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# HOW TO MARKET TO GEN Z



## MARKETING TIPS

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Gen Z is the people born between 1997 and 2012, with an age range from about 10 to 25. This generation has been online since childhood and has been using the internet, phones, and social media from an early age. Research shows that Gen Z'ers are incredibly loyal to brands they connect with. Below, we share practical tips a brand can implement to effectively reach and engage with the Gen Z audience.

**Create Channel-Specific Content:** The best way to reach Gen Z is through social media. As a generation that understands every aspect of social media, it is crucial to create channel-specific content for your brand's social accounts. For example, create content for TikTok with the TikTok audience in mind and content for Facebook with the Facebook audience in mind.

**Keep It Short:** Gen Z has a very brief attention span. They prefer platforms like TikTok, Snapchat, and Instagram that favor shorter content.

**Use Video:** Quick videos are the best way to capture the attention span of Gen Z. Make sure videos are mobile-optimized and keep them short and engaging.

**Always Be Authentic and Transparent:** Maintain a brand voice and create content that is authentic and credible. Show the people and values behind your brand. Gen Z prefers genuine content filmed on personal devices over professionally produced content.

**User-Generated Content:** Keeping with the theme of authenticity, user-generated content yields much better results with Gen Z. Pictures of real people, staff members, and customers will always perform better than stock or photoshopped images.

To learn more about how beMarketing can help you improve your marketing to Gen Z, contact us at 484.261.1149.



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