



Welcome

Generational Marketing in the Social Media World





Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

The different *generations*
Best marketing *practices*
Homework *exercise*

PEOPLE ARE NOW **LIVING**
LONGER; NEARLY 80%
OF THE POPULATION NOW LIVES
PAST THE AGE OF 65.

Thought #1

The different generations and the way they communicate



SILENT: 1925-1945

Children of the Great Depression

A few defining

CHARACTERISTICS

- Nuclear family/marry young
- Patriotic
- Work hard and follow rules
- Conformity = success
- Women enter the work-place

YES!



ONCE FINANCIALLY CONSERVATIVE,
THEY ARE NOW **WILLING TO**
SPEND MONEY ON THEMSELVES.



Social Community

Privacy but a sense of belonging

Social order with formality

Value their “stuff”



BABY BOOMERS: 1946-1964

Assassinations of JFK and MLK Jr.

A few defining

CHARACTERISTICS

- Social change and pride
- Public protesting
- Reform and rebellion
- Hippies/Woodstock
- Civil Rights Movement

BOOMERS **NEED CONVENIENCE.**

THEY ARE BUSY **JUGGLING** KIDS,

PARENTS, AND JOBS. CAPTURE THEIR

ATTENTION IN **SECONDS.**



Social Community

Work is a personal fulfillment

Fight for a cause

Competitors that love change



Gen X: Early 60s-70s

MTV, AIDS, Sesame Street, Divorce

A few defining

CHARACTERISTICS

- High divorce rate
- Peer pressure
- On their own - TV
- 80s recession
- Home computers

DEMAND AN **HONEST**, STRAIGHT-
FORWARD **APPROACH** AND EXPECT
YOU TO DELIVER. BURN THEM ONCE,
LOSE THEM **FOREVER**.



Social Community

Value quality of work life and work smart

Trust must be present

Independent, entrepreneurial spirit



GEN Y: Early 80s – Early 00s

9/11, digital natives

A few defining

CHARACTERISTICS

- Economic growth and wealth
- Team building
- Coddling and feedback
- Social media
- Tech dependent in information age

THEY ARE **ATTRACTED** TO
BRANDS AT AN **EARLY AGE** AND
ASSOCIATE BRANDS WITH
CUSTOMER SERVICE.



Social Community

Diversity and collaboration

Interactive relationships

Positive outlook



GEN Z: Early 2000s - Present

Increasing fragmentation

TBD!

Thought #2

Best marketing practices

ALIGN MARKETING WITH BUYER

BEHAVIOR





DEVELOP YOUR UNIQUE
CORE MESSAGE

A close-up photograph of a hand holding a yellow pencil, writing the word "COMMUNICATION" in a spiral-bound notebook. The word is written in a cursive, handwritten style and is underlined with a single horizontal line. The notebook's metal spiral binding is visible on the left side. The background is a plain, light-colored surface.

COMMUNICATION

Identify Communication Preferences

THE VALUES WE DEVELOP WHEN WE
ARE YOUNG **INFLUENCE** WHAT WE
BELIEVE AS ADULTS AND **PREDICT**
HOW WE WILL RESPOND TO LIFE.



Thought #3
Homework Exercise

Step 1

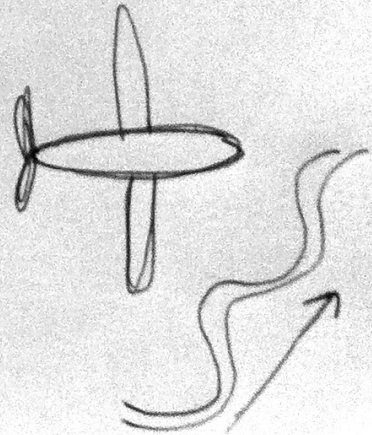
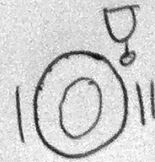
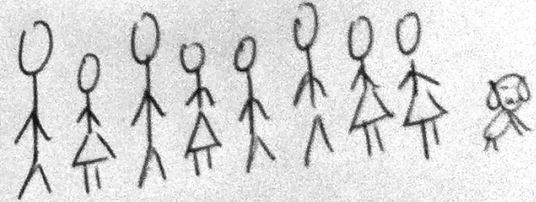
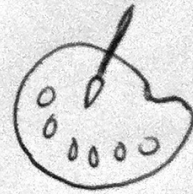
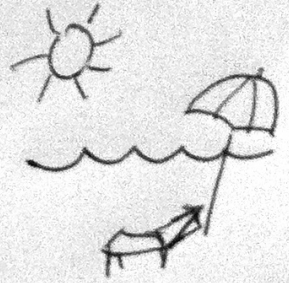
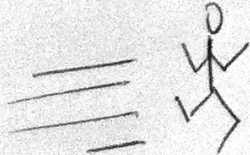
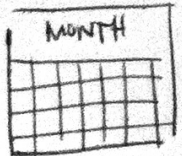
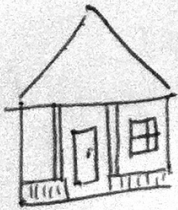
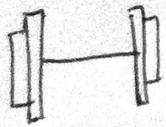
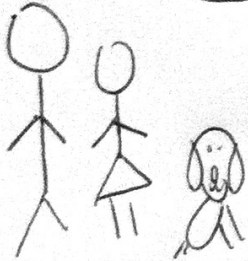
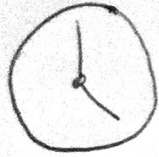
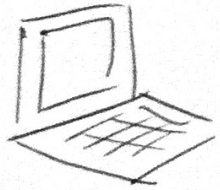
Draw a picture of yourself **now** on the left and a picture of yourself when you are **65** on the right.

Step 2

List 20 items you will desire at 65.

32

65



Wellness
 Social
 Travel
 Friends
 Family
 Home
 Great Food
 Entertainment
 Career
 Biz Owner
 Neighborhood
 Love
 Art
 Passion
 Hobbies
 "ME" Time

TAKEAWAYS

The different *generations*

Best marketing *practices*

Homework *exercise*



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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
- 

Thank you! Want to learn more?

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epmsonline.com

Upcoming Webinar



How to use email in apartment marketing

Thursday, Feb 6

1:00 PM – 1:30 PM CDT

Register at epmsonline.com