



Understanding your audience & how best to connect with them

Below is an example of a generational marketing template you can use to better understand and connect with your audience. If you scroll further, there are blank spaces to use and customize to best fit your insurance agency's needs.

Audience Segment	What to Consider About Them	What to Send Them	How to Connect with Them
Generation Z <i>22 & younger</i>	Considered the new traditionalists They have never lived without Internet Value authenticity & "realness"	"Not sure where to start? Let us help!" "Time is your friend. Invest now & reap the benefits later." "Stay healthy this next year by making sure you have the right coverage."	Social Media, Texting, Email
Millennials <i>23 – 39</i>	Shops around & negotiates Open-minded, optimistic, highly motivated & goal-oriented Looking ahead to future Diversity, honesty, humor & uniqueness appeal to them	"Let us help take care of you and your loved ones." "Getting married/having a baby? Let's make sure you're covered." "Time is your friend. Invest now & reap the benefits later."	Word-of-Mouth, Referrals, Social Media, Email, Calls, Group Events

Generation X 40 – 52	Family-orientated Highly educated Skeptical & disillusioned Growing families Turned off by sales pitches & “salesy” personalities	“Are you behind on saving for retirement? We can help!” “Are your affairs in order when thinking about your children?” “Orthodontics/College in the future?” Are your health needs changing?	Invite them in for consultation, Facebook, Referrals, Group Events
Baby Boomers 53 – 71	Value individualization, self-expression & optimism Workaholics (many still working post-retirement) Concerned about health, aging, & weight gain Focused on the “me”	“Are your savings not where you wanted?” “Has your (or your spouse’s) health changed/are you getting new prescriptions?” “Want to be healthier this coming year? Here’s how we can help.”	Radio, Newspaper, Open House/Seminar, Direct Mailers, Network TV, Email
Silent Generation 72+	Slow to embrace change Many are still in good health & are active Value saving, morals & ethics	“Has your (or your spouse’s) health changed/are you getting new prescriptions?” “Is your coverage still enough for what you need?”	Newspaper, Open House/Seminar, Direct Mailers, Face-to-Face Communication

Generational Information from AABRI “Marketing to the Generations”

Audience Segment	What to Consider About Them	What to Send Them	How to Connect with Them
Generation Z <i>22 & younger</i>			
Millennials <i>23 – 39</i>			
Generation X <i>40 – 52</i>			
Baby Boomers <i>53 – 71</i>			
Silent Generation <i>72+</i>			