

Marketing the Generations

Presented by:

Sally Corey

**Outsourcing
Marketing**

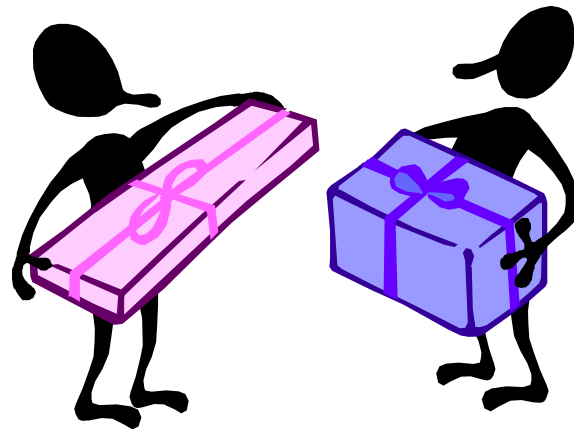
Generations Apart



Working
together is
easy once
you know the
keys to
success

The Golden Rule is Good but the Platinum Rule is Better

Treat others as **they** want to
be treated



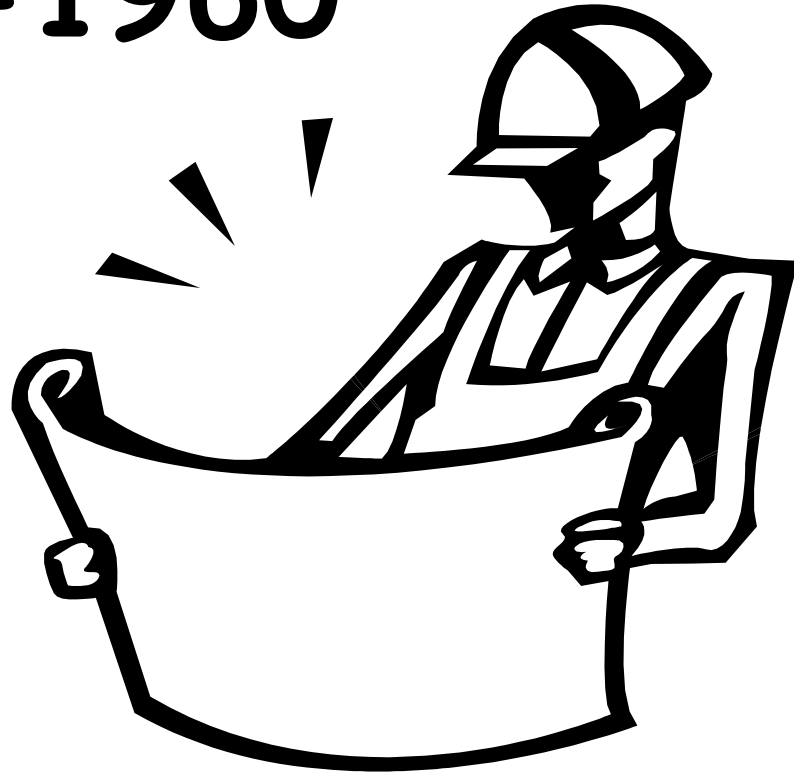
**Generations Born
Prior to 1943 -**

**Veterans, Traditionalists,
WWII**



Baby Boomers

Born 1943-1960





Generation X
Born 1960-1980



**The Nexters,
Generation Y,
Millennials
Born 1980-2000**

Five Tips to Market the Traditionalist

- 1. Make them feel special**
- 2. Be personable**
- 3. Avoid high-tech presentations**
- 4. Prove the necessity of the service**
- 5. Close the deal with a hand-shake**

Five Approaches to Market Baby Boomers

- 1. Build a relationship first**
- 2. Use imagery**
- 3. Deliver material at a moderate pace**
- 4. Reinforce the sense of self reliance**
- 5. Use a holistic approach**

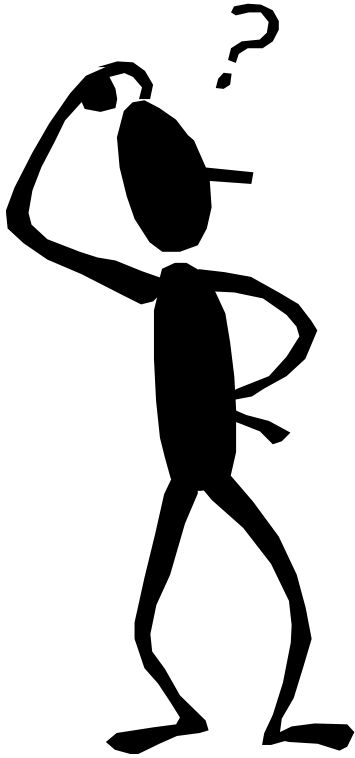
Five Approaches to Market Generation X

- 1. Teach new technology**
- 2. Provide experience over research**
- 3. Facilitate their lifestyle**
- 4. Speed is the way to sell**
- 5. Present benefits of how things work**

What About the Nexters?

- 1. Appeal to their sense of civil mindedness**
- 2. Appeal to their technical savvy**
- 3. Show limitless services**
- 4. Show innovation and make them curious**
- 5. They want function that enhances their image**

How to Mix It Up



- **Use skills of each generation**
- **Baby Boomer to Nexter**
- **Traditionalist with Gen X**
- **Have something for everyone**

Use Technology to Improve Marketing

- Use diagnostic tools
- Use QR codes to direct clients
- Go digital for communication materials
- Use video and interactive modeling
- Use social media



Marketing the Generations

Presented by:

Sally Corey

**Outsourcing
Marketing**