

Five Things You Should Know When Marketing to Gen Z

Bob Dylan once said, “Times, they are a’ changin’.”

In 2021, you’d be hard-pressed to find a more appropriate quote.

Over the past year, businesses became compelled to take advantage of the limitless online space by using it as a primary way of reaching customers. Thankfully for businesses, the new generation of consumers has become most influenced by digital marketing strategies.

Everyone, say hello to Generation Z (Gen Z).

Who is Gen Z?

Gen Z has taken charge of the online universe a group of kids and young adults ranging from ages six to 24. The new band of consumers is tech-savvy, connected, educated, and never had to suffer the dreaded sound of dial-up internet. While the pandemic certainly altered their way of life forever, it also enabled them to become that much more knowledgeable of all things internet-related.

Why Do They Matter?

As of 2020, Gen Z makes up 26% of the general U.S. population, surpassing their Millennial counterparts, who account for 22%. As it pertains to consumerism, Gen Z holds immense power. They make up a staggering [40%](#) of consumers in the U.S., with an estimated [buying power of \\$143 billion](#). To be frank, don’t undervalue the influence Gen Z has on our economy—the influence is substantial.

Now for the million-dollar question: Is your business doing what it can to tap into the Gen Z market?

If yes, kudos to you. You’ve done it. We sing your praise.

If not, here are some things to keep in mind when you’re developing a marketing strategy geared towards attracting the Gen Z population.

Nothing Beats a Good Story

Authenticity, relatability, practicality, and honesty are four pillars on which you should build your brand’s messaging. After all, that’s the best way to tell your story. The outdated framework of paying actors and actresses to provide clout for your brand will not pique their interest. Gen Z can spot a plastic smile from a mile away.

To connect with your audience on a personal level, give them an exclusive peek behind the curtain. Tell a story that speaks to their beliefs and desires. When you lay that groundwork, you begin to foster a budding relationship with your consumer—and that’s what this is all about: building a relationship.

Social Media Platforms Are Necessary

This statement is as obvious as it is crucial. And not only must your brand be prevalent on social media, but the content should also be visually appealing and to the point. Speaking the language of Gen Z requires capturing their attention within seconds. For that reason, visually attractive content like memes, GIFs, micro-videos, and interactive posts provide your brand with the best chance of being considered "click-worthy." The data proves [Gen Z enjoys interactions](#).

When it comes to the platforms themselves, no two are created equal. To personalize their experience, Gen Z will purposely interact with specific ads and pictures to dictate what the algorithm shows them moving forward. To target the majority of Gen Z, build your comprehensive plan around [Snapchat](#) and [Instagram](#) as they're the channels heavily driven by images and videos. From there, branch out to the other influential channels including Facebook, Twitter, Pinterest, Youtube, the rapidly-ascending Tik Tok, and LinkedIn—yes, Gen Z is there as well.

Commitment Goes Both Ways

Loyalty runs deep in the collective veins of Gen Z. Yes, the quality and performance of your product have a significant impact on how your brand is perceived, but there's more to it than that. Taking the initiative and standing up for a cause you believe in or making a positive impact on the world around you goes a long way in enhancing their commitment to your brand.

For Gen Z, product satisfaction goes beyond its usefulness. Oftentimes, philanthropic actions of a company selling the good or service are part of the reason [Gen Zers become recurring consumers](#). For example, when a company states something akin to "a portion of the sale will go towards helping feed the homeless" or "we will donate a percentage of the proceeds to social justice issues," [Gen Z makes note](#). Showing your brand makes a conscious effort to help create a better world is something your audience won't forget.

Mobile Devices Reign Supreme

Ironically, there's a good chance you're reading this on your phone right now. While the number of people you know with a mobile phone probably far outweighs the number who don't, Gen Z has been exposed to smartphones for most of their lives. Over time, Gen Z has become increasingly reliant on their smartphones, shown in their [high usage rate](#).

That said, ensuring your website is optimized for mobile is crucial. Your brand's online hub should be streamlined with easy navigation, well-developed UI and UX, and eCommerce availability that's accessible in just a few clicks. Don't let your mobile website optimization fall by the wayside because let's face it, [Gen Z rules the smartphone arena](#).

Privacy is Important

Having grown up with the online space readily available, Gen Z understands the negative impact of personal information stolen on a person's life. That very reality is why they're highly skeptical of sharing their data on the internet. And with data breaches seeming to happen

regularly, the trepidation is validated. Unsurprisingly, a whopping [60% of Gen Z would rather not share their personal information than exchange it for free services in 2020.](#)

Consumers should allow them to dictate the experience they have with your brand. Forcing them to divulge information they're not comfortable putting on the internet can hinder your company's image and reputation. Be the company that practices being transparent with your audience and how their information is being used. Building trust is what turns new customers into returning customers.

Final Thoughts: Gen Z is Changing Everything—and That's a Good Thing

Although marketing to Gen Z may seem like trying to reach otherworldly beings, what Gen Z craves most is a memorable experience rather than a tangible product. They want to do things like shop local, help others in need, give back to the community, and root for the "little guy." Because they're a passionate cohort, providing them with an opportunity for adventure alongside your brand is what captures their attention. Be the brand they can trust, count on, and partner with to ensure you're both satisfied in the end.