

# **Matthews Rising:**

## **Hot Trends and Marketing Insights for Small Business**

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# Consumers by Age Generations

## **Baby Boomers: Age 54 to 74**

- ▶ Approx. 76 Million people

## **Gen X: Age 39 to 53**

- ▶ Approx. 50 Million people

## **Gen Y (Millennials): Age 19 to 38**


- ▶ Approx. 80 Million people
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# **Baby Boomers**


**Age 54 - 74**




# Baby Boomer Values

- American Dream: 2.5 Kids and a Picket Fence
  - Strong work ethic
  - Strong employer loyalty
  - Public consumers
  - Considered the “Me Generation”
  - “He Who Dies with the Most Toys Wins”
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# Boomers – Trends and Insights

- Boomers hold 70% of the country's wealth and are willing to spend for an experience
  - Will pay more for perceived quality and value
  - High usage of computer for online:
    - ▶ Increasingly research products online before buying
    - ▶ Boomers will go online, find phone number, and call to see what sales you're running
  - But mobile usage increasing
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# Boomers – Trends and Insights

- Appreciate Loyalty (and Direct Loyalty Programs)
  - Don't want to feel rushed to make decisions – Prefer relaxed shopping environment without the rush/clutter
  - Less likely to “Browse Shop” or “Explore Shop”
  - Thirst for knowledge and self-improvement
  - Boomers like immersive experiences and will be more loyal to businesses that offer them
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# Reaching Boomer Consumers

## Retail Purchases:

- Choose store based on in-store experience
  - ▶ Sensory: shoppers want to stimulate their senses
    - ▶ Match background music to preferred customers
    - ▶ Tactile: Encourage touching the products
    - ▶ Don't overlook the sense of smell in your store

# Reaching Boomer Consumers

## Retail Purchases:

- Value interacting with a helpful salesperson
  - ▶ Want an info-based interaction
  - ▶ Trust themselves to make buying decision
  - ▶ Provide help-based customer service
- Increasing usage of mobile coupons at stores



# Reaching Boomer Consumers

## Retail Purchases:

- Immersive Experiences
  - ▶ Consider options such as teaching a class at your store
    - ▶ Match what you offer with your customer's needs
    - ▶ Teach a session on estate planning?
    - ▶ Demonstrate simple, healthful exercises?
    - ▶ Class on planning a backyard bird habitat?


# Reaching Boomer Consumers

## Professional Services Purchases:

- Immersive Services/VIP Treatment:
  - ▶ Value-oriented, full service provider
  - ▶ Boomers want to feel important
  - ▶ Become an “Advisor,” not just a one-time-only service provider paid by the hour
- Reward loyalty

# Reaching Boomer Consumers

## Professional Services Purchases:


- Easy to navigate/appealing web presence
    - ▶ Increasing mobile focus – but stay simplified
  - Offer professional service insights/courses
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# **Generation X**


**Age 39 - 53**




# Gen X Values

- Less focused on the “American Dream”
    - ▶ (Generation Gap)
  - Highly Value:
    - ▶ Family
    - ▶ Flexible work environment
    - ▶ Leisure time and activities
  - “He Who Dies with the Most Toys Still Dies”
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# Gen X Values

- Don't want to be directly "marketed-to"
    - ▶ Prefer being human before being a customer
  - Skeptics: Respect should be earned over time
    - ▶ (Authority Issues?)
    - ▶ Less attracted by flashy promos
  - Get to the facts
  - Value Authenticity
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# Gen X – Trends and Insights


- Increasing disposable income
    - ▶ But sometimes ignored by marketers
  - Family leisure spending
    - ▶ Backyard
    - ▶ Vacation
  - Guilt spending on kids
    - ▶ \$10K on Disney?
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# Gen X – Trends and Insights

- High percentage of online purchases
  - Most consistent email users
  - Financially: Accept some risk – but desire to be educated
  - Heavy spenders on:
    - ▶ Financial “vices” (prepared coffees, dining out)
    - ▶ Entertainment
    - ▶ Clothing
    - ▶ Financial Planning
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# Reaching Gen X Consumers

- Explain clear benefits on website
  - Consider email options
  - Tie-in Financial Vices:
    - ▶ Prepared coffees?
    - ▶ Entertainment?
    - ▶ Think family
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# Reaching Gen X Consumers

## Retail Purchases:

- Present facts
  - ▶ Product, Price: Value
- Family-Oriented Products/Promotions

# Reaching Gen X Consumers

## Professional Services Purchases:

- Be authentic!
  - ▶ Genuine, straightforward, don't "over recommend"
- Present the facts
  - ▶ Appear confident and direct (but not Bossy)
  - ▶ Let them make the purchasing decision
- Personalized videos for your brand
  - ▶ Social media (include Facebook)

# Reaching Gen X Consumers

## Professional Services Purchases:

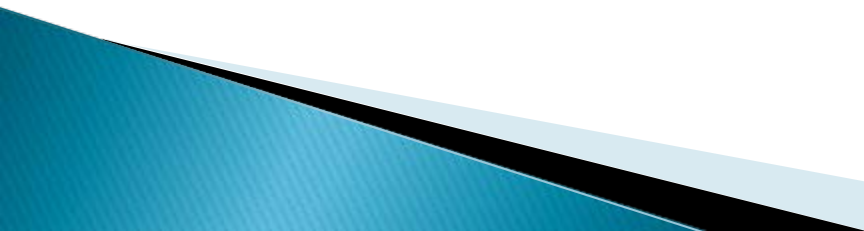
- Consider going more virtual
  - Place more of your infrastructure in the cloud
  - Hire specialized, freelance contract employees
  - Cut overhead costs and increase revenue
- Faster proposals
  - Streamline your quote process to have more time for dynamic marketing and business development

# **Generation Y: (Millennials)**


**Age 19 to 38**



# Gen Y Values

- Most educated generation in history
  - Delayers in:
    - ▶ Career
    - ▶ Marriage
    - ▶ Starting a family
  - Value causes bigger than themselves
    - ▶ Will spend money with businesses that share their passion
    - ▶ Premium on sustainable and eco-friendly
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# Gen Y Values


- Like Gen X: Don't want to be "marketed-to"
    - ▶ Prefer being human before being a customer
  - Instant gratification
    - ▶ Expect quick, immediate solutions
  - Loyalty programs
    - ▶ Will promote brands in exchange for rewards
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# Gen Y Values


- Enjoy seamless shopping experience
  - ▶ In store or online
- Respond to “Limited Product Lines”



# Gen Y Values

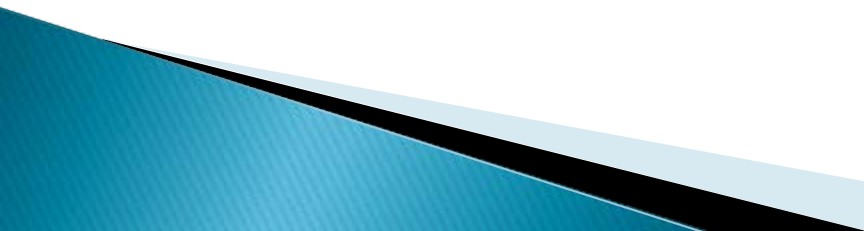
- Community is electronic
  - Trust recommendations:
    - ▶ Heavy reliance on social media before purchasing
    - ▶ Heavy reliance on online reviews before purchasing
    - ▶ Appreciate salesperson's recommendations
  - Will share negative experiences on social media
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# Reaching Gen Y Consumers

- Dedicated Gen Y Plan
    - ▶ Interact online – Mobile first!
    - ▶ Branding presence through social media
      - ▶ Want to engage with brands on social networks!
    - ▶ Generating desired reviews/feedback
    - ▶ Incorporate: Apple Pay and Android Pay
  - Don't rely on traditional advertising
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# Reaching Gen Y Consumers

## Retail Purchases:

- Big Box stores are downsizing now  
Smaller mom and pop-style stores are cool again
  - Engaging Shopping Experience
    - ▶ Connect with Cause Marketing
    - ▶ Seamless online
    - ▶ Limited product lines
  - Offer Loyalty Program
    - ▶ Right program could allow higher pricing
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# Reaching Gen Y Consumers

## Professional Services:

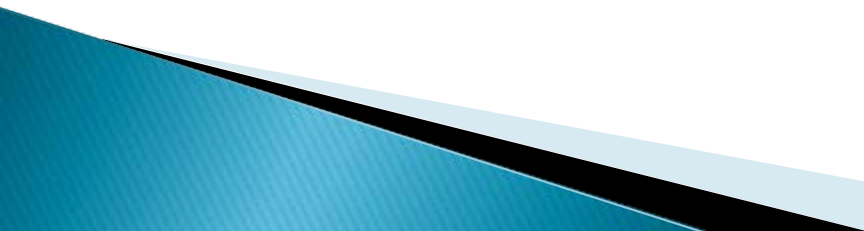
- Emotion-based messaging
  - Emotional connection with consumer (Experiencing something bigger than oneself)
  - Connect the Story, Mission, People behind the Service/Brand
    - ▶ Tend to trust testimonials
    - ▶ Every opportunity to talk about your business could include a personal or emotional story
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# Reaching Gen Y Consumers

## Professional Services:

- Try Influencer Marketing
    - ▶ Let your happiest clients and referrals sell your firm
    - ▶ Add short video testimonials on your website
    - ▶ Use brief case studies in your marketing materials
    - ▶ Partner with these influencers to host co-branded events
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# Overall – General Trends and Insights

- Social Marketing (Personal connections with customers)
    - ▶ Customers value places and people - not things
  - Create value through social interactions through your business
    - ▶ Host weeknight, in-store VIP events?
    - ▶ Professional education classes?  
After-hours? Weekends?
    - ▶ Movie and wine/beer nights?
    - ▶ Lunch and learn events?
    - ▶ Continuing education opportunities?
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# Markets Change Rapidly

“Neither RedBox nor Netflix are even on our radar screen in terms of competition. It’s more Wal-Mart and Apple.”

Blockbuster CEO Jim Keyes (2008)



**You can watch for trends and  
changing market indicators  
in your own industry –  
and adjust accordingly.**

