



ULTIMATE GUIDE:

How To Personalize Marketing for Gen Z

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In this guide, you will learn about Gen Z:

- ✓ Their financial power
- ✓ Their social media presence
- ✓ The size of their data
- ✓ Which type of marketing grabs their attention
- ✓ How to keep them engaged after you get their attention

Gen Z is different — financially, socially and technologically — and brands and agencies need to catch up with them. To connect with this new demographic, you'll need to focus on authenticity, personalization and eye-catching digital content.

Here's how to do it.

FINANCES

Gen Z's Economic Power Is Growing

This generation's economic power is already growing faster than that of previous generations, according to [research by Bank of America](#). Their income is expected to increase 5x (to \$33 trillion) by 2030. That's a quarter of the world's income. In the coming years, the anticipated wealth transfer from the older generation to the newer will further enrich Gen Z.

Previously, millennials were the richest generation, but Gen Z is expected to surpass them within 10 years. With that much buying power, this generation is poised to disrupt the status quo — or at least heavily influence business decisions.

Here are some examples for different industries.



Banking

Gen Z demands transparency. They also have several app-based, mobile-focused investing platforms at their fingertips and are comfortable using them.



Mortgages

Lenders may see a lack of homebuying among Gen Z, the first generation to prefer city life to suburbs or rural areas. But time will tell, as this cohort is just entering the stage of life where buying a home is often a milestone.



Telecommunications

Telco providers will find many Zoomers treat internet access and mobile phones as critical as utilities like water and electricity.



Gaming

This is the favorite form of digital entertainment for Gen Z, ahead of watching TV, listening to music and even social media.



Travel and more

Gen Z's concern with sustainability could influence how consumers view environmental impacts from flights, fashion and a host of other goods and services.



The solution for challenges with this generation is addressing concerns openly, clearly and fast. For example, think of the mortgage industry. Although 86% of Gen Z wants to own a home someday, 65% say they don't understand the process. What should lenders do? Explain the process. Make it simple and fun. Video, the preferred medium for Gen Z, is an effective way to communicate.



In the example above from Rocket Mortgage, you can see they celebrate future homebuyers taking the first step toward home ownership while giving them all the information they need.

Because the video is personalized with data based on the individual viewer, the information is relevant and actionable. It includes the amount they're approved for, closing costs, monthly payments and more.

SOCIAL MEDIA

Gen Z Is Plugged in Differently

Gen Z is the first generation born into the connected online world. There's a reason we call them Digital Natives.

With so many having their own smartphones ([95%](#)) and using them from an early age, it's no surprise they're active on social media: 97% use one of the top seven social platforms.

And video is king with this generation. They're responsible for the [rise of TikTok](#) — 6 out of 10 TikTokers are part of Gen Z. And they're heavy users of [YouTube](#). Even "older" social channels like Facebook and Instagram have become more video-centric in recent years to cater to the growing interest in video content.

What does that mean for businesses looking to connect with this generation?



You should be active on social media.

It's critical to be where your customers are. This includes social ads and organic posts. Social ads let you reach look-alike audiences or friends of your customers, and you can [customize your message](#) based on the psychographic and demographic data of that segment. It's more relevant and therefore more effective.



It's time to think omnichannel.

[66%](#) of Gen Z expects websites will talk to each other across platforms to create a more personalized experience. Whether they're interacting with you on Instagram, in app or via email, you need a consistent, integrated approach.



Get ready to speak their language: video.

We're talking immersive, engaging and on demand. Opt for short-form and high-impact. Show, don't tell. Be personal rather than generic. There's a lot competing for their attention, and dynamic video can help you stand out.

Visual content on social media is especially critical for retail brands. Almost all Gen Z shoppers ([97%](#)) turn to social platforms for shopping inspiration, and over two thirds watch or read at least three reviews before their first purchase.

And as you'll read below, authenticity is particularly valued by this generation. [Over 80%](#) of Zoomers trust a company more when they use real customers in their ads.

As you create advertising content on social media (and elsewhere), ask if you're reflecting your audience in the ad. Do they see themselves in what you share?

TECHNOLOGY

Plentiful Data, But It's About the Experience

So we know Gen Z likes to be connected. They spend over [8 hours a day](#) online, and [4 hours](#) is the longest most of them can go without internet before things get uncomfortable.

All of that makes for a wealth of data about this cohort of consumers. And don't think they're not aware that staying connected contributes to a mine of data for marketers to leverage.

64%

say it's fine for companies to use their data, provided they're transparent about what they're doing with it.

Gen Z (and millennials) care about data privacy, but

much less

than Gen X or Boomers.

38%

prefer ads relevant to their search history or interests.



Privacy is less of a concern for this generation because they expect and demand customization and personalization.

— [Kayla Sredni](#), Strategist, R/GA

As companies look to leverage the power of data for more targeted communications with customers, there are two things to keep in mind: transparency and relevance. More than any preceding generation, [62%](#) of Zoomers say they'd be willing to pay more when the brand provides a personalized experience. But they need to trust how the company is using their data to create that personalized experience.

When creating personalized content for this demographic, focus on how it's relevant for them. Does it help them achieve their goals, make a purchase decision or work more seamlessly with your product or service? Will it inspire and engage them?

See how one university spoke directly to Gen Z with a "main character moment" that's personalized for every viewer.





Watch more examples of personalized higher education videos [here](#).

Remember that personalization is more than just the first name. It's tailored to that individual. In a video, this could mean different scenes based on where they're at in their journey (longtime fan vs. new customer) or data such as recent purchases, where they live, personal preferences and more. You can even show them something different based on contextual data, like where they're viewing from or the time of day.

True data-driven personalization is unique for that customer in that specific moment. It's the right time, the right person and the right channel — or rather, the right *channels*. For this tech-savvy generation, you need to think omnichannel. Deliver content, including dynamic videos, via SMS, in app, email and more to reach them across devices, wherever they're at.

Gen Z is also looking for more immersive digital experiences beyond basic personalization. [Our research of 2,000 consumers](#) in the U.S. and the U.K. shows that Zoomers want video that's personalized, interactive and even able to be customized by the user.

Compared to other demographics, Gen Z is:

40%

more likely to want
Personalized Video

59%

more likely to want
Interactive Video

69%

more likely to want videos
they could customize

That last is particularly interesting since it shows how Gen Z appreciates being able to put their own twist on things. Even when it's brand content, they want to make it their own. And that content is also more effective when it comes to influencing their peers. Younger consumers are [more likely](#) to create user-generated content (UGC) and more likely to be influenced by it when it comes time to purchase.

If you think about it, the value placed on UGC echoes the emphasis on authenticity and transparency that we discussed above. It makes sense — consumers trust content coming from other individuals more than they do messaging straight from the brand.

NEXT STEPS

What Will Make Gen Z Heads Turn?

In a world crowded with media, standing out by being “different” is a tall order. But knowing what we do about Gen Z, we have a better understanding of what they're looking for:

- | | |
|--------------------------|------------------------|
| ✓ Relevance | ✓ Authenticity |
| ✓ Personalization | ✓ Transparency |
| ✓ Video | ✓ Interactivity |

As you can see, for Gen Z, the priority is a new aspect of the customer experience: the relationship. Is the brand connected with them like they want — on-demand and omnichannel? Is it a brand they can believe in and trust? Is it *fun*?



To connect with Gen Z...

Be fun. Be authentic. Be good.

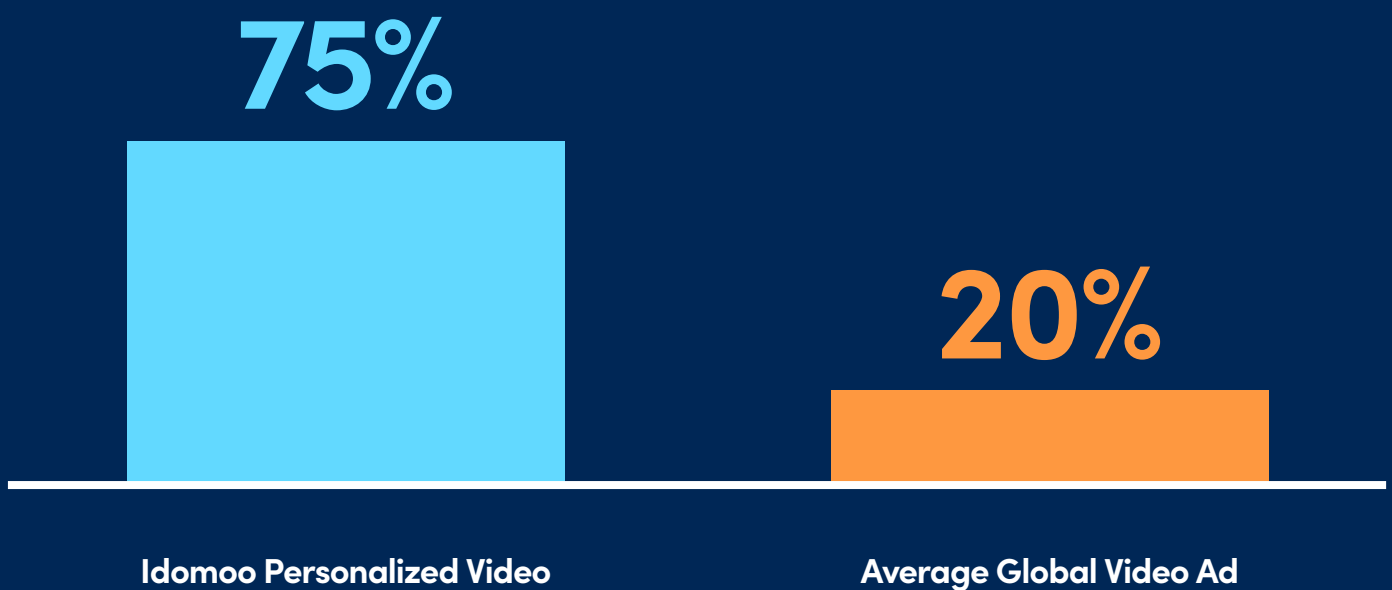
— Center for Generational Kinetics

As the Center for Generational Kinetics [annual study](#) reports, Gen Z wants brands to be enjoyable, relatable and support good causes. You can reflect that in your digital communications by giving customers a glimpse of who you are and showing that you know who they are. Offering 1:1 experiences at scale, Personalized Video delivers the human touch that digital communications so often lack.

This personalized and visual approach works. Our clients have seen up to [8x](#) and [10x](#) higher conversions.

One example of a successful campaign strategy aimed at a younger audience comes from a popular Mexican-based airline. They used data from their CRM platform to create a Personalized Video for every customer. The campaign led to a higher than standard 60% open rate on the email, and over 90% of viewers converted. More than 75% of younger viewers watched the video to the end, well above the average completion for a regular video ad.

Video Completion Rate



ONGOING NURTURING

Let's review what we've learned about Gen Z:

- ✓ They'll have massive buying power over the next 30 years and will continue to dominate the social media universe.
- ✓ There's a wealth of data about this generation, allowing for personalized advertising and marketing.
- ✓ They value dynamic, visual communication as well as authenticity and transparency, key drivers of consumer trust.

- ✓ Personalization is an effective tool for increasing conversions, customer satisfaction and engagement.
- ✓ It's important to nurture this generation because Zoomers care about relationships and having a stake in the products and services they use.

How can you use video to continue nurturing Gen Z customers in a personal way? We'd love to show you how Personalized Video elevates the customer experience. Using [our open, self-serve platform](#), you can scale up to millions while still communicating 1:1.

For inspiration, check out our [video gallery](#) and see how other top brands are using data-driven video. If you want to know more, click below to schedule an intro call.

SCHEDULE A CALL



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