

THE ULTIMATE GUIDE TO MARKETING TO GEN Z

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START MARKETING MORE EFFECTIVELY TO GEN Z TODAY!



Did you know? According to a 2022 Knit Report, Gen Z makes up 40% of the global consumer population and has \$600 billion in spending power.

With the Gen Z population growing to become the dominant consumer group, it is undoubtedly crucial for brands to learn how to effectively target and engage with this demographic. Hence, understanding who they are and what they care about is key. Want to better market to Gen Zs? Read on to find out more.

BLOGS



Common Mistakes That Brands Make in Marketing to Gen Zs

Many brands often use a one size fits all approach to reach Gen Zs. Read on to find out how to avoid making some common mistakes!

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Essential Tips for Marketing to Gen Zs

Want to deliver great marketing strategies and tactics that activate your Gen Z audience? Read on to find out!

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ADDITIONAL INSIGHTS



Millennials & Gen Zs Are Different

Both Millennials & Gen Zs may look young, however, they have different consumer behaviours and react differently to marketing campaigns. Read on to find out more about their differences!

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CASE STUDY



Aerie's Success in Attracting Gen Zs

By being aligned with Gen Z consumers, Aerie successfully attracted Gen Zs to drive massive revenue growth.

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Sources:

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READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting and a full-fledged 360° Digital Marketing Programme focused on accelerating your company's growth. Expect not only solutions in Festive Digital Marketing, but also a variety of other services ranging from Digital Transformation to Branding to Performance Marketing to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate that grants your business up to 70% funding for SMEs and 50% for non-SMEs. So wait no longer, and contact us for a complimentary virtual coffee chat to discover more about how you may start or improve your digital marketing journey and leverage our expertise!

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