

Business Report

Unlocking Gen Z with the New World of Digital Marketing

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November 27, 2023

Introduction

As a new generation emerges, a new marketing strategy must as well. The business world has been attempting to reach the Gen Z audience, but the navigation of this unique generation has been tricky. It all comes down to one thing; technology. According to WARC Media, Gen Z has one of the highest media consumption, around 67.7% accounted for by those ages 16 to 24 years old. Most of these channels include platforms such as TikTok, where its usage from Gen Z significantly surpasses other platforms such as Snapchat or Instagram. Gen Z is a notably tech-savvy generation, meaning the business world must create new strategies specifically tailored to their liking.

The Influence of Influencers

Due to Gen Z's distinct digital habits, it is important to center new marketing strategies around the use of social media platforms. It is even more important to identify the assets within those social media platforms; influencers. Content creation is becoming increasingly popular among Gen Z, where influencers have the ability to easily persuade their target audience with topics regarding fashion, lifestyle, and other intriguing topics. A study conducted by Mintel surrounding social media influencers discusses the ongoing importance of traditional marketing tactics, but stresses an awareness on the use of influencer marketing. Finding an influencer with similar values to the company is imperative to an effective relationship with the audience. According to the study, influencers also tend to boost the purchasing consideration, overall benefiting the said company. The deeper a relationship, the more likely a purchase is bound to happen.

The Power of Digital Communities

Although Gen Z seems like an independent generation, they pride themselves in their communities. The use of hashtags has become a huge hit within the Gen Z generation, sparking trends, campaigns, and current events. The utilization of hashtags allows people to become a part of a community that interests them and in many cases, benefits the name of a company. In an Advertising Age article reviewing brands that have prospered from the use of technology within Gen Z, it discusses that brands like Converse, Nike, and Timberland had made the most progress in the latest quarter due to the use of hashtags. Specifically, Converse made a huge profit, which they donated, surrounding the Uvalde shooting after one victim was identified due to their shoes.

The hashtag created a viral campaign, leading to skyrocketing sales that benefited the company as well as charitable donations. The strength of community becomes stronger when done in a digital environment and can ultimately lead to high rewarding outcomes for businesses.

The Search for Relatable Media

Gen Z is deeply connected to social media, especially relatable content. The power of content that brings a sense of personalization is one way to truly grasp an audience. Forbes recently issued an article reviewing Gen Z's social media usage. According to the article, social media platforms are a default for Gen Z users, specifically used as a search engine, where almost 74% use TikTok as a way to look up information. Relaying content onto social media as easy access for relatable information is a quick way to grab attention. Fortunately, social media tends to have a quick algorithm in which one piece of information will lead to another. It creates an ongoing cycle of everlasting information which can be incredibly enticing and valuable to those of Gen Z.

Paid Media

Skims used well known artist, Nelly Furtado, to advertise their new bodysuit product. This collaboration was relatable, with a huge star, and a great way to advertise to their prime audience.



https://www.instagram.com/p/Cx5whTAOgrx/?img_index=1

Earned Media

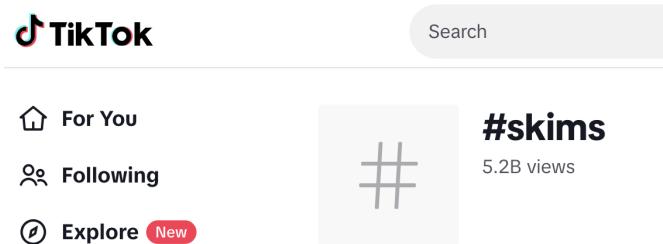
Many TikTok influencers are loyal consumers of Skims in which they then review them on their platform. This girl, Lola Olson, has a huge following and promoted Skims by showing how much she loved their product.



https://www.tiktok.com/@lola_olson/video/7234586625903480110

Shared Media:

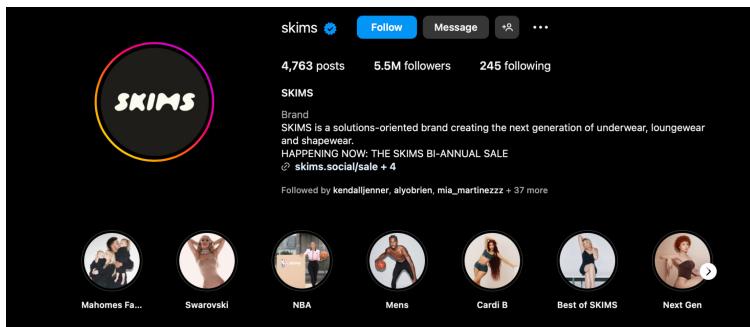
Many people are constantly reviewing Skims' products online, specifically on TikTok. Skims often interact with those posts by commenting or reposting the content.



<https://www.tiktok.com/tag/skims?lang=en>

Owned Media:

Skims' Instagram has 5.5 million followers. Their platform is their largest form of social media in which they constantly advertise new products and collaborations.



<https://www.instagram.com/skims/>

Conclusion:

The dynamic of Gen Z is a tough one. They are constantly evolving and adapting. One thing that evidently stays consistent is their passion for social media. With this information, brands must prioritize the use of social media through digital marketing. Platforms like Instagram and TikTok are heavily favored by Gen Z, making them an easy target for strategies that will ultimately benefit businesses looking for new consumers. The world of social media will be an effective way of communication for Gen Z due to their intimate relationship and personalized preference for all things online. The results will be increasingly successful through digital marketing and the online world.

Reference Page:

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