



How to Reach Baby Boomers, Gen-Xers and Millennials with Your Online Marketing

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Baby boomers

Best ways to reach baby boomers:

- Facebook. The majority of baby boomers have a Facebook account. Targeted ads and relevant content will catch their attention.
- Slower paced videos. GIF-style videos, live videos, or videos backed by high-intensity music don't hold as much appeal for them. Use videos to pack in a lot of information, and don't be afraid of using longer videos.
- Content marketing. Baby boomers consume a lot of content, so content marketing will be effective. Be willing to invest liberally in content marketing of all varieties—it'll bring the biggest ROI.
- Blogging. Blogging is a method of content marketing, of course, and it's one of the most effective.
- Email. An active email marketing campaign is always important and will be effective in marketing to this demographic.
- Direct mail. Baby boomers are more likely to respond to direct mail campaigns than any other generation. If you are reaching this demographic, don't be afraid to give it a try.
- Coupon marketing. Many baby boomers have been brought up in environments where saving money was important. A smart and targeted coupon marketing approach will be effective in reaching this generation.

Generation X

Best ways to reach Gen-Xers:

- Digital video. 78.7 percent of Gen-Xers download or stream video online at least once per month. Video holds appeal across generations, but Generation X seems particularly attached to it.
- Facebook. It's safe to say that this generation is firmly in the camp of active Facebook users.
- Twitter. 8.5 million use it regularly. Don't give up on finding these people on Twitter.
- Blogging. Content of value will help you reap rewards when it comes to this demographic. Keep a laser focus on their pain points and aspirations, and deliver with your content.

- Educational content. Gen X is recognized as an educated generation with higher high school graduation rates than previous generations. Over 10 percent of this generation are actively pursuing continuing education.
- Email. Mobile and desktop email alike will continue to appeal to this generation.

Millennials

Best ways to reach Millennials:

- Mobile marketing. Everything is about mobile. If your marketing isn't mobile-first, it's ineffective with or invisible to this generation.
- Social media. Go deeper than just Facebook and Twitter. Find the niche networks where your target audience hangs out.
- User-generated content is big. Millennials aren't just content consumers; they are content creators.
- SMS marketing. Because mobile.
- Influencer marketing. Whether it's a social media friend or a well-known influencer within a niche, Millennials respond to peer recommendations.
- Video. The on-demand video revolution is changing the style and consumption of video marketing. The authenticity and real-time nature of Periscope, Snapchat, and other video platforms appeal to Millennials.