

## **"Generation Z's Impact is Closer than you Think"**

**DSA Article by Sarah Paulk**

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- Have you checked out the NEW Empact+ videos in the library or Mannatech+ App
- The last Transformation Challenge started September 1 and you have until September 30<sup>th</sup> to get registered. Only 7 more days
- The next TNL – September 25<sup>th</sup> at 7:30 PM at Mannatech Corporate or [www.allaboutmannatech.com](http://www.allaboutmannatech.com) Speaker: Merri-jo Hillaker
- Where are you with respect to the upcoming Caribbean Cruise?? Get on the BOAT!!
- How are you doing on the Win back Program? Are you making the calls?
- Dallas Business Training: October 6<sup>th</sup> - 9 AM – 12 PM at Mannatech Corp Offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com) Special training with Richard Brooke...you don't want to miss this one.

### 1. Who are these Generation Z's?

- a. The millennials were pinned as lazy, entitled or demanding and thus, earned a bad reputation with many generations before them. They are free thinkers with high expectations.
- b. The Gen Z'ers (born between 1995 and 2012) are quietly shaking up the market. They grew up in the shadows of the entrepreneurial millennials and will soon be making their mark in the gig economy.
- c. "The Gen Z have basically grown up on the internet and been spammed with every marketing technique there is." Cara Brook, Founder, Maskcara Beauty
  - 1) some things they like are best suited for network marketing:  
they want to work when they choose to, the hours they pick  
they want to be their own bosses  
they want to be part of something powerful and meaningful
  - 2) Others tell them they can't have those things right out of school...??

### 2. The media giant Generation Z is deleting

- a. Digital connection is king for younger consumers
- b. Image base social media like Snapchat and Instagram are their choices;
- c. Origin, a Boston research firm, found that 34% have taken a break from social media big loser being FB!
- d. Only 9% of teens say FB is their preferred social media platform...only a way to keep up with their parents.
- e. Average Gen Z spends 2 1/2 hours a day on electronic devices primarily their phones and they prefer more private than FB.
- f. Notwithstanding, they are all ready to start their own business.
- g. 69% would rather be without a bathroom than a working internet.

3. Generation Z is the generation of micro influencers
  - a. They are on Instagram building an audience online then furthering the relationship
  - b. They might not have an audience of 10,000+ but you can build a business with a couple of hundred watching you.
  - c. Staying ahead of social media trends is critical; they are "multilingual" and fast and furious adopters. Things are rendered obsolete before they even become popular.
  - d. Flexibility is crucial...must have vision talent and resources to absorb that.
  
4. The Marketing hook Gen Z Craves
  - a. Growing up in an extremely connected environment with smart phones and WIFI, GenZ is intuitively more sensitive to marketing.
  - b. The traditional advertisement of social sharing template will not be as effective...no one-size fits all and clearly no spamming. They have seen it all. They want a social story ...a story behind the one growing the brand.
  - c. Brands will need to build in that intimacy to be effective.
  
5. Generation Z recognizes that 44% of recent grads are in jobs today that do not require a college education so they are wondering if it is worth it.
  
6. Generation Z's "must haves" for success
  - a. They are glued to smart phones so to touch this generation, a highly functioning app is a non-negotiable.
  - b. If it can't be done on a phone, then they won't do it...surprising how many have no computer.
  - c. They have high expectations of the companies they work for and buy from.
  - d. Adaptability is crucial and those who do not will not survive.
  
7. Meet Generation Z
  - a. By 2020 they will account for 1/3rd of the US population.
  - b. Born between 1995 and 2012, they are the most diverse generation in American history.
  - c. They are realists, growing up in the aftermath of 9/11, the hardships of the crash of 2007/08. Living through a recession has made them more price conscious...and ones to rely on entrepreneurialism for their livelihoods.
  - d. Very communicative but more electronically than face to face.
  - e. They expect their work and personal life to intermingle because of this constant connectivity, thus 9-5 is out and working remote more pleasing.
  - f. Slower to dive into adulthood and will put off long term commitments or settling into careers. They are also acutely tuned into equality especially for marginalized populations.
  - g. They seek uniqueness with the brands they associate with as well as their careers.

<b>Millennials</b>	<b>Generation Z</b>
<i>(aka Gen Y)</i>	<i>(aka iGen Centennials)</i>
Born 1980 – 1995	Born after 1995 – 2012
Raised during an economic boom	Grew up in a recession
Better attention span	Shorter attention span but faster at processing information
Can multitask	Expert at multitasking—grew up using multiple devices at a time
Tend to be more collaborative	Tend to be more independent
Often described as idealistic	Often described as pragmatic
More public with what they share—they grew up sharing all on social media	More private with their thoughts and feelings—lean toward Snapchat where what they post will disappear
More focused on the experience than the cost	More focused on the value and saving money
Like content that is authentic but polished	Like content that is attainable and not overly polished or Photoshopped
Like to buy familiar or recognized brands	Like to celebrate the individual and not be defined by one brand or image
More likely to be influenced by celebrities	More likely to listen to “real” people and “real” stories
Tend to be professional online shoppers	Prefer to shop in stores or face to face and see a sample of what they are buying
Finding what they want is more important than the experience or ease of shopping	Convenience of shopping is more important—tend to be very tech driven and appreciate the easy experience

<b>Millennials</b>	<b>Generation Z</b>
More tolerant and will give a second chance if things do not happen quickly and correctly	More likely to take their business elsewhere if they encounter a problem
More traditional thoughts and paths regarding higher education and building their future	More open to other ways of getting an education or good work experience
Pioneers in the digital world and like to communicate digitally	Tend to prefer a more personal approach to communication