



Catch Gen Z While You Can

5 Email Marketing Tactics
that Grab Their Attention

**MARKETER, MEET GENERATION Z.
NOT JUST A MILLENNIAL SPINOFF, THIS GENERATION
BORN 2001 AND ON IS A NEW BREED OF CONSUMER,
AND IT'S VITAL THAT MARKETERS GIVE THEM THE ATTENTION
THEY NEED, AND WANT, TO DRIVE CONVERSIONS.**

A socially conscious, tech-savvy consumer with a short attention span making up 26% of the United States population is on the rise. Contributing \$44 billion to the US economy and estimated to account for 40% of all consumers by 2020, this generation will impact the economy and your business in a major way. This population group checks their email frequently on their mobile devices but engages differently than their predecessors. Here are five tactics to help you grab the attention of this fast-moving generation through email marketing.





BETTER BE QUICK.

Unlike those who remember the days of dial-up, Gen-Z consumers are growing up with mobile devices and easy access to unlimited information. Being constantly connected has resulted in an inundation of continuous updates which reduced their attention span and increased expectations of high-speed answers and solutions to their problems.

Tip: Copy should be scannable – if you ask them to sift through words to find the solution, they won't. Prioritize immediacy in your marketing strategy in terms of both length and speed of communication. Use emoji, abbreviations, and images to make your message “snackable” and easy to digest. Time your communications to be relevant. Remember, they're craving fast information – they'll notice a lag or hiccup.

VIDEO SAVED THE EMAIL.

Typically, consumers decide within the first 10 seconds of a video if the content is relevant or engaging enough to continue. With Gen Z, that time is reduced to 8 seconds.² While you may have less time to win them over, Gen Z is highly comfortable using video as an educational resource. Reports show that 33% prefer to watch their school lessons online and frequent YouTube in search of tutorials.³ They expect content to be both entertaining and relevant; otherwise, they're on to the next thing.

Tip: Regardless of industry, video content within e-mail has proven to increase CTR – drastically in some cases. When including video in your email, consider the limitations dependent upon the recipient's email client. Until technology changes, linking out to a video will allow for a more seamless experience for your viewers. Plan on creating a dedicated landing page to host your video content so that you're driving potential customers to your business instead of outside sites like YouTube or Vimeo.



OFFERS PACK LESS PUNCH

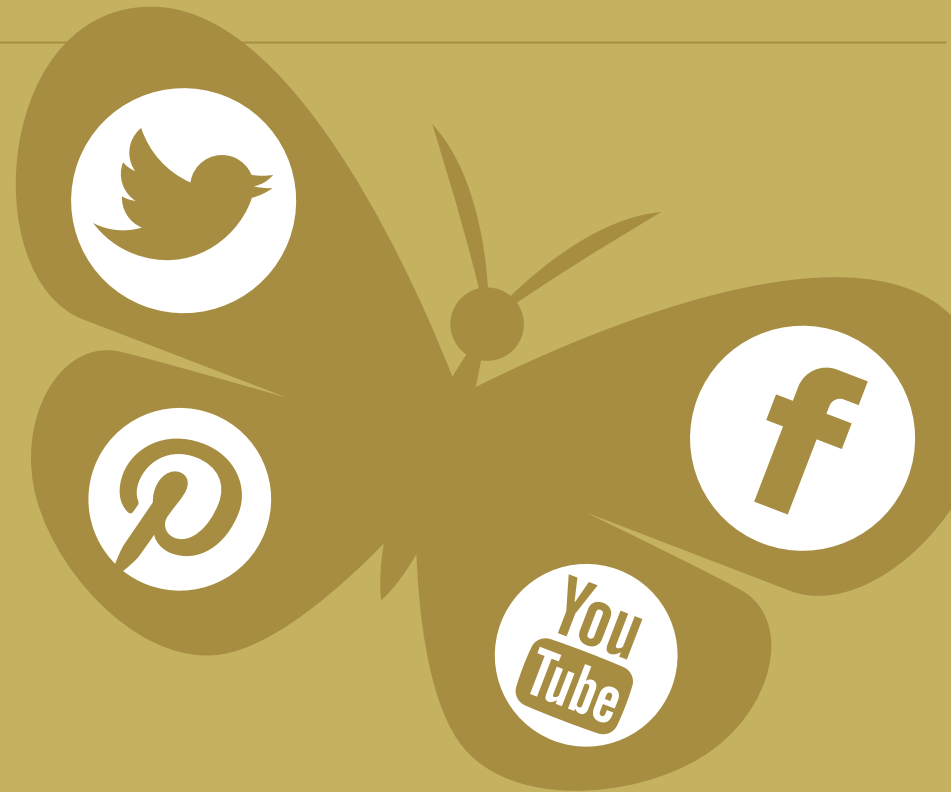
Marketers have become accustomed to the budget-conscious Millennial. The Millennial audience came into adulthood during one of the worst recessions since the great Depression – Gen Z will have an experience very different to theirs, and it shows in their buying habits. In a recent poll, 67% of Millennials surveyed said they would go to a website to get a coupon, whereas only 46% of Gen Z polled said they would do the same.¹ This doesn't mean that they don't want a deal, they're just less likely to be driven to action through savings.

Tip: If you want to get the attention of a result and benefit-driven audience, sell them on what your product/offer can do for them. An offer message can still aid in a sale with this audience, but it won't be the main purchase decision-driver. This audience wants you to make their life easier, and that also means selling them the benefits without the fluff of heavy offer and product feature promotion.

SOCIAL BUTTERFLIES

Gen-Z fragments and focuses their social media time with micro-interactions. The content they share varies by channel. According to a recent study conducted by Response Media, Gen-Z shares their aspirational selves on Instagram, real-life moments on Snapchat, get their news on Twitter, and glean information on Facebook. They're highly active with many checking their social media accounts as often as 100 times per day.

Tip: Including shareable content within your email that not only speaks to the audience and how they engage based on channel will appeal to this group. If you already include social feeds in your email communications, be sure your content matches how this audience engages on social media. If you're not, it's time to start. Generation Z spends a significant amount of time using social media.



CATCH GEN Z WHILE YOU CAN

THE GREATER GOOD

Generation Z has a genuine desire to do good and is commonly referred to as “philanthroteens.” A recent study by cultural forecasting firm Sparks and Honey found that 26% of 16-19-year old already volunteer on a regular basis.⁴ Communicating core values will be a differentiator for brands with a Gen Z audience making buying decisions based on social responsibility.

Tip: A generation driven by the social change will choose the brands they buy from based on values and its impact on the community. Participating or partnering philanthropies alone isn’t enough. You need to let your customer know what your business does and what it believes in. Taking a specific political stance isn’t necessary to reach this audience in a relatable way. Simple, snackable emails that both inform your customer or potential customers of your efforts and allow them the opportunity to participate as well will achieve this.



Knowing your audience continues to become more and more critical as each generation expects a level of personalization in marketing communications. Achieving this in e-mail can be done without big data and through staying in the know of your consumer demographic and tailoring your communications to their expectations. Take advantage of segmentation opportunities that allow for getting closer to 1:1 communication. Not only will your response rate improve but the way your customers perceive your brand will too.

IT'S ALL ABOUT THE OPEN RATE.



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[Footnote]

1. Huffington Post: November 2017, 8 Key Differences between Gen Z and Millennials
2. Illinois CPA Society: Generation Z: Connected. Creative. Driven
3. Forbes: July 2017, How Generation Z is Shaping the Change in Education
4. The Atlantic: Getting Gen Z Primed to Save the World

[Additional Source Materials]

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