



**FROM MILLENNIALS TO
GEN Z: REACHING THE
NEXT GENERATION OF
DECISION MAKERS**

@IDACHEINMAN @SUBSTANCE151

“ FOR MANY YEARS, TECHNOLOGY
SCALED BUSINESSES AWAY FROM
PEOPLE; IT’S NOW TIME TO BRING
CUSTOMERS CLOSER.

BRIAN SOLIS

Principal Analyst and Futurist, Altimeter

“ **EVERYONE TALKS ABOUT HOW
DISRUPTIVE TECHNOLOGY IS BUT
THE CUSTOMER IS THE DISRUPTIVE
FORCE.**

TIFFANI BOVA

Global Customer Growth & Innovation, Salesforce

FROM B2B TO B2ME

**RAPIDLY CHANGING B2B CUSTOMERS'
EXPECTATIONS DEMAND B2C-LIKE
EXPERIENCES**

EMERGING B2B CONSUMER

- + YOUR CUSTOMERS EXPECT A CONSISTENT AND REWARDING EXPERIENCE**
- + YOUR CUSTOMERS WANT ANSWERS – NOW**
- + YOUR CUSTOMERS WANT IT THEIR WAY**

NEW A/E/C BUYERS

**73% OF MILLENNIALS ARE INVOLVED
IN B2B PURCHASING DECISIONS**

MILLENNIALS: 1980-1994

50% of the workforce (2020)

Driven by **purpose**

Value work-life **balance**

Tech-savvy

Seek **reward**

Acceptant of differences

GEN Z: 1995-2014

20% of the workforce (2020)

Driven by **purpose**

Value **meaning** of their work

Fully digital

Seek constant & immediate
feedback

The most **diverse** generation

GEN Z

SUPER POWER MULTITASKING

ATTENTION SPAN ZERO

VALUES TRANSPARENCY, AUTHENTICITY

MODE MOBILE

CHANNEL CHOICE ALWAYS EVOLVING

AVERSION TALKING ON THE PHONE

GEN Z MARKETING

MULTITASKING / OPTIMIZE FOR OMNICHANNEL

ATTENTION SPAN / BITE-SIZED INFORMATION

TRANSPARENCY / WALK THE TALK

MOBILE / OPTIMIZED DIGITAL EXPERIENCE

PHONE AVERSION / DO BUSINESS ONLINE

WHAT DOES IT MEAN FOR MARKETING?

SLOGANS AND SYMBOLS

BRAND CONSISTENCY

BUILT TO LAST

CORPORATE WEBSITE

MASS COMMUNICATIONS



BRAND PURPOSE

BRAND RELEVANCE

ALWAYS EVOLVING

DIGITAL EXPERIENCE

PERSONALIZATION

**“ THE BRANDS THAT STAND OUT
AND THRIVE WILL BE THOSE THAT
FIND A SHARED PURPOSE WITH
CUSTOMERS AND EMPLOYEES.**

NICOLE RENNIE

Founder, FORWARD storystudio

STANTEC – BRAND PURPOSE

**“ WE ARE DEFINED BY WHAT WE
STAND FOR, WHAT WE BELIEVE AND
WHY WE DO WHAT WE DO.**

STANTEC – BRAND PURPOSE

**“ WE MAKE A DIFFERENCE IN THE
WORLD BY CREATING COMMUNITIES.
THIS IS OUR PURPOSE.**

BOHLER ENGINEERING – BRAND PURPOSE

**“ WE EMPOWER THE AMBITIOUS
TO BECOME THE ACCOMPLISHED.**

**“ WE BELIEVE THAT LEADING
FROM A PLACE OF PURPOSE
CREATES UNRIVALED RESULTS
FOR EVERYONE WE SERVE.**

ADAM VOLANTH

President & CEO, Bohler Engineering

FIRM SEARCH PROCESS HAS CHANGED

68%

CITE ONLINE SEARCH
AS THEIR #1 SOURCE
OF INFORMATION

55%

CITE FIRM WEBSITES
AS THEIR #2 SOURCE
OF INFORMATION

70%

KEY INFLUENCE:
CONTENT
RELEVANCE

FIRM SEARCH PROCESS HAS CHANGED

87%

TRUST INFLUENCER
CONTENT

68%

GIVE CREDENCE TO
PEER REVIEWS

60%

TRUST THIRD-PARTY
PUBLICATIONS

SEO IS NO LONGER OPTIONAL

77%

**OF EXECUTIVES USE
PHONES TO RESEARCH
BUSINESS SERVICES**

71%

**START WITH A GENERIC
SEARCH TERM**
(not a specific firm/name)

12+

**SEARCHES
BEFORE
ENGAGING**

WEBSITES MATTER MORE THAN EVER

46%

**LEAVE A WEBSITE
BECAUSE IT LACKS
MESSAGE CLARITY**

0.05 SEC

**TAKES FOR A
VISITOR TO FORM
AN OPINION**

75%

**JUDGE FIRM'S
CREDIBILITY BY
ITS WEBSITE**

FROM B2B TO B2P

THE AGE OF EXPERIENCE: B2P – BUSINESS TO PEOPLE

KNOW YOUR AUDIENCES

**IN ORDER TO DELIVER THE MOST
VALUE TO SOMEONE, YOU NEED
TO KNOW AN AWFUL LOT ABOUT
THEM!**



Male

Born in 1948

Grew up in England

Married for the 2nd time

Vacations in the Alps

Wealthy

Likes Dogs

Prince Charles



Male

Born in 1948

Grew up in England

Married for the 2nd time

Vacations in the Alps

Wealthy

Likes Dogs

Ozzy Osbourne

EMOTION DRIVES BUSINESS DECISIONS

B2B = 50%

OF **B2B** COMPANIES HAVE
EMOTIONAL CONNECTIONS
WITH **CUSTOMERS**

B2C < 40%

OF **B2C** COMPANIES HAVE
EMOTIONAL CONNECTIONS
WITH **CONSUMERS**

“ **ENCHANTMENT: THE ART OF
CHANGING HEARTS, MINDS, AND
ACTIONS.**

GUY KAWASAKI

Former Chief Evangelist, Apple / Author, Enchantment

RELEVANCE RULES

**THE NO. 1 SOURCE OF CUSTOMER
DISENGAGEMENT IS IRRELEVANT
CONTENT**

“ **PERSONALIZATION IS A KEY STRATEGY IN THE FUTURE OF B2B MARKETING.**

JESSICA COLLIER

Web Conversion Strategist, Citrix

SHOW YOUR CUSTOMERS YOU “GET THEM”

- + IDENTIFY THE “WHO” AND THE “WHAT” OF PERSONALIZATION**
- + BE “PERSONAL,” NOT “CREEPY”**
- + EMPLOY ANALYTICS AND MARKETING TECHNOLOGY**



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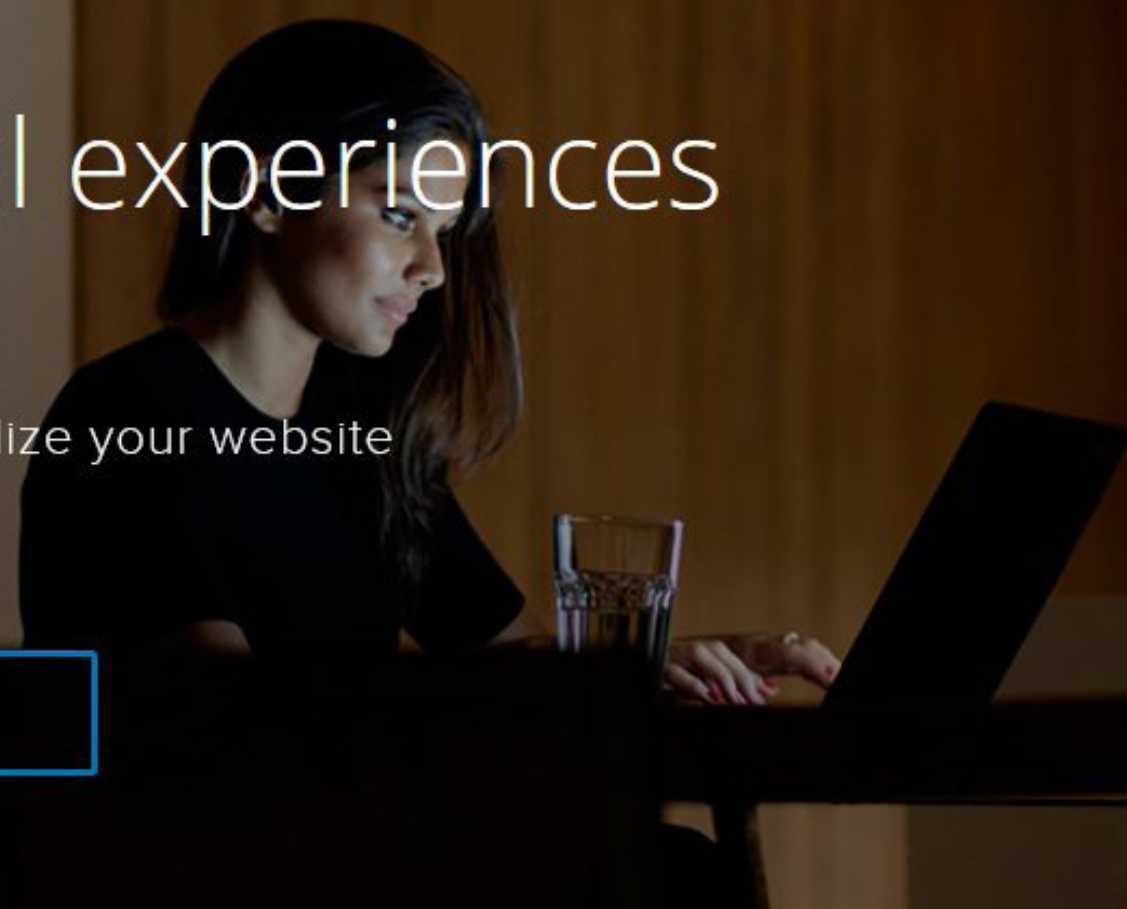


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“ **IN GOD WE TRUST, ALL OTHERS
MUST BRING DATA.**

EDWARDS DEMING

American Engineer

MARKETING AUTOMATION



FINAL THOUGHTS

TOP STRATEGIES FOR THE NEXT- GENERATION MARKETING

01

CONTENT NEEDS TO “EDUTAIN”

02

SOCIAL HAS TO EVOLVE

03

DIVERSITY MUST BE FRONT AND CENTER

04

EXPERIENCE IS EVERYTHING

05

CUSTOMER IS AT THE CENTER

“BUSINESS AS USUAL” IS NOT AN OPTION

QUESTIONS?

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