

How to Market to Different Generations on Social Media

PART 2

With every type of generation, you need to interact with each of them differently on social media. It's important to know who you are targeting and how to do it effectively for your brand.

Generation X - Born 1965 to 1976

Spend more time on social media than Millennials

They account for 36% of all pinners on Pinterest

Spend an average of **6 hours 58 minutes** on Facebook per week

Prefer to access social media content between **8pm and midnight**

79% will download or stream video online

Only 8% actively use Instagram

58% use YouTube to find out world information

They have the highest rate of brand loyalty at **84%**

How to Market to Generation X:

1. Gen X have the 2nd largest disposable income; **luxurious** services and products will appeal to them.
2. Indulge their need for **nostalgia** and **comfort**.
3. Use visually engaging and vibrant **video based content**.
4. Avoid polls and quizzes.
5. Provide **straight forward** click through links to websites.

Did you know

They are the most likely to share content so always include a **call to action**

They also prefer to use a computer over smart devices

Baby Boomers - Born 1946 to 1964

Only **54%** have a smartphone

Boomers are **38%** more likely to interact with a poll or questionnaire than other generations

are more likely to visit a company's website after encountering them on **social media**

16% spend 11 hours or more on Facebook every week

84% on social media prefer Facebook

Only 5% use Twitter

91% belong to at least **One** social networking site

Are the most likely to share **politically** motivated content

95% use email to communicate

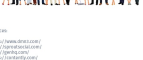
Female Boomers are **26%** more likely to share content more than once a day compared to male Boomers

How to Market to Baby Boomers

1. Use **interactive content** such as **quizzes** to encourage them to get involved.
2. Engage with relevant content which **offers information**.
3. Encourage **newsletter** signups.
4. Use **slower, more informative** video content.
5. Boomers are **vocal** and **opinionated**, ask them to get involved and to **share** their views.

It's important to keep in mind that while the majority of your customers may come from a certain generation, the **individuals** within the group are likely to differ.

This means that you first must determine your target generation's habits and preferences and then move into more narrow and detailed targeting techniques.



Sources:

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