

# 2019 Digital Marketing Trends & Gen Z

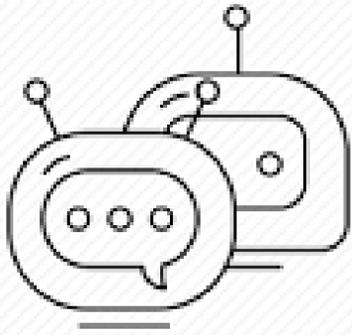


## SMARTPHONES

Gen Z spends an average of 3 hours and 38 minutes online daily on their smartphones which means institution. Make sure they arrive on a site that is designed for the tech they use – otherwise, there will be disappointed site visitors turning to your competition.

## SOCIAL MEDIA & APPS

Based on this data, Gen Z's love for Instagram, YouTube and Snapchat are due to visuals – well lit photographs, videos, snaps. That means that if you're going to leverage these platforms, you're going to need quality photography and videos.



## CHATBOTS & PERSONALIZED 24/7 SERVICE

Gen Z prefers fast, easy access to accurate, relevant information when they have the need so you need to give some serious thought to chatbots – a computer program or artificial intelligence that is designed to simulate conversation using auditory or textual methods.

## VIDEO: RECORDED & LIVE

From stunning photographs to recorded and live-streaming video, Gen Z consume an average of 23 hours of video content per week. With that level of interest, Facebook Live can offer you a fantastic opportunity to provide them with entertaining, engaging and informative product info.



## EMAIL WORKS

With most targeting Gen Z via social media, this leaves their Inboxes fairly empty which increases your chances of grabbing their attention. However, give them options for frequency and topics so they control how often and what they receive from you.

## VOICE SEARCH

With the growth and adoption of mobile and desktop voice search assistants such as Siri, Cortana and OK Google – you need to be aware of how search engines are adjusting their algorithms so pages that answer common voice search questions are being prioritized.

Can you hear me now?



## COLLABORATION & INFLUENCERS

Like so many before, Gen Z does not like to be sold – and that is resulting in more than 51% using ad blockers and the ability to skip online ads three seconds faster than Gen X. What's getting through to this audience? They are. Or should I say their peers are – and they are doing it through collaborative marketing.

## TRADITIONAL MEDIA WORKS

Don't assume traditional media is dead because it isn't. You just need to know how to use it properly for a new audience. TV and Gen Z? They are watching traditional television and even the commercials! And direct mail? How about a 4.4% response rate versus 0.12% for email?



## CLOSING THOUGHTS

Though the focus has been on digital media - what really matters more than anything else is what you have to say and making sure your brand, mission and vision match Gen Z's values. They hate to be 'sold' - they prefer hearing how your business and products matches with their beliefs. And when the message comes from their peers, current customers and those that have benefited from your business' work- even better.