

C3

The key to
cross-generational
influencer marketing

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Authenticity is not enough.

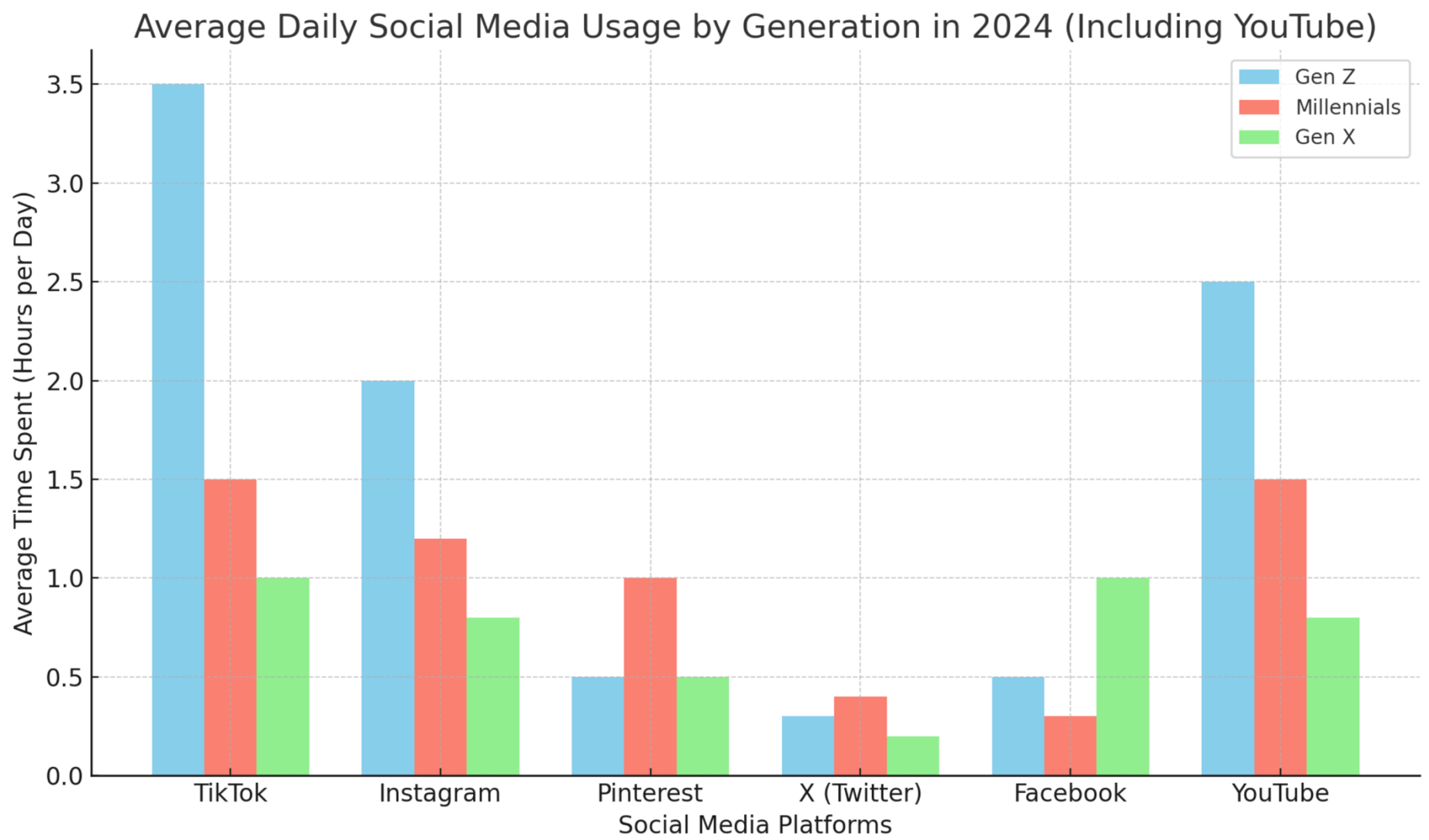
What is cross-generational influencer marketing?

Authenticity has become an overused **buzzword** in the creator economy, but today, it's not enough. Trust is the true driver of conversions.

Trust is built differently across generations—each audience connects and is influenced uniquely.

No campaign is the same; **understanding generational differences in social media use and influence** is essential for success, whatever your KPIs.

What platforms are each generation using?



(SproutSocial 2024 Social Media Report for platform usage trends).

Generational cohorts & their purchase behaviours

Each generations trust level with influencers varies, influencing their purchase behaviour:

Trust drives consumer decisions

In the digital age, creators now play the role of trusted friends, offering personalised recommendations that drive purchases.

62% of social media users trust influencers over A-list celebrities

7 in 10 consumers trust influencers, friends, and family over information from brands

46%

Gen Z

Characteristics: Digital natives who value authenticity and social causes.

Influence: Attracted to brands and creators who are transparent and share their values.

Preferred Content: Values realness over polish; prefers platforms like TikTok and Instagram, where influencers advocate for social causes

49%

Millennials

Characteristics: Digitally connected, budget-conscious, and deal-driven.

Influence: Loyal to brands offering rewards or loyalty programs.

Preferred Content: Favors educational and informative creators; responds well to content on Instagram and YouTube that highlights product benefits and deals.

30%

Gen X

Characteristics: Price-sensitive and practical, with growing social media use.

Influence: Trusts influencers who offer practical solutions that fit their life stage.

Preferred Content: Seeks out content that provides value and convenience, often on Facebook or YouTube.

Tailoring campaigns to Gen Z

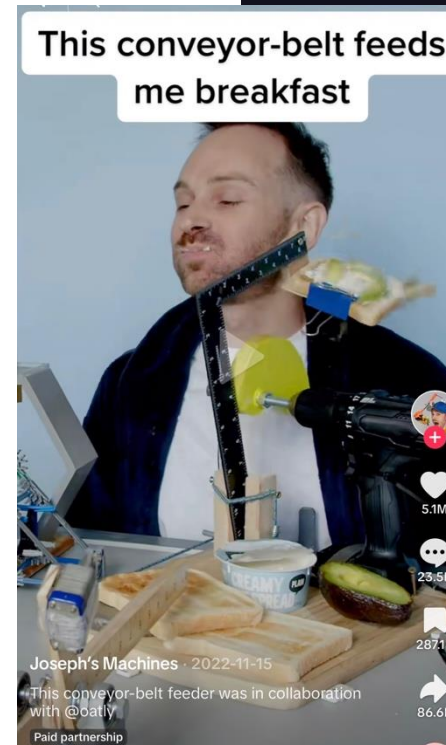
Focus on authenticity: Use genuine, unfiltered content; avoid overly scripted messages to connect with Gen Z.

Build long-term relationships: Engage with familiar creators consistently to foster trust and loyalty. Aim for “always-on” campaigns that feature influencers regularly.

Utilise creator-first content: Provide flexible briefs that allow influencers to express their unique style and shape messaging authentically.

Incorporate relatable content: Focus on real-life, relatable storytelling. Influencers should share their daily lives, including imperfections, to resonate more deeply with Gen Z.

Embrace current humour and memes: Use relevant memes and humour to enhance shareability and engagement; align with current social or cultural trends.



66
%

of Gen Z make purchases on social platforms.

75
%

of Gen Z consumers actively follow content creators

Gen Z prefer genuine, relatable content over polished, scripted messages.

Tailoring campaigns to Millennials

Prioritise clear information: 50% of Millennials distrust ads lacking transparency about the brand or product.

Leverage product demonstrations: 43% are more likely to trust advertisements featuring product demonstrations in videos.

Encourage research and reviews: Millennials value concise information and customer reviews before making purchasing decisions.

Utilise discounts and rewards: Over 50% of Millennials are inclined to make repeat purchases due to reward programmes or loyalty points.

Partner with creators for incentives: Collaborate with influencers to provide discount codes and promote loyalty programmes to enhance trust and drive repeat purchases.



50
%

of Millennials distrust ads lacking clear information.

75
%

of Gen Z consumers actively follow content creators

Transparency and demonstrations build trust with millennials.

Tailoring campaigns to Gen X

Understand price sensitivity: Gen X is price-sensitive due to past economic hardships. Over 1 in 2 value reasonable price points when purchasing from social media ads.

Build effective pricing strategies: Avoid relying on impulse buys; instead, create offers that reflect their financial considerations.

Address overlooked concerns: Focus on values such as responsibility, education, and authenticity.

Utilise nostalgic content: Partner with creators who evoke nostalgia around family, career, and stability, resonating with Gen X's life experiences.

Diversify platform strategies: While Gen X is most active on Facebook, they also engage with brands on YouTube, TikTok, and Instagram. Tailor content to each platform to highlight value and affordability.



1 in
2

Gen Xers prioritise reasonable price points in social media ads

54
%




of Gen X consumers feel overlooked by brands.

Partner with creators who resonate with the Gen X audience that maintain a level of authority.


Cross-generational influencer marketing

Cross-generational campaign strategy

Gen Z...

-  Ensure content is genuine and unfiltered, focusing on real-life experiences rather than polished messaging.
-  Encourage creator lead content, that will still follow the campaign messaging but allow the creators to have creative freedom
-  Leverage a consistent roster of creators for always-on campaigns



Millennials...

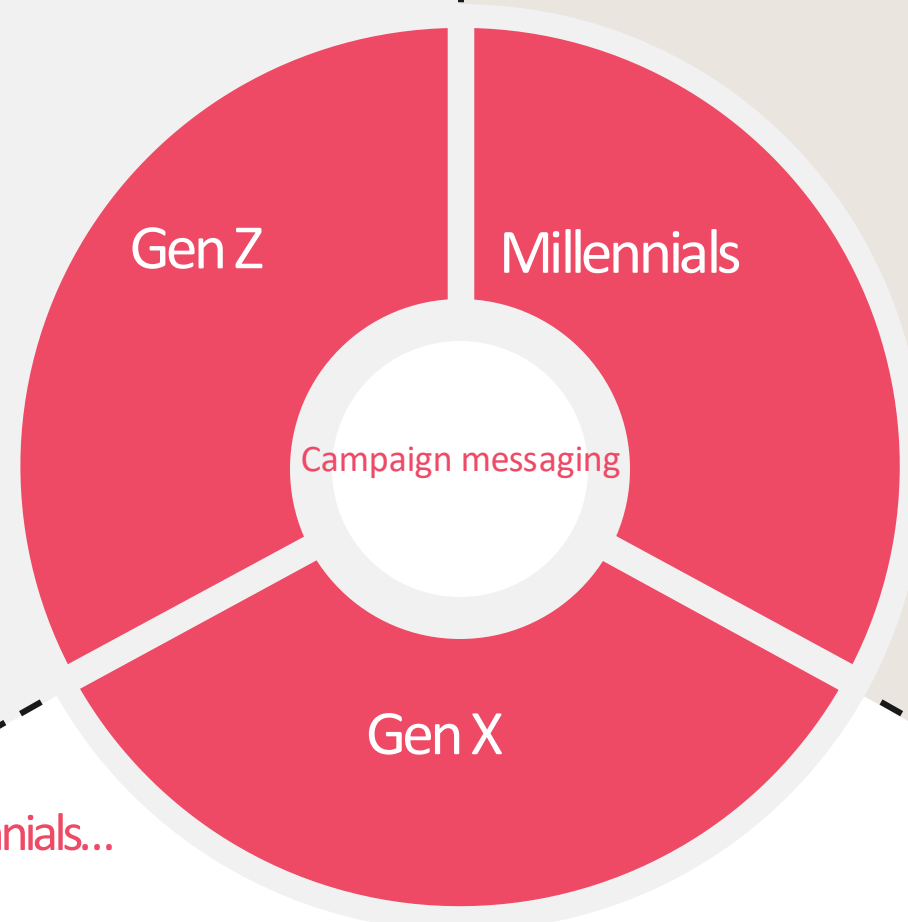
-  Encourage product demonstrations and review-style tutorials in the brief

-  Ensure the brief highlights key product details and tangible benefits

-  Provide each creator with a unique discount code to drive conversions

Gen X...

-  Choose influencers with some form of authority who share similar life experiences and values with Gen X
-  Ensure content is tailored to each social platform but ensuring to highlight value and affordability.
-  Use value and product quality messaging as part of the talking points



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Thank You.
Any Questions?

