

# How to personalize your marketing by age group

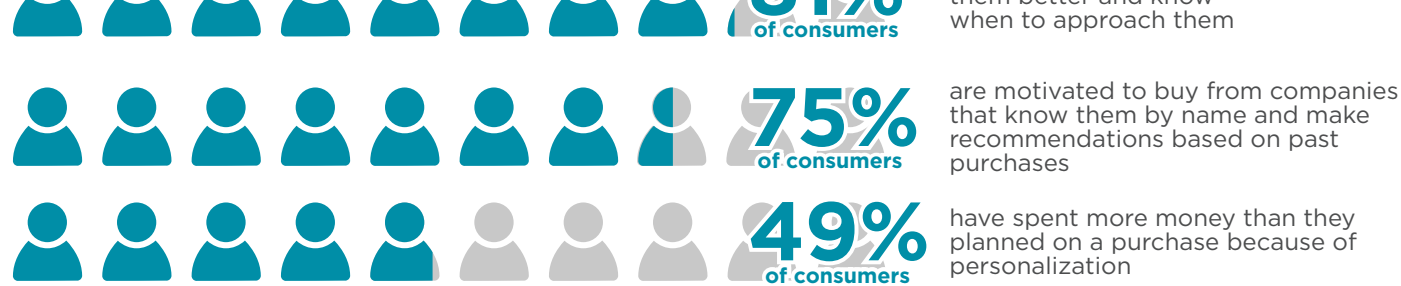


Boost your sales by catering to your audience.

## Q: What is marketing personalization?

**A.** It's a strategy that leverages data collected about your audience to deliver customized content, promotions and other marketing messages.

## Why personalize your marketing?



## Personalization works



of companies use some form of personalization

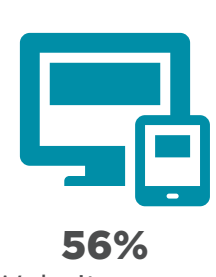


of companies believe personalization builds customer relationships



of companies say personalization improved marketing performance

## Top criteria businesses use to personalize marketing



## Popular demographics to personalize by



Age/generation

Marital status

Occupation

Education level

Gender

Family size

## Getting up close and personal by age group

### Baby Boomers

Born 1946-64  
73.46 million people

#### How to reach them



#### Get to know the boomers



**Perk preferences**  
66% of people over 50 prefer to purchase online



### Generation X

Born 1965-80  
65.71 million people

#### How to reach them



#### The lowdown on Gen X



**Perk preferences**  
89% join customer loyalty programs

Spend 21 hours per week on smartphones

### Millennials

Born 1980-96  
71.86 million people

#### How to reach them



#### Millennials prefer content that is...



User-generated

Authentic

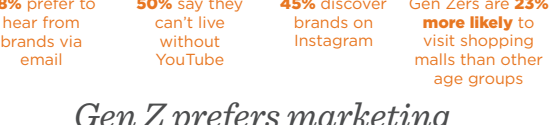
Socially conscious

**Perk preferences**  
72% want points or rewards for referrals

### Generation Z

Born 1997 and later  
86.43 million people

#### How to reach them



#### Gen Z prefers marketing experiences that are...



Authentic

Succinct

Transparent

Immersive

**Perk preferences**  
41% reacted positively to mobile ads that offer rewards

## 3 tips for starting with personalization

1 Read up on your target audience — don't ignore generational differences.

2 Reach out in the way your consumers prefer to communicate — whether that's through email, social media or traditional marketing.

3 Recognize that it takes effort to change your marketing strategy — and it's worth it.

## Remember, you're marketing to humans

Take the time to connect with your customers, and you'll find that it pays off. And when you're ready to personalize your marketing, your Safeguard Advisor can help you take the next steps.

Call 855.778.3124.



Sources:

<https://www.evergage.com/resources/ebooks/trends-in-personalization-survey-report/> | <https://www.businessinsider.com/shoppers-expect-more-personalization-2017-10/> | <https://www.wordstream.com/blog/ws/2016/09/28/generational-marketing-tactics/> | <https://www.adweek.com/brand-marketing/as-gen-z-reshapes-the-social-media-landscape-marketers-need-to-be-open-to-change/> | <https://www.ama.org/publications/newsletters/Marketing-News/Weekly/Pages/Why-you-should-be-marketing-to-gen-z.aspx> | <http://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/> | <https://www.forbes.com/sites/forbescommunicationscouncil/2017/09/26/five-things-you-need-to-know-about-marketing-to-baby-boomers/#37852f7f4e55/> | <https://animoto.com/blog/business/millennials-video-infographic/> | <https://www.statista.com/statistics/300068/media-consumption-habits-of-us-baby-boomers/> | <https://www.statista.com/statistics/436412/us-baby-boomer-selected-social-networks/> | <https://www.nielsen.com/content/dam/nielsenorg/b2b/docs/nielsen%20social%20retail%20loyalty-Sentiment%20Report%20FINAL.pdf> | <https://www.kingston.com/blog/credit-cards/millennial-spending-habits.html/> | <https://www.marketing-dive.com/news/survey-shows-digital-native-gen-z-prefer-person-interaction-with-brands/530464/> | <https://blog.hootsuite.com/generation-z-statistics-social-marketers/> | [https://www.cnbc.com/2018/01/26/tech-companies-will-increasingly-look-to-aging-baby-boomers-for-growth.html](https://contentmarketinginstitute.com/2018/01/connecting-generation-z/) | <https://www.statista.com/chart/15860/generation-x-purchase-influencers/> | <https://qz.com/895566/its-generation-x-not-millennials-who-are-obsessed-with-facebook-instagram-snapchat-and-twitter/> | <https://www.agencysend.com/blog/75-eye-opening-statistics-how-each-generation-uses-technology/> | <https://www.smartinsights.com/digital-marketing-strategy/baby-boomer-marketing-statistics/> | <https://www.entrepreneur.com/article/17>