

Tapping into Gen Z: Effective Marketing for the Digital Generation

Agenda



Who is Gen-Z?



How does Gen-Z think?



Marketing to the Digital Generation



Social Media Strategies



Q&A

Who is Gen-Z?

- Born between 1997 - 2010
- Today's teenagers and early 20s
- Digital from childhood to adulthood
- Newest generation to the workforce
- Soon they will overtake Millennials as the generation with the most buying power



How does Gen-Z think?

- They speak up and act on their opinions
- They are financially-minded
- Diversity is their norm
- They are politically progressive
- They show ambivalence towards large corporations
- They like efficiency and ease of product use



Poll Question: What percentage of the US does Generation-Z represent?

1. 10%
2. 16%
3. 20%
4. 26%

Marketing to the Digital Generation

They care about the world

- Generation Z is hyper-aware of environmental, political, and socio-economic problems that societies face today.

Why does Generation Z want all companies to be socially and environmentally responsible?

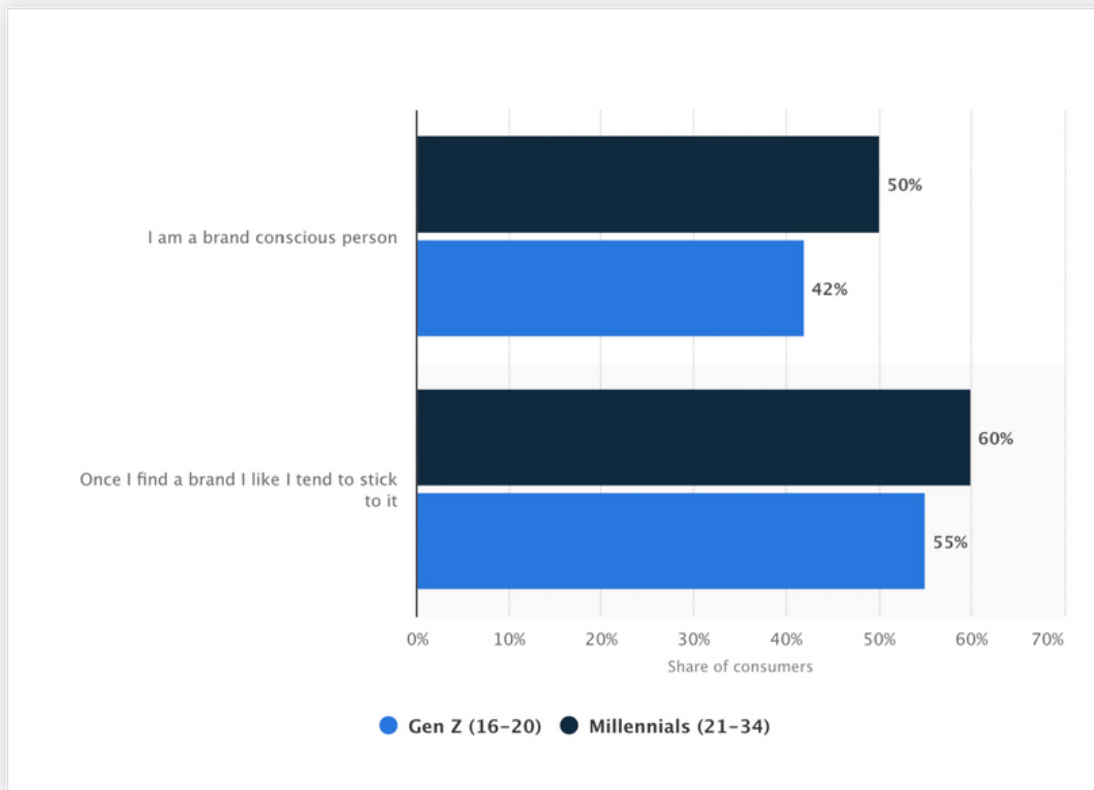
- Well, a study from Google found that teenagers want brands to be “a representation of their values, their expectations of themselves and their peers.”



Marketing to the Digital Generation

Generate loyalty through meaningful interactions

- Acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one and Generation Z will prove to be even trickier to keep.
- Find ways of connecting with your younger members/customers that are less finance-related and more playful. Try hosting a virtual game night!
- Zogo offers a tool for financial institutions that meaningfully connects with their members/customers through engaging content that rewards users.



Source: Statista

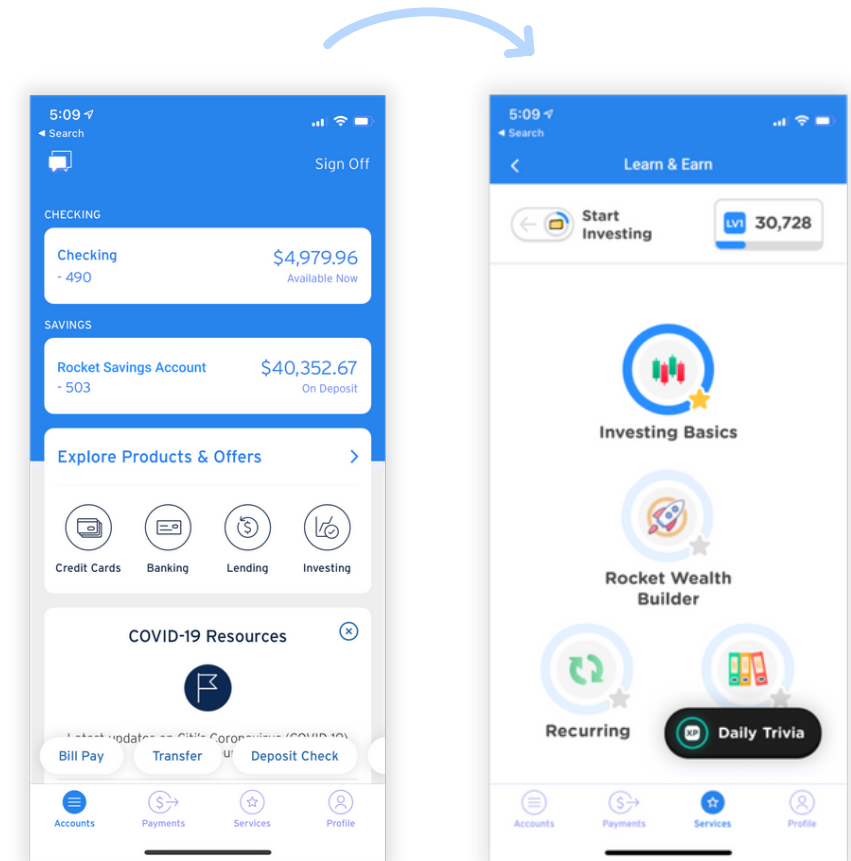
Marketing to the Digital Generation

Optimize your mobile experience

- According to a survey by IBM, 75 percent of Generation Z selected a mobile phone or smartphone as the device they use most, so it's no surprise that having a great mobile app is key to winning over Gen-Z.

Some small but effective elements to consider:

- Modern font types
- Visually appealing color combinations
- Successful UX/UI design (user experience/user interface)
- Innovative additions that engage members (like Zogo!)



Poll Question: Which social media platform is most popular amongst Gen-Z?

1. Facebook
2. Instagram
3. TikTok
4. Snapchat

Social Media

Make it relatable!

- Generation Z responds well to material that is relatable and inclusive of their demographic.
- At Zogo, we've seen a lot of success by having the 'Zo Storyline' on our app. This is an ongoing narrative that sees our company's mascot take on various everyday challenges that relate to both young and old people.
- I would suggest keeping a close eye on Google Trends!

Financial Fact Friday



**Costing \$150,000,000,000,
the International Space Station
is the most expensive object in
the world.**

Financial Fact Friday



**In 2017, Apple made \$869,000
in profits per minute!**

Google Trends

Explore topics

1

Actors

1

Tom Hanks

2

Chris D'Elia

3

Jada Pinkett Smith

4

Timothée Chalamet

5

Ricky Gervais

Beauty how to's

1

How to cut men's hair at home

2

How to plop hair

3

How to color your hair at home

4

How to wash your hands

5

How to style curtain bangs

Athletes

1

Ryan Newman

2

Tom Brady

3

Bubba Wallace

4

Mike Tyson

5

Rudy Gobert

Definitions

1

WAP

2

Entanglement

3

Antebellum

4

Pandemic

5

Asymptomatic

How to help...

1

How to help Australia fires

Babies

1

Elon Musk baby

2

Baby platypus

3

Ice Age baby

4

Anderson Cooper baby

5

Baby Nut

Games

1

Among Us

2

Fall Guys: Ultimate Knockout

3

Valorant

4

Genshin Impact

5

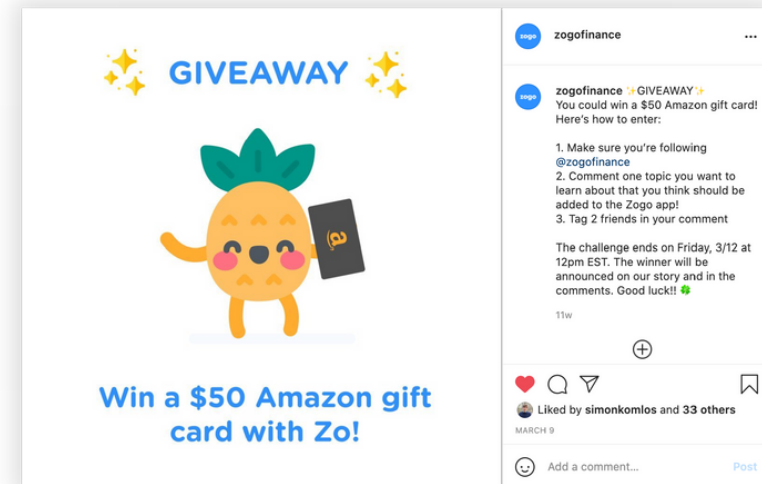
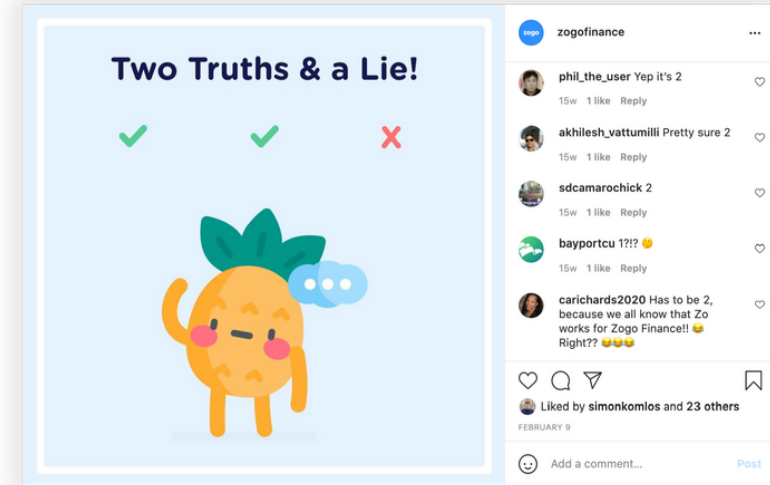
Ghost of Tsushima

How to make...

Social Media

Make it interactive!

- Generation Z is very receptive to interactive elements and multi-media.
- Prompt users to interact with the social posts by adding captions (e.g. 'Comment your favorite money-saving hack!').
- Host a giveaway on your socials, prompting users to follow and tag their friends. This is a great way to increase your followers!



Social Media

Make it consistent!

Social Calendar

Use this calendar as a guide to build your social presence online. Click any event for details.

[GET EMAIL REMINDERS](#)

January

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						


February

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

March 1 - National Credit Education Month



March is National Credit Education Month!

Caption
How does your credit score affect your ability to buy a home, lease a car, or pay off debt? 🏠💰 Learn about how your credit history can impact your financial goals on Zogo's financial education app!

Tags
#NationalCreditEducationMonth
#financialeducation

[DOWNLOAD IMAGE](#)

zogo



If you would like to find out more about how your financial institution can reach Gen-Z with Zogo, head to <https://zogofinance.com/> to request a demo today!