



#3 SELL THE END GAME

This is a benefit and results-driven group, so don't sell the product to them. Instead, sell the success they will achieve by using it. This sales approach lets you connect the dots for them, with workflows and processes on how to maximize the use of your product. Plus, this puts you in the position to be viewed by the customer as an expert who truly understands their needs. – Julie Sokley, Autodesk

The background features a green and white puzzle piece pattern. Overlaid on this are various white line-art icons representing technology and business: a smartphone, a magnifying glass, a hand pointing at a star, a bar chart, a rocket, a speech bubble, and several user profile icons. The text "#4 GET TO THE POINT" is prominently displayed in the upper left quadrant.

#4 GET TO THE POINT

Increasingly tech-centric, Generation Z is accustomed to making decisions quickly – a byproduct of the shortened attention span that comes with the increased ability to instantaneously access virtually anything. When selling to Generation Z, communicate your message and value proposition clearly and quickly, or run the risk of losing your audience. – Adam Mendler, Custom Tobacco

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#5 DON'T LABEL THEM

I think one of the big mistakes is that society labels these folks. Unlike seniors, they do not want to be called out or pointed out as a group. They are increasingly tech-centric so that is where they are and how you have to gear the marketing to their group – without calling them out. They are people and very powerful consumers that just do things differently. – Wayne Elsey, Elsey Enterprises

The background features a pattern of interlocking puzzle pieces in shades of grey and maroon. Overlaid on this are various white line-art icons representing technology and business, such as a hand holding a smartphone with a 'BUY' button, a laptop, a rocket, a mail envelope, and a star. The main title is prominently displayed in the upper left quadrant.

#6 LEVERAGE VIDEO COMMUNICATIONS

Gen Z never uses voicemail and prefers text to email. They also are the YouTube/Netflix/Reddit generation – consuming quick one to three-minute videos on their phones. If you want to engage them throughout the sales process, video should be your medium of choice. Sales organizations will be adding video-building capabilities to their toolkits, arming their sellers to better engage Gen Z buyers. – **Jim Ninivaggi, Brainshark**

The background features a pattern of interlocking puzzle pieces in shades of red and grey. Overlaid on this are various white line-art icons representing technology and business, such as a smartphone, a magnifying glass, a hand pointing, a bar chart, a star, and several user profile icons.

#7 USE A MOBILE-FIRST STRATEGY

With the Generation Z and millennial consumer, your company needs to clearly articulate their products and services through a mobile-first strategy. Goodbye, desktop web browser and emails! Hello native apps, Instagram, Facebook and Snapchat! – Adam Livesay, Elevat Inc.

#8 PROVIDE THEM WITH INFORMATION

Generation Z like to be informed consumers and want to know who they are doing business with. Share your company message, be transparent in your products and be precise. Their buying power isn't different than any other group, they just do their homework. Ensure your online message is that of other selling vehicles, and that the format is viewable on a mobile device.

– Emily Hauptvogel, H&H Products Company

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