

How to reach Generations Differently

Using Genergraphics

1. Let's say that your customer profile are people 25 to 64 years old. Do you know what percentage of that age group represents each generation?

2. That age group represents a 39 year span. There are Boomers which is 10 years and 26% of that age group. Gen-X which is 11 years and 28%, and Gen-Y which is 18 years and 46%. Added up is 39 years and 100%,

3. To find the percentage of each generation in that age group, divide that amount of years that they represent by 39. This method is part of Genergraphics Ratings. Very few companies know what percentages of generations are in their customer base.

4. After doing this, Gen Miner can give you a pretty accurate picture of each generation's mindset. Gen-Miner is the research arm of Genergraphics. There are several ways of using Gen-Miner. First you can use your current demographic data base to convert to Genergraphics, or use Gen-Miner to create a new data base from scratch,

5. A generation's mindset is very important in reaching your customer base to be more cost efficient and accurate in your advertising and marketing program. Their mindset changes very little from their youth during their life cycle.

6. What makes up a generation? It's the rise and fall in birthrates, and a group of people that share the same social and historical events in a time period from their youth.

7. Once you know what percentage of each generation is in your customer base, you can separate your advertising and marketing message differently without alienating another generation at the same time. This will apply to any media including social media.

8. Remember, one generation will tune out another generations message for the most part. This is proven in Sociology which is the main part of Genergraphics.

9. Make up separate ads using different terminology from a generation selling the same product or service at the same time.

10. Make up focus groups using the same question's with each generation separately. Never use different generations together in the same group. You will get a truer picture of what you want to know if you do one at a time.

11. It's a known fact that a generation can buy the same product or service as another one for different reasons.

12. Remember a generations mindset has very little to do with their own personality. To learn more about Gen-Miner

Go to www.genergraphics.com.