

How Gen Z Will Influence Marketing

Today, on Facebook, I was told I was “slaying it” by a Gen Zer. My very distinctly millennial self isn’t completely sure *exactly* what that meant, but I’m still young enough to recognize that’s a good thing. High-fives all around. Is high-fiving still a thing? Or is fist-bumping cooler now? I’m not sure. Here’s what I do know. Gen Z is the newest generation to enter the workforce and with more than [a quarter of the population](#) is set to be your largest and will make them most influential market in the very near future.

Who is Gen Z?

Also known as the post-Millennials, the iGeneration, Plurals, and the Homeland Generation, Gen Z is the generational demographic that follows Millennials. While the exact ages of generations are quite hard to pin down, Gen Z is typically considered to be those born between 1993 and the early 2000s – basically, the generation that is currently in late high school, college, and entering the workforce. What really defines Gen Z is the fact that they pretty much don’t know life without the Internet. Their lives are essentially broadcasted live on social media, and their trends can go just as quickly as they come, so it’s not always easy to keep up. That fast-paced, information world they grew up in has made them very good at filtering non-important information out of their lives, and value authenticity.

As children of Generation X (and, to some extent Millennials) that grew up during the Great Recession, this generation has seen their families struggle in the workforce, which has made them more conservative and entrepreneurial than their Millennial predecessors.

How does Gen Z Consume Content?

Ingest information instantaneously and can lose interest just as fast. Here’s the thing about Gen Z though – they research their stuff. They know how to self-educate themselves and prefer to learn information on their own before making a decision. Watching lessons online (33%), reading textbooks on tablets (20%), and using social media for research assignments (52%) [is the norm](#) for this resourceful generation. Their consumption spans across many different screens – [five on average](#) – including smartphones, TVs, laptops, desktops, and iPods/iPads. In addition, Generation Z spends 7.6 hours per day on average socializing with friends and family.

What Does Gen Z Want?

In short? Gen Z wants to make a difference. [Sixty percent](#) want a job that will impact the world. [Seventy-six percent](#) are concerned about humanity’s impact on the planet. [Twenty-six percent](#) are already volunteering for causes they believe in.

In addition, Gen Zers are fiercely independent and entrepreneurial – [72% want to](#) own their own business, and [76% hope to](#) turn their hobbies into full-time jobs.

How do marketers spark Gen Z’s interest?

Authenticity

Gen Zers are experts at sniffing out forced and inauthentic advertising. For them, it's important that brands are transparent and original. Be funny, be real, and skip the industry jabber – they're not interested. But do them a favor – they'd prefer if you didn't forcing words like “slay” into your content just to impress them.

Communication

As a generation that grew up online, Gen Z is very good at filtering the content that they consume. This makes it even more important for businesses to get to the point when communicating with them. Visuals and short, memorable text really resonates with this generation. Don't be afraid to experiment and be fun out there – viral content will surely catch Gen Z's attention.

Connection

Give them a cause to rally behind, something that makes them feel like they did something meaningful. Gen Z want to make a difference in this world, so find a cause to rally your business behind and they might just follow. [Charity:water](#) is one cause that has really done a good job about reaching the younger generations by telling their story in a profound way, and reaching them over the channels that they use.

Empowerment

Give Gen Z the opportunity to do their own research on you. They're not very interested in flat out “in-your-face” advertising. They want to learn about you on their own make the decision to come to you.