

skai

# Marketing to the Generations



# Introduction: Generational Marketing Matters

Even though the pandemic is over, COVID forever changed the way most consumers shop, with [66% of consumers increasing their online spending](#) during the height of the pandemic. And a growing number report that they now prefer online shopping to in-store versus how they shopped before 2020.

That increased spending is coming from unexpected places. For example, Baby Boomers have become an incredibly important demographic for digital advertising. This generation increased its [online spending by 49% in 2020](#), making Boomers the fastest-growing group of online consumers. But marketing to online shoppers can be tricky since each generation responds differently to online advertising.

Understanding the habits and behaviors of today's generations can give marketers a significant advantage in effectively engaging and influencing them—especially in an omnichannel world with omnichannel customers. By leveraging generational insights, marketers can tailor their messages, products, and advertising to each group's specific needs, values, and preferences. This, in turn, creates a more personalized and relevant marketing experience, which can lead to higher engagement and conversions.

Moreover, by staying ahead of the latest generational trends and cultural shifts, marketers can better predict future consumer behavior, allowing them to make informed decisions and stay ahead of their rivals. And in today's highly competitive business environment, how deeply a brand understands its customers could be the difference between success and failure.

While generational insights are just one piece of the puzzle to better understanding your customer, they must be considered in terms of their value to successful marketing.



## In this Skai research report, learn:

- Why generational marketing matters
- How to go from a “one-size-fits-all” approach to a tailored strategy when marketing to Baby Boomers, Generation X, Millennials, Generation Z, and Generation Alpha
- Specific tips when using advertising to reach these audiences best





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# The Unique Traits and Trends of Today's Generations

Your target audience's generational demographic is one of the most critical audience segments to consider. And while we're all individuals, the period during which we were born and came of age speaks to many of our life experiences and even our advertising preferences. Generational marketing is not about saying that everyone from a particular age group acts the same, but there are some observed behaviors of each that are prevalent enough to bank on when developing marketing plans and messaging.

It can often feel as if different generations are using an entirely different internet from one another. There are subreddits like *r/OldPeopleFacebook* and *r/ForwardsFromGrandma* that are wholly devoted to the ways older generations use technology (not that those older generations would be likely to find them).

Those who grew up without the internet tend to use it much differently than those who never had to open a phone book to find a number. So it stands to reason that Baby Boomers, Gen X, Millennials, Gen Z, and Gen Alpha are very different in their approaches to online shopping, and marketers who are messaging to these wildly different groups as if they're all the same customers are probably not resonating with anyone.

While there are no globally recognized standards for labeling generations by year, the birth years listed below are considered to be how they are most often categorized.



### **Baby Boomers: Born 1946-1964**

This generation was nicknamed the “Me” generation by novelist Tom Wolfe, who often chronicled the self-involvement of the generation born in the economic boom following World War II.

Baby Boomers were middle-aged when home computers and personal internet usage took off, though they’ve caught up quickly. However, this generation is 80% more likely to access the internet via desktop than a smartphone, and 65% own tablets, making them much more likely to be found on more desktop-friendly channels, like LinkedIn, Facebook, or email.



### **Generation X: Born 1965-1980**

Gen X was the first generation to grow up with MTV, and when they were teenagers, they were often characterized by pop culture as cynical slackers who distrusted most corporations. However, contrary to those old stereotypes, new industry research has found Gen X to be the most brand-loyal generation.

Because they’re a significantly smaller demographic than the Boomers who came before and the Millennials who came after, Gen X has subsequently felt ignored by marketers. However, most of them are mid-career with families and significant purchasing power. While Gen X didn’t grow up with smartphones, they’re rapidly adopting them. From 2013-2017, Gen X’s internet usage via smartphone jumped 23%, with 86% now saying they go online via smartphone. They’re most likely checking email, news, or banking information when online.



## Millennials: Born 1981-1996

Often treated like Instagram-obsessed children by marketers and headlines alike, Millennials are now young professionals and often parents of young children. The oldest Millennials still remember the days of dial-up internet. Still, most are very tech-savvy and connected, looking to digital channels for convenience and improving the quality of life just as much as they are for networking and entertainment. While there's a bit of truth to those stereotypes about Millennials being glued to their phones, they're more likely to be using them to research products (rather than simply Snapchatting away) than any other generation, with 90% routinely researching online and 60% researching via smartphone.



## Generation Z: Born 1997-2014

While the youngest members of Gen Z are still in elementary school, the oldest are entering their mid-20s, looking for advice on starting in the world and testing the waters of brand loyalty. Gen Z has yet to learn what life is like without a smartphone—they spend around [seven hours a day](#) on their phones. And you're probably not likely to catch them on desktop as [75% name smartphones as their device of choice](#). But don't think that Gen Z will be easily swayed by just any mobile message: they're highly discerning consumers who have learned to tune out irrelevant advertising. Instead, most seek authentic content based on user reviews for advice on purchases.



## **Generation Alpha: Born 2015-**

Today's youngest generation is a significant and growing group for marketers to understand. They are tech-savvy, materially endowed, and influential, with already a strong brand and purchasing power. This generation has been shaped by the "great screen age" and will continue to shape social media and be popular culture influencers. As they move into adulthood, they will become emerging consumers. Understanding Generation Alpha's unique characteristics will be increasingly important in the years to come. Marketers would be wise not to ignore this group as their buying power is growing yearly.

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## **Harnessing generational marketing for your business strategy**

While these differences between generations might not seem that glaring, ignoring the ways that different ages engage online could invite consumers to ignore your messaging. Expecting Boomers new to online shopping to engage with a mobile-first digital strategy will likely be just as futile as expecting Gen Alpha to embrace content designed for desktop. As online shopping becomes standard for consumers of all ages, understanding your target audience and how they want to engage has become more critical.

Generational marketing goes beyond using internet slang or creating content for the latest social channel. Understanding where consumers discover your products is integral to crafting messages they'll respond to. For instance, a mobile-friendly message that contains clickable content targeted to Baby Boomers is probably going to be pretty ineffective since they're wary of smartphones and much prefer text-based instructions rather than actions that are intuitive to younger generations, like tapping and swiping.

Different generations are also often in very different stages of their lives, and messaging should reflect that. For example, Gen X is the most likely to have children heading off to college while juggling mortgages and career advancement, which means they're way more interested in receiving coupons and promotional offers via email than Gen Z, the oldest of whom are in the earliest stage of their careers and much more interested in discovering sustainable brands with great user reviews via mobile.

Understanding how each generation uses that technology means establishing connections across generations by serving audiences with messaging that matters. As technology becomes more ubiquitous for all ages, understanding how each generation uses that technology means establishing relationships across generations by serving audiences with messaging that matters.

# Baby Boomers (1946-1964)

## Boomers use the internet more than you think

For the past decade, digital marketers have worked themselves into a lather trying to figure out what Millennials want. Lately, connecting with Gen Z is grabbing much of marketers' attention. But far less time has been spent trying to figure out how to connect with older audiences such as Baby Boomers.

That could be because conventional digital marketing wisdom says that Baby Boomers—born between 1946 and 1964—simply aren't online.

But that's no longer true. According to *The Washington Post*, the U.S. Boomer population, which consists of about [70 million people](#), became one of the biggest demographics for online shopping in 2020, [increasing their online spending by 49% that year](#). And as many embraced the ease of ecommerce during that time, likely, they'll never return to their pre-pandemic in-store shopping behaviors. But targeting Boomers with identical influencer posts and gifs that resonate with younger generations probably isn't going to work on their parents and grandparents.

Here are some common facts about Boomers that many marketers miss:

## 1 Boomers are tech savvy

The stereotype of Boomer parents and grandparents [baffled by Alexa](#) doesn't apply to Boomers. According to a [study by DMN3, 96% of Baby Boomers](#) use search engines, 95% use email, and 92% shop for products and services online rather than shopping in stores and shopping malls. However, what many marketers don't understand about reaching Boomers online is that older customers aren't necessarily using the platforms the same way as their children and grandchildren, so considering Boomers' online preferences is vital; they are the "Me" generation, after all!

## 2 Paid search still resonates

In the broader conversation about marketing, we tend to talk about the research stage, or the top of the funnel, as if it were a one-size-fits-all proposition. However, studies show a generation gap regarding what type of messaging stays top of mind as they research and discover products.

According to a [recent HubSpot report](#), Boomers primarily use search engines to discover new products, and unlike younger generations, sponsored ads still resonate. According to the report, 59% of Boomers say they found a new product via online search in the past three months. In addition, unlike younger generations, who are more likely to respond to influencer marketing or social media content, 58% of Boomers say they primarily discover new products through ads or sponsored content.





### 3 Find them on social

It's unlikely that you will reach your Boomer audiences on Snapchat. But that's not to say that older audiences don't love social media. 82% of Baby Boomers who use the internet regularly have at least [one social media account](#). About 75% of all U.S. Baby Boomers are on Facebook, and 35% use business-focused networking sites like LinkedIn. While Millennials with their noses buried in social media may be a Boomer punchline, the older generation spends their fair share of time on social media, about 1 hour and 48 minutes per day, on average.

### 4 Video gets a great response

If you want to connect with Boomer audiences on Facebook and LinkedIn, your best bet is to create easily shareable video content. Baby Boomers are 19% more likely to share content on social media than any other demographic, and [54% of Boomers watch videos online](#), with 43% naming Facebook as their preferred video platform.

So what kind of videos should you be making? Creating informative videos that move slower than the high-intensity, gif-like videos that resonate with Millennials is your best bet to get Boomers viewing and sharing. And you should take it easy on the internet slang since Boomers only understand about 37% of it. Baby boomers are 19% more likely to share content on social media than any other demographic.

### 5 Hybrid experiences are crucial

Once you get Boomer audiences viewing and sharing videos online, ensuring your digital marketing strategy connects to your in-store experience is incredibly important. Like most consumers who changed their online shopping habits during the pandemic, Boomers have embraced the ease and convenience of options like curbside pickup and delivery for good. Boomers now expect excellent customer service that provides quick access to the products they're looking for in-store, online, and everywhere.

In 2021, [56% of Boomers said they would spend less time shopping in-store](#), while 82% said they would continue to shop both online and in-store. For retailers, offering a seamless online and in-store experience is more important than ever. For example, helping Boomers easily access and understand the procedure for curbside pickup or highlighting options for free delivery could be vital to winning over a demographic that has newly embraced ecommerce but is still getting the hang of the hybrid shopping experience.

Remember, Boomers are tech-savvy and looking to use their online interactions with brands to make their lives easier. So whether you're starting a conversation with a Facebook video, inviting Boomers in-store with product offers, or helping them find available inventory, a seamless, straightforward brand experience focusing on products and price will help win over the crowd that remembers the original Woodstock.

# Generation X (1965 - 1980)

Born between 1965 and 1980, Gen X grew up watching The Brady Bunch on television, so they're pretty familiar with the plight of Jan Brady, the middle child who wasn't as put-together as her older sister Marcia and could never be as cute as her younger sister Cindy. Tired of always being an afterthought, in one episode, a distraught Jan utters the words that might as well be a catchphrase for the generation caught between Baby Boomers and Millennials: "Marcia, Marcia, Marcia."



Marketers often overlook Generation X because they're smaller than the other two. They're small but mighty, spending over one-third more per year than Millennials. And like Jan Brady, Gen X feels ignored. 54% of Gen X find it frustrating that marketers overlook them.

So what's the best way to make Gen X feel included? Send them helpful messaging via the channels that matter to them.

Despite their relevance, many marketers fail to consider these critical characteristics of Gen X:

## 1 Gen X-ers are savers

With Baby Boomers reaching retirement age and the oldest Gen Zs just starting their careers, these aren't the groups most concerned about pinching pennies to send kids to college or impending retirement. But Gen X is reaching the peaks of their careers, and many of their children are in college; they've also got mortgages and a host of other financial concerns to consider. And while everyone likes a deal, Gen X is actively hunting for them, especially in times of economic uncertainty, according to Brie Williams, head of practice management for State Street Global Advisors, [in a recent interview with CNBC](#). "Gen X shows signs of stress with the deepest concern about inflation...the country's economic outlook, market volatility, and their ability to stay the course."

Inflation has caused Gen X to tighten the reins on discretionary spending more than any other generation. Research shows that Gen X has cut down on expenses like dining out by 61% over the past year, far more than Millennials at 37% and Boomers at 54%.

Even when inflation is not a factor, Gen Z usually responds well to a good deal. According to a March 2019 report by Valassis, 93% of Gen X respondents said they had used coupons in the past year. While conventional marketing wisdom says that moving online offers to mobile and social is the best way to target Millennials, that's not necessarily the case with Gen X, the oldest of whom were in their early 30s when computers in homes were just starting to become standard.

Gen X considers some messaging intrusive. Most importantly, Gen X would rather not be bothered by mobile. According to a study by Quad, 52% of Gen X respondents said they did not like being contacted by brands via text. Just 23% said they looked at offers via mobile app, and internet ads could reach only 31%. So how does one reach this seemingly elusive generation?

## 2 They're active on social media

While Gen X may not like to admit it, they're incredibly active on social media and responsive to advertising there...as long as it doesn't feel like advertising. [A study by Harris and Sprout Social](#) found that 74% of Gen X-ers say that social media is an "essential" part of their lives, with the same number using Facebook and 70% regularly watching YouTube. However, [HubSpot reports](#) that despite 58% of Gen X regularly discovering new products on social media, it's the generation's number five most preferred way to shop.

So how can brands help Gen X discover new products on social in a way that doesn't feel off-putting? It turns out that focusing on the right messaging in your sponsored content is the key. Nearly half, 47%, say that they discover new products through ads or sponsored content, but 18% say that influencer marketing has much effect. Delivering straightforward ads highlighting brand values and quality seems to be the best way to capture an audience wary of "content."

## 3 They still hate phonies

In the 1994 romantic comedy *Reality Bites*, Winona Ryder's character sneers, "I'm not going to work at the Gap, for Christ's sake," when her roommates suggest she get a part-time corporate job until she figures out how to make money in a way that feels meaningful to her.

These days, Gen X still has some real skepticism about brands, and empty promises are a surefire way to turn this generation off. On the other hand, companies that deliver on promises will see a huge benefit. Studies show that nearly half of Gen X-ers report being loyal to their favorite brands, and many say they're willing to pay more for products from companies they trust. Gen X-ers also like to shop local: 60% report buying a product from a small business in the past three months, and 39% say they frequently discover new products through social media marketplaces.

Messaging to Gen X is all about authenticity. Brands that make good on their promises and deliver offers important to the "middle child" generation will earn loyalty for years to come.

# Millennials (1981-1996)

Rarely does a day go by without a news story about Millennials annoyed by something. According to the headlines, everything from real estate to relationships has supposedly been axed by avocado-loving, impossible-to-please Millennials. But, of course, while the generation of consumers born from 1981-1996 often gets a seriously bad rap, they're actually very engaged buyers just looking for convenience and sustainability.

These frequently overlooked facts about Millennials could be vital for marketers to recognize:



## 1 They're not children

The oldest Millennials are in their early 40s, so it's probably time to stop thinking about them as social media-crazed children. In fact, it's probably time to start thinking of them as adults with children. According to the National Retail Federation (NRF), Millennials are parenting about half of America's children, with that number growing every year. "In addition, Millennials are parents to 50% of today's children, more than 1 million Millennial women become new mothers each year, and Millennials significantly contribute to the \$1 trillion U.S. parents spend annually on raising their children."

The NRF has also discovered that Millennials shop differently than their parents or Gen X. For example, they're much more likely to be in a hurry and are counting on brands to meet their needs quickly. If they can subscribe for monthly delivery, all the better.

"Millennial parents are often in a hurry, and 86% have used same-day shipping compared with just 67% of parents from other generations," according to the NRF. "And they're willing to pay for convenience: only 53% expect free shipping on small orders under \$50 compared with 66% of other parents. Subscription services—which can supply automatic refills and discounted prices on items such as diapers, formula, and baby wipes—are used by 40%, compared with 18% of other parents."

## 2 Break with tradition

For Millennials, more than any previous generation, being online is a source of connection to the outside world: keeping up with friends, networking with contacts, and understanding what's happening in the news. However, that doesn't mean that social media platforms are the only places they're likely to be found. This generation, which grew up online and surrounded by television, magazines, and radio, engages more places than you think. They just don't necessarily respond to traditional forms of marketing.

Studies show that [91% of Millennials and Gen Z get news from social media](#). But that doesn't mean social media platforms are the only place to reach them. Nearly three-quarters of Millennials and Gen Z are also turning to traditional outlets, like local newspapers and television stations (including websites), to understand what's happening in the world.

So what does that have to do with brands? On the one hand, it means that Millennials are much more open to innovative digital marketing, and on the other, advertisers need to let go of tradition. A study by the McCarthy Group recently found that 84% of Millennials can't stand traditional advertising, such as TV commercials, radio spots, etc. However, they don't mind digital advertising as much. AdWeek reported that 57% would view sponsored content from a brand, such as written feature articles or pre-roll video, as long as that content felt authentic, entertaining, and valuable (and wasn't too long). Additionally, half of Millennials have likely [discovered a new product through social media or search](#) in the past three months.

### 3 And finally, recognize that they're broke

While Millennials are on track to soon make up the most significant segment of society, they've also got much less money than their parents did at their age. [According to Fortune](#), the pandemic and inflation haven't done much to help Millennials catch up to older generations in terms of finances. "The average Millennial under age 35 has a net worth of about \$76,000; those over age 35 stand at over \$400,000. Members of Generation X have average net worths between \$400,000 and \$833,000, and older generations, including baby boomers and the Silent Generation [born 1928 to 1945], have average net worths of over \$1 million."

So when will Millennials spend their money? When they think your brand deserves their business. According to Horizon Media's Finger on the Pulse study, 80% of Millennials expect brands to make a public commitment to good corporate citizenship.

They also need to see that a product is going to last. The Intelligence Group's Cassandra Report says that when Millennials buy products, 36% tend to make purchases they view as "really necessary." They're also doing a lot of research beforehand; 72% say they research online before making an in-store purchase. Millennials also think about the resale value of the things they buy, with 44% saying they factor resale value into a purchase and prefer brands "that allow them to repair, reuse, and/or recycle the goods they consume." says the report.

Millennials are tech-savvy, idealistic, and cash-strapped. So brands that focus on the value of their product while educating Millennial buyers in fun, digital-first ways are most likely to connect with this highly selective generation.

# Generation Z (1997-2014)

For years, headlines and even industry insiders have focused on Millennials as the youngest generation of consumers. But Millennials are all grown up, and it's time that marketers reassess what it means to market to youths.

Gen Z is a generation with its tastes and preferences. And, of course, while the youngest of this generation is still mastering tee-ball, the oldest is graduating college, beginning careers, starting families, and making their own purchasing decisions, which could mean forming brand loyalties that last a lifetime. So here are some key things to know about reaching the generation that could have as much as [\\$360 billion a year in purchasing power](#).

There are several important facts about Gen Z that often go unnoticed by marketers:

## 1 They're primarily on mobile

While the oldest Millennials can remember days before wi-fi and cell phones, Gen Z has always been surrounded by technology. They were born knowing how to use an iPhone, which is probably why they spend so much time online.

Studies show that Gen Z spends a [whopping nine hours a day in front of a screen](#), and [95% have access to a smartphone](#). Nearly half of U.S. teens use the internet "almost constantly." Gen Z is also never far from a social media app, namely TikTok and YouTube. 40% of the younger generations begin their local searches on TikTok rather than Google.

## 2 And they might not be paying attention

It might be unfair to single out Gen Z as the "limited attention span" generation, considering half of them are literally still children. But it is important to know that Gen Z isn't going to watch an ad that doesn't hold their interest for long. Recent studies have shown that Gen Z has an attention span of about eight seconds, even shorter than the average Millennial attention span of 12 seconds. They're also consuming "super short" (think TikToks or Reels) and "short" (news clip-length) [videos at a much higher rate](#) than older age groups.

However, that's most likely not a reflection of the intelligence of the generation. Since they've grown up with a constant barrage of digital advertisements, Gen Z has gotten pretty good at tuning out irrelevant messaging and knowing almost instantly which messaging is and isn't relevant.



### 3 They rely on each other for product recommendations

More than any other generation, the youngest generation of shoppers relies on word of mouth when choosing what to buy. According to The Center for Generation Kinetics, 86% of Gen Z rely on user reviews and other online opinions before making a first-time purchase. That makes sense: Baby Boomers have had decades to figure out their tried-and-true favorite products, but even the oldest members of Gen Z are just starting out in the world, trying to figure out which products will become their standbys. The good news is that it's the perfect time for advertisers to build brand loyalty, and the best way to get Gen Z to give your brand a chance is to let them hear from other fans via user-generated content (UGC), according to Forbes:

"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," writes Ali Fazal in Forbes. "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."

### 4 They want to be part of something bigger

Although they hardly seem old enough to be having an identity crisis, Gen Z is already worried about how the world perceives them. A study by the open-access scientific journal PLOS One found that Gen Z was "distressed by messaging that casts their age group as the most narcissistic and entitled age group ever."

The fact that Gen Z suspects older generations of believing them to be narcissistic and entitled could be part of the reason that this generation, more than any other, expects the brands they buy to reflect their values, such as a commitment to sustainability and support of social causes. According to Sustainable Brands, half of Gen Z says that knowing a brand is socially conscious increases their likelihood of buying, and 67% report wanting to stay true to values even while making purchases.

Authentically supporting causes and ensuring younger audiences know they can feel good about their purchase is an integral part of connecting with an increasingly socially conscious (and much-maligned) audience.

Connecting with Gen Z means rethinking not just your medium but your message. While older generations may prefer brands to keep silent on social and environmental issues, Gen Z increasingly demands that companies take a stand in the way that feels authentic. And the reward for that bold message is a lifetime of brand loyalty.

# Generation Alpha (2015-)

The newest generation to grace our world, Generation Alpha, is set to shape the future like never before. Born between 2015 and 2025, this generation of tech-savvy kids is the first to be born into a fully immersed world in technology. With an estimated 2.5 billion members, Generation Alpha is set to be the largest and most diverse generation yet.

From a young age, Generation Alpha is exposed to and has access to more technology than any other generation before them. Research shows that Generation Alpha is learning to use technology even before they start school, with many kids knowing how to use smart devices, laptops, and tablets at a young age. This early exposure to technology will shape their digital skills, which they will carry with them throughout their lives.

For many practitioners, engaging Generation Alpha is new territory. Here are some things to consider when marketing to this group:

## 1 The most skeptical about advertising

Marketing to Generation Alpha requires a different approach than it does to previous generations. This group has grown up in a digital world where technology and the internet are omnipresent in their daily lives. This early exposure to technology has shaped their behavior, preferences, and expectations.

As a result, Generation Alpha is less likely to respond to traditional advertising methods, such as television commercials and print advertisements. To connect with this tech-savvy generation, marketers must create engaging, interactive, and personalized experiences that resonate with their unique needs and wants. This means leveraging new technologies and social media platforms, incorporating gamification, and delivering a seamless and customized user experience. By doing so, marketers can build trust, establish a strong connection with Generation Alpha, and win their loyalty in the long term.

## 2 Reach them with visuals

Their deep exposure to screens from a very early age has led them to develop a robust visual understanding and preference for visual forms of communication. In addition, they have grown up in an era where videos, animations, and social media platforms such as TikTok, Instagram, and YouTube are readily accessible and dominant in the digital landscape. As a result, they are more likely to consume video content on social media platforms than traditional TV. This presents a unique opportunity for marketers to reach out to this generation through visuals.





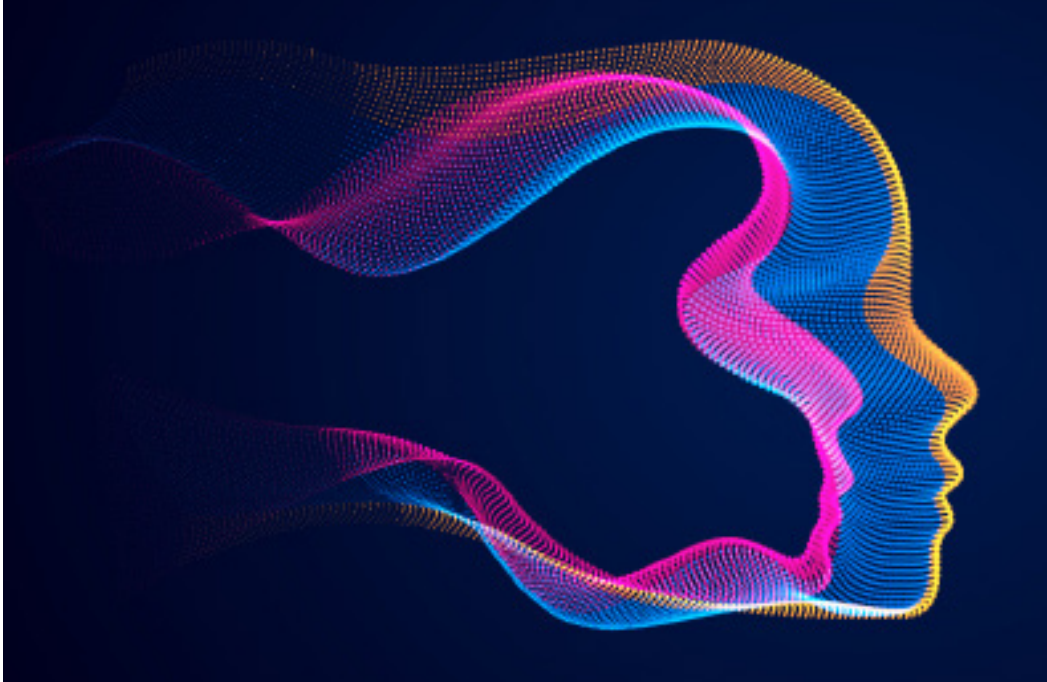
**3** To connect with Generation Alpha, it is crucial to incorporate video content into your marketing strategy. Whether it's short-form videos on TikTok, creative animations on Instagram, or educational videos on YouTube, including visuals in your marketing efforts is a must if you want to capture the attention of this highly visual generation. Marketers must create engaging, interactive, and personalized visual experiences that resonate with the unique needs and wants of Generation Alpha. By doing so, they can effectively connect with this generation and build long-lasting relationships by doing so.

#### **4 Values are fundamental**

Generation Alpha is a unique and socially conscious generation that values sustainability, inclusiveness, and community. Brands that understand these values and show a genuine commitment to social responsibility and environmental sustainability are more likely to connect with Generation Alpha. As consumers, Generation Alpha is looking for companies that align with their beliefs and values and that they can trust to be responsible in their business practices. By being aware of these values and taking a stance on important issues, brands can build a stronger connection with Generation Alpha, engage them with their products and services, and foster a sense of loyalty with this important consumer demographic.

It's also important to note that Generation Alpha values authenticity and transparency. This generation has grown up with access to vast amounts of information and can easily research and fact-check information. Brands that are transparent in their practices and can demonstrate their commitment to their values will be more likely to connect with this generation. By being honest and authentic, companies can establish trust and credibility with Generation Alpha, creating long-lasting relationships with this important consumer group.





## Maximize the effectiveness of omnichannel marketing through generational insights

As the advertising industry evolves, brands realize the importance of an omnichannel marketing approach. They know they must become more consumer-centric and provide a logical and consistent customer experience—regardless of channel.

Generational marketing is a critical component of omnichannel marketing. It is not just about serving trendy slang to younger audiences and catering to the nostalgia of older customers. Still, it requires a deeper understanding of how each generation spends its time online. This knowledge is vital in recognizing the various platforms and devices that different generations prefer and how they interact with brands through those platforms.

Brands that can effectively target each generation through the proper devices and platforms are more likely to create a personalized and meaningful connection with their audiences, leading to increased sales and long-term loyalty. Therefore, marketers must take action now to understand the nuances of generational marketing and integrate it into their overall omnichannel marketing strategy.

## About Skai™

Skai™ (formerly Kenshoo) is a leading omnichannel marketing platform that uniquely connects data and performance media for informed decisions, high efficiencies, and optimal returns. Its partners include Google, Meta, Amazon Ads, TikTok, Snap, Walmart Connect, Instacart, Roundel, Criteo, CitrusAd, Pinterest, Microsoft, Apple Search Ads, and more. For over 15 years Skai™ has been trusted by an impressive roster of brands including Pepsico, Michaels, Reckitt, Daimler, LG and Vodafone. The company is headquartered out of Tel Aviv, with seven international locations, and is backed by Sequoia Capital, Arts Alliance, Tenaya Capital, Bain Capital Ventures, Pitango and Qumra Capital. Visit [skai.io](https://skai.io) for more information.