

Employment and Generational Marketing

Our first survey of 2022 asked about finding and hiring people to work at their companies, as well as their usage of generational marketing. There were 169 responses.

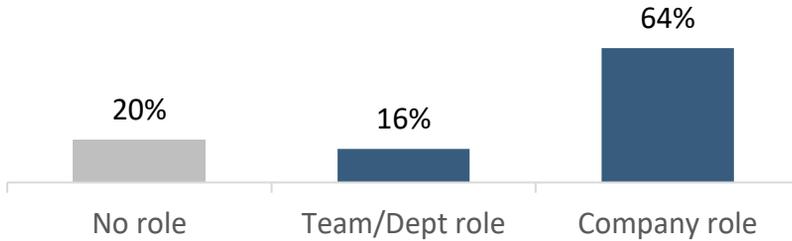
Key highlights:

- Word of mouth/referrals is the most widely used source for finding applicants, followed by LinkedIn/Facebook. (Page 3)
- A slight majority said it was easy to hire for marketing positions. While 35% hired for marketing roles in 2021, 24% plan to hire for marketing positions in 2022. (Page 4)
- In terms of **why** it's easier or more difficult to hire for marketing jobs, some respondents feel these roles require more specialized skills; others say it's due to available supply of contractors/freelancers. (Pages 5, 6)
- Social media marketing/management is the top skill that respondents believe is the most important and that new marketing hires need. Overall, technical skills are more needed to get hired, but soft skills are MOST important on average to be a successful employee. (Page 7)
- 9 out of 10 SMB panelists believe that certain generational differences should be considered in consumer marketing. This belief is consistent across generations among respondents. (Page 8)
- Survey takers use both specific media vehicles and creative messaging to target/reach consumers in different generations. (Pages 9, 10)
- Among respondents who do not currently use generational marketing, several mentioned that their products/services are very broad in appeal or targeted to other demographics or lifestyle factors vs a generation. (Page 11)
- In terms of the "gig" economy, panelists in the Millennials group are more impacted as they are more likely to have side gigs/ freelance jobs themselves. (Page 12)

HIRING ROLE & SOURCES

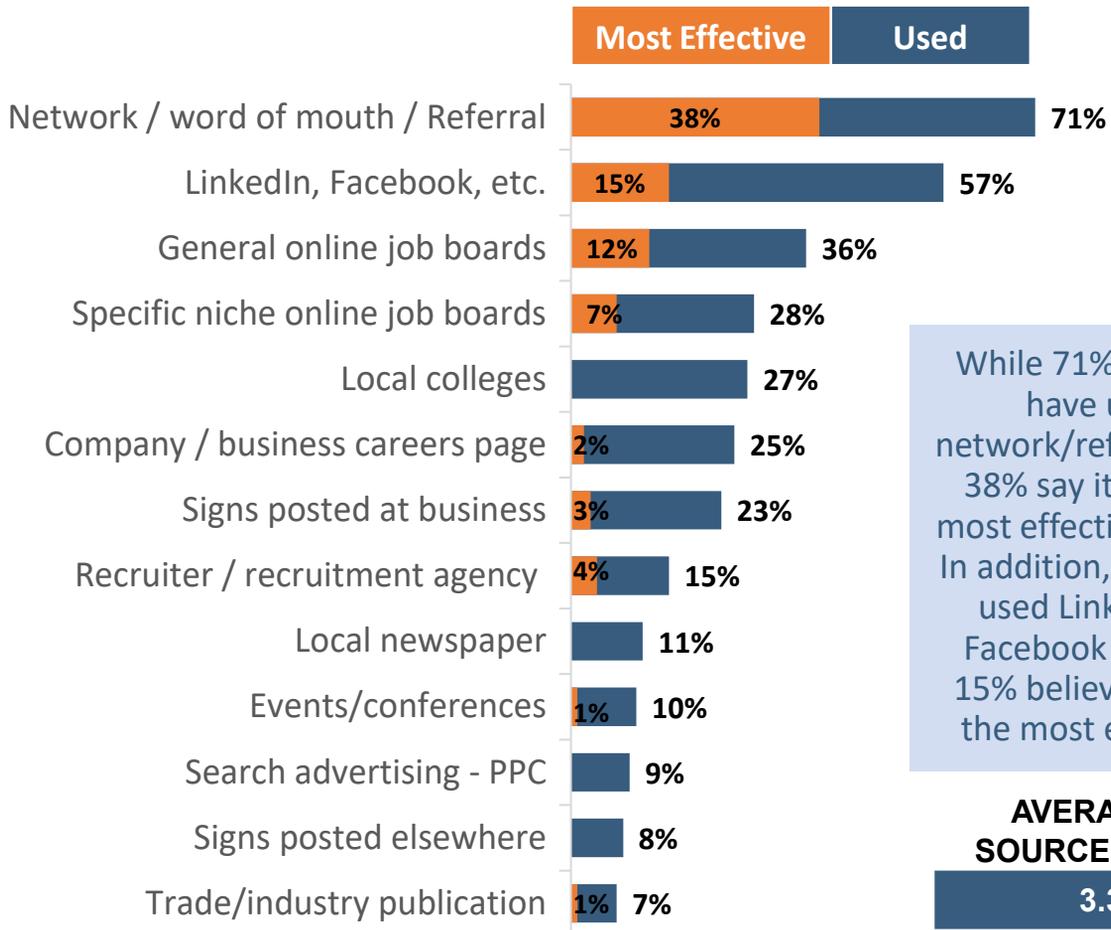
4 out of 5 participate in hiring freelancers, contractors, or other employees.

Q. What is your role in the hiring process at your company? (n=169)



80%
Have some role in hiring

Q. Which of the following have you or your company used to find applicants for the positions available for hire in your [dept/company] in the past year? Select all methods that were used, even if the method received no response. Q. Of the sources you've used to find applicants, which has been MOST effective? Please select one.



While 71% say they have used network/referral, only 38% say it was the most effective source. In addition, 57% have used LinkedIn or Facebook but only 15% believe it to be the most effective.



HIRING FOR MARKETING

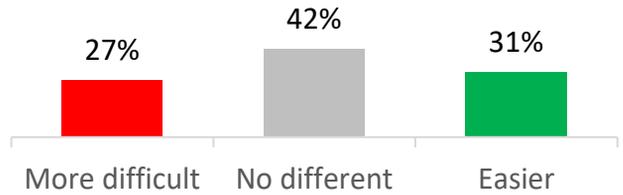
More respondents (55%) said it was easy to hire for marketing roles, but only 24% of respondents are planning to hire for marketing roles in 2022.

Q. In 2021, did you or your company hire any contractors, freelancers or employees to help your company with marketing, advertising, or media buying/planning tasks (Among those who have a role in hiring n=136)



Q. How does hiring for marketing/advertising roles compare to hiring for other positions/tasks? (Among those who hired for marketing roles n=48)

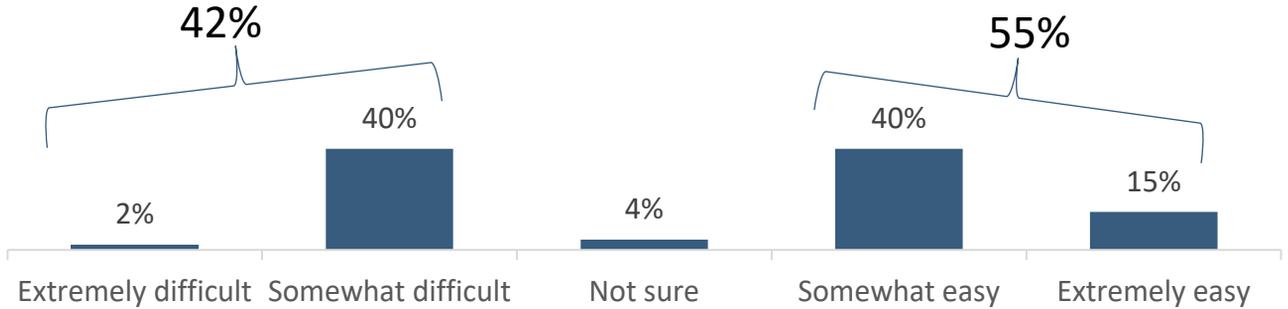
Hiring for Marketing vs. Other Roles is...



Why do SMBs say that? Find out on pages 5-6.

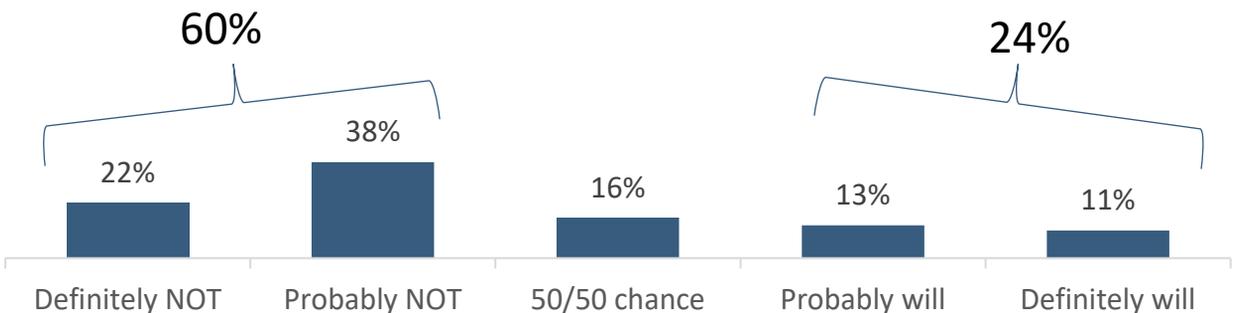
Ease of Hiring for Marketing Roles

Q. How easy or difficult was it to find qualified candidates for your marketing, advertising, or media buying/planning needs? (Among those who hired for marketing roles n=48)



2022 Plans for Hiring Marketing Roles

Q. In 2022, how likely are you to you hire any contractors, freelancers or employees to help your company with marketing, advertising, or media buying/planning? (Among those who have a role in hiring n=136)





HIRING FOR MARKETING OPEN-ENDS

Respondents state different reasons to support their opinion that marketing/advertising is more difficult than hiring for other positions.

Q. Why do you think hiring for marketing/advertising is MORE DIFFICULT than hiring for most other positions? (Open-Ends, n=13)

- 1 It is more specialized than other positions we have.
- 2 No one wants to work.
- 3 It's a niche position.
- 4 A lot of people have 'experience', years of it, but no real skill or comprehension of what works. Most degrees, even recent ones, are so useless in the real world of marketing.
- 5 Lack of people interested in getting into media.
- 6 Because it takes longer to find out if they are a bad hire. That makes it an expensive mistake. Whereas hiring a tech allows for me to find out if he's qualified a lot faster.
- 7 I was looking for people that specifically had media buying experience which isn't a large market.
- 8 We find it harder to find a good fit for our style of marketing.
- 9 Marketing and advertising are specific skillsets that require a good base of experience and that is hard to find.
- 10 Specific industry so hard to find anyone with the knowledge needed to absorb what we do.
- 11 Marketing is a broad subject and it has to be someone with specific knowledge of our industry!
- 12 There were 1099 employees and I didn't feel they wanted to work without a consistent paycheck.
- 13 We find we get applicants that misrepresent their experience.

Some respondents believe hiring for marketing/advertising is no different than hiring for other positions because of the job market situation and the need for specific skills.

Q. Why do you think hiring for marketing/advertising is NO DIFFERENT than hiring for most other positions? (Open-Ends, n=19)

- 1 Shortage of techs.
- 2 The lack of applicants was across the board, including all departments.
- 3 It was the same process.
- 4 We don't hire specifically for marketing. We typically take advantage of the skills of other positions we do hire for.
- 5 I have a very small business.
- 6 Nothing is easy in choosing the right candidate!
- 7 Good help is hard to find!
- 8 The key word in your question is 'qualified'. It is difficult to determine qualified candidates for any position.
- 9 There is a great deal of interest in marketing / digital / content creation, etc. but there are some specific skill sets required (as is the case in most professional industries).
- 10 Difficult hiring right now overall.
- 11 It just isn't.
- 12 You're looking for an individual with the skillset to understand the customers you want to reach and the ability to articulate it.
- 13 We use contractors.
- 14 Job market is tough all around right now.
- 15 We have a shortage of qualified labor in our area in general. We also can't pay as well as some other places since we are a public higher education institution.
- 16 People promise me results but don't deliver.
- 17 Seems like everyone is busier than ever.
- 18 The process is no different because the entire job market is in the same unique and challenging situation.
- 19 I am not sure because I was referred to the marketing person. It was not hard at all.



HIRING FOR MARKETING OPEN-ENDS

Some respondents believe hiring for marketing/advertising is easier because of referrals, possibility for remote work, streamlined hiring process, and interest in this field.

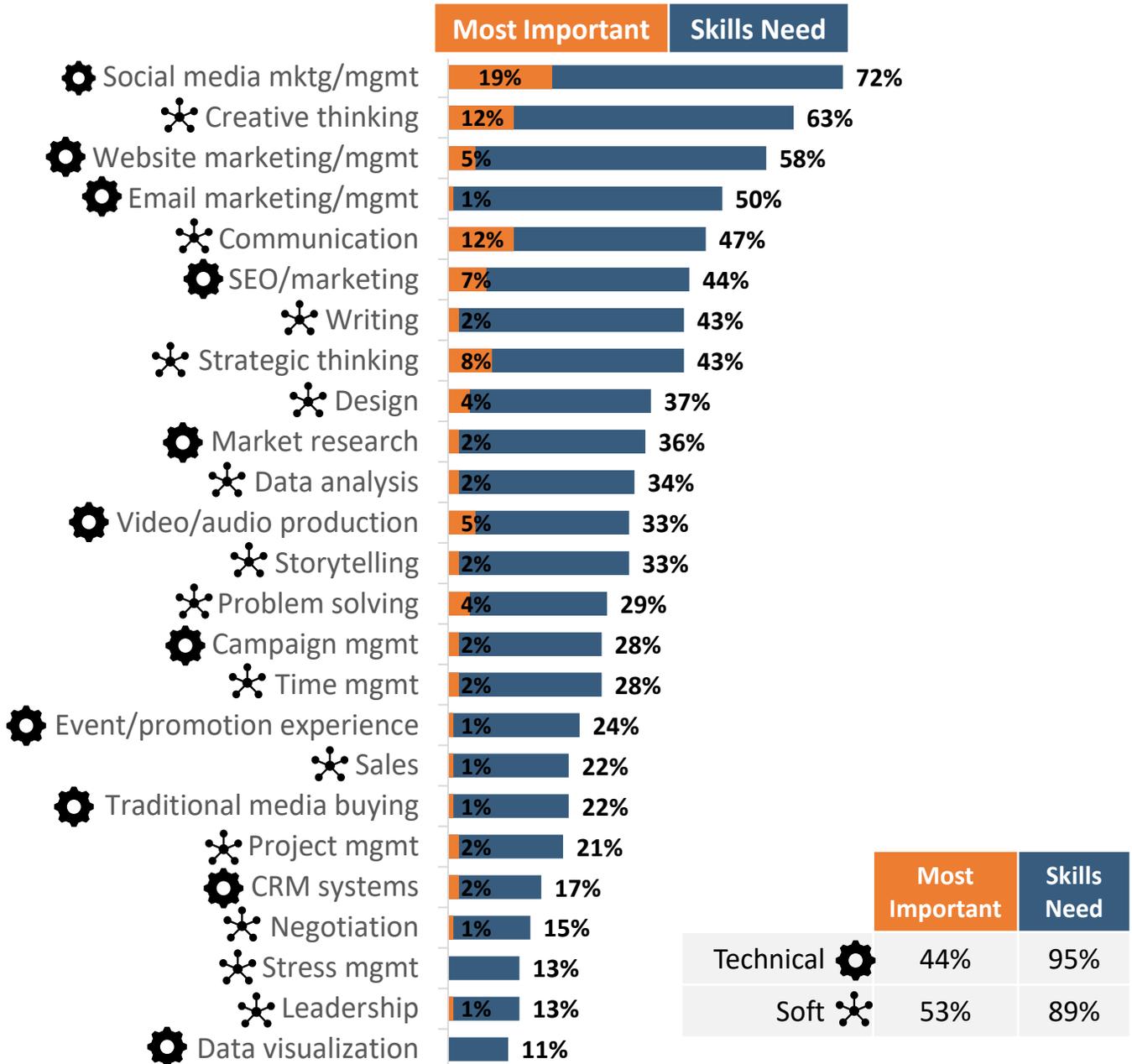
Q. Why do you think hiring for marketing/advertising is EASIER than hiring for most other positions? (Open-Ends, n=15)

1	We are having a very hard time recruiting engineers.
2	Post online and they can be work at home anywhere.
3	We had a person who was previously in another role at our company finish a degree so it was quite easy to move him. It has been harder to hire for other service positions.
4	We have so many vendors that offer these services - easier than hiring in house employees.
5	Other positions are hard to find interested candidates.
6	Using contractors, I was able to find experienced talent versus onboarding a full-time person that was less senior.
7	Recommendations come easily.
8	I hire advertisers that make commissions so they come to me.
9	We have been using the same advertising agency for over 20 years. They know our business very well.
10	All done thru contacts.
11	You can throw a rock and hit someone who wants to play online all day.
12	Marketing does not require onsite work, specific hours or direct patient care.
13	We run a restaurant and hospitality professionals are very hard to come by right now. In comparison, marketing professionals are easier to find.
14	The process is less cumbersome and more manager driven for hiring a contractor - less oversight by HR.
15	We went with a marketing company to hire.

MARKETING SKILLS IN DEMAND

Social media marketing/management is the top skill that respondents believe is the most important (19%) and that new marketing hires need (72%).

Q. If your company were to hire someone to help with marketing/advertising in 2022, what skills do you think a new marketing hire would need to be successful at your company? Q. Of those skills you selected, which do you think would be the MOST important skillset for a new marketing/advertising employee to have in order to be successful at your company? Select one



GENERATIONAL DIFFERENCES

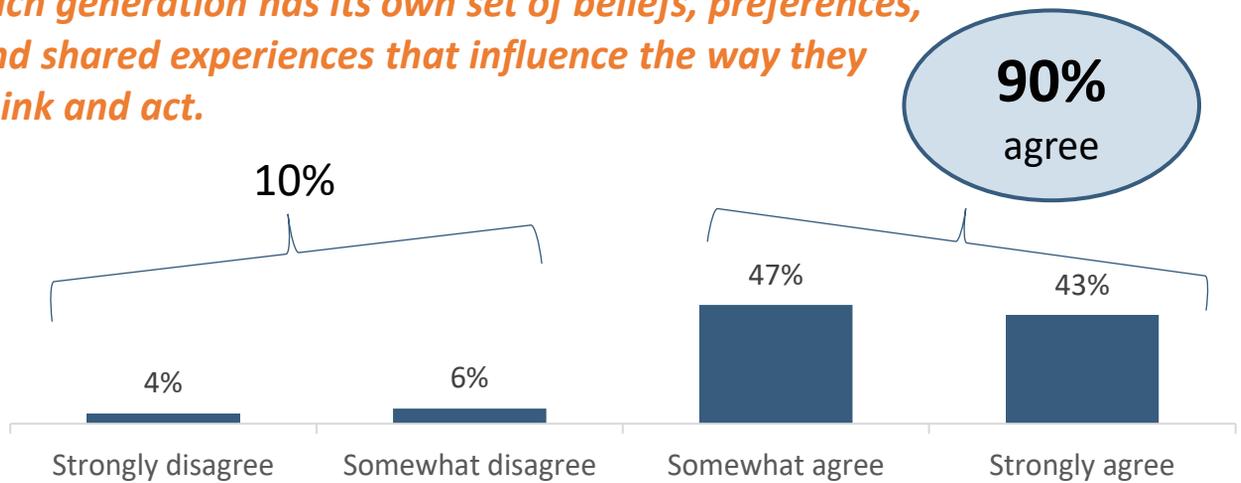
Overall, 9 out of 10 panelists believe there are distinct generational differences.

Q. We'd like your opinion about a type of marketing: Generational marketing is defined as marketing to a specific generation of people based on the preferences, attitudes, and upbringings that distinguish them from other groups. Customers are segmented and targeted by generation determined by the year they were born. Most commonly the generations marketed to are Baby Boomers, Gen X, Gen Y/Millennials, and Gen Z.

Belief in Generational Differences

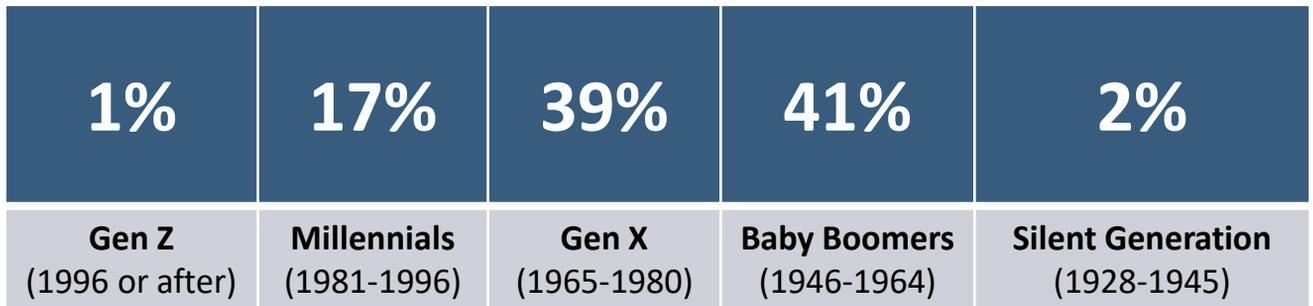
Q. Please rate your reaction to this statement:

Each generation has its own set of beliefs, preferences, and shared experiences that influence the way they think and act.



Generational Distribution of Panelists

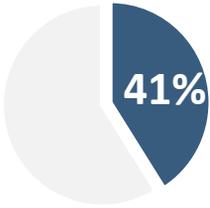
Q. To which generation do you belong?



Most panelists (80%) are either Gen X or Baby Boomers. Across the generations, 88% to 93% agree that there are generational differences.

WAYS USE GENERATIONAL MARKETING

Q. Does your company use generational marketing/targeting?



Use generational marketing

Survey takers use specific media vehicles and distinct creative messaging to target/reach consumers in different generations.

Q. Please provide an example or description of how your company has used generational marketing. (n=50)

1	Diversity recruitment.
2	We split demographics up by age and titles.
3	Using different social media platforms that are more attractive to different generations, i.e., TikTok for Gen Z.
4	Our target market is people who are burying their parents, so we're focused on younger boomers.
5	Our target market is specific to certain traits in certain generations, so we target them. We find when other generations come in, their expectations are different and our client satisfaction falls.
6	Ads for lift chairs run in the newspaper. Ads for more contemporary home furnishings run on social media. We try to reach our customers with relevant product messaging where they tend to consume their media.
7	We look at the product/service we are selling at different points and direct it to the appropriate market segment/demographic.
8	Opting to go for a certain age group in social media marketing and online research.
9	Over 55 still like coupons, phone calls and a business address close by. Over 35 like Gmail, text, yelp and Facebook neighbor/groups. Over 20 do not like to communicate by talking, want to try to do it them self by watching YouTube and TikTok videos and then text us for help.
10	Demographic targeting along with specific message to that age group.
11	We use specific age group targets when boosting posts on Facebook and design our ads based off that.
12	We offer a variety of programs and event and we market to the specific demographics of those programs to reach the people we believe would be interested.
13	We offer multiple ways of communicating with us and scheduling work - text, email, phone, online.
14	Our most active customers fall within a specific age group. We look for ways to speak to them directly and not using resources that go beyond that audience.
15	Emails that target specific generations.
16	Our products appeal to business owners, but they need to be shown how to appeal to their clients. Their clients are multi-generational, so our marketing helps explain the solution to various audiences.
17	Audience building and the selection of platforms to use (as well as messaging).
18	We provide senior care services- so we target adult children and those 65+
19	Social media versus direct mail campaigns
20	We have everyone from an 80 year old man to a baby in our commercials and all in between with our western store it seems western always stays around so we try to get all generations
21	Geo fencing to specific areas.
22	Different messages depending on audience, such as targeting the older demographic on traditional and the younger on social media.
23	We use OTT to try to reach a younger demo.



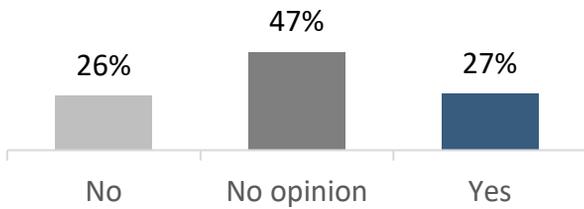
WAYS USE GENERATIONAL MARKETING

Q. Please provide an example or description of how your company has used generational marketing. (n=50)

24	Depends on product.
25	We steer our advertising towards older adults as 91% of our local customer business comes from customers 35+
26	Targeted marketing based on age group.
27	We have a different marketing strategy for older generations as compared to millennials and younger generations.
28	Partially demographics - mostly with the type of lead source.
29	We market to women between 35 to 60. They make up largest demographic of our customer base.
30	Digital platforms we use.
31	Using social media to reach the younger generation that may not see television or print ads.
32	We mail postcards to reach folks 50+. We use Facebook to interact with under 50. We NEED to start Instagram to reach even younger folks.
33	Our marketing and promotional campaigns align with a very specific target demographic so we try to reflect that in the content we use (language, imagery, etc.). We also will tap into key contacts in that generation for messaging, feedback, etc.
34	Online ads are targeted to different generational groups. Also, Facebook posts are geared towards different generational groups.
35	Social media.
36	Targeting generations uses different platforms and message wording.
37	We often use generational marketing for targeting to select groups of individuals we need to reach.
38	Pointed towards an age group that typically experiences specific problems.
39	We utilize Instagram primarily for gen z, utilize Facebook primarily for x and baby boomers. We tailor our messaging to resonate best with specific groups.
40	Most of our customers are families, 35+.
41	Senior Day.
42	Differentiated messaging and communication channels loosely aligned with generations. However, the generational characteristics are not absolute so we apply generational marketing tactics cautiously. For example, some 78 year olds are quite social media saavy, and some 28 year olds prefer printed copies of materials. We find you have to be flexible with your generational marketing assumptions in our industry.
43	Targeting 1st time home buyers usually represents a younger set of individuals possibly renters. So that is who we develop our 1st time home buyer program for and promote to.
44	We cater to the elderly population, so we make sure that we do not make the mistake of expecting our clients to be too tech-savvy, and we are careful not to use modern slang terms and language.
45	We updated our website a few years ago to say have less words and more bullet points. We have tried using a more cinematic imagery and of course social media marketing
46	Facebook ads targeted to a certain age group.
47	With most all clients, their consumer base is usually comprised of those from specific sex/age demographics. i.e. Females 18-24, Males 65+, Adults 35-54, etc. We wouldn't produce a campaign aimed at Seniors (Adults 65+) or Baby Boomers but then purchase Gen Z targeted media. Each generation has its own unique media habits, although there is also usually some cross-over from one generation to the generation closest behind them or the generation closest ahead of them in age.
48	We're a school district, so we market to school-aged parents (20-45).
49	Since we sell devices that people generally don't need until later in life, we tend to advertise to an older generation in one way while advertising to their adult children in another way.
50	TikTok, FaceBook, InstaGram, using younger people in our ads, making them videos reather that written ads, and targeting using Geofencing.

GENERATIONAL MARKETING OPINIONS

Q. Do you think your company SHOULD use generational marketing? (Asked of those who do not use generational marketing or are unsure if they do n=100)



Among respondents who do not use generational marketing or unsure, 47% have no opinion on whether or not their company should use it.

Q. Optional Open-End. Why don't you think your company should use generational marketing? (n=25)
SELECTED COMMENTS BASED ON REPRESENTING THEMES OF RESPONSE

"Generational is too broad. There are a lot of unique life events and in market that can happen at any generation - cross generation."

"Our business approaches people based on their abilities, not their age."

"My product is for people 16-99. I'd hate to market to one generation and alienate another."

"We don't target to a generation by definition. We target to demographic and psychographic filters that may or may not reflect a generation."

Q. Optional Open-End. Why do you have no opinion about if your company should use generational marketing? (n=4) SELECTED COMMENTS BASED ON REPRESENTING THEMES OF RESPONSE

"We market to home and property owners and that spans several generations. We do segment marketing for some services we offer."

"Our appeal is to what our marketplace needs. These needs seem to be common across generations."

Q. Optional Open-End. Why do you think your company should use generational marketing? (n=10) SELECTED COMMENTS BASED ON REPRESENTING THEMES OF RESPONSE

"Our business is traditionally geared towards the older segment of the population. If we do not start targeting younger generations, we will cease to exist as our current market ages and passes away."

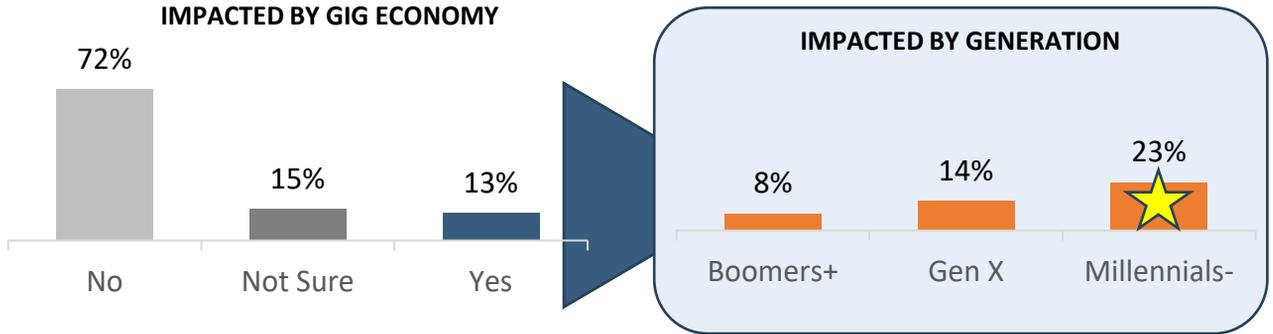
"It could help dig into different demographics' way of thinking, interest, and overall mentality."



THE GIG ECONOMY

Panelists in the Millennials group are more impacted by the “gig” economy as they are more likely to have side gigs/ freelance jobs themselves.

The “gig” economy is a name given for the increasing number of people who take on multiple freelance jobs or contract-only work. Has this trend away from traditional employment impacted you or your business? Select all that apply



Q. (Optional) Please briefly tell us more How has the gig economy impacted you personally or professionally? (n=21)

Among Boomers+

- 1 Increased the competition for my services, exploded the traditional contractor expectations, muddied the waters, inflated claims of existing skills, made client expectations ridiculously more complicated.
- 2 We only hire GIG for social media.
- 3 It's harder to keep employees long term.
- 4 We are able to draw on a skillset of that we only need from time to time but must be able to trust it.
- 5 I hold a part-time job as a marketing director for a professional symphony orchestra. The balance of my income is from freelance writing and editing.
- 6 Difficult to find employees who are satisfied working 40 hours.

Among Gen X

- 1 We have had employees leave to go do this type of work.
- 2 Because fewer people want to work full time in an office.
- 3 It helps me find independent contractors for small jobs more easily.
- 4 We are struggling to find 'real' employees and have had to hire contract 'gig' workers to fill the void.
- 5 It brings new resources that we can hire.
- 6 It has helped - it is easy to find talented designers to mock up a design that we then refine internally, or it is easy for finding FPO voiceovers.
- 7 I picked up some 'side gigs' managing social media pages for local small businesses.
- 8 I've taken advantage of it on the side and found great freelancers for my company.

Among Millennials

- 1 The workers interesting in 'gigs' see the cash flow immediately and believe they are making money. As they pay off expenses, bills, etc; the cycle continues. Many change the gig they do a few times, possibly before realizing it is not for them. This is a lengthy process, and it is resulting in no, or poor applicants.
- 2 More people looking for cheap, free solutions. However, many of these people come back 3-6 months later after being burned. Any money spent poorly in the beginning to save on costs, is more costly and they cannot get the time or money lost back which has hurt small businesses and new businesses.
- 3 I am no longer working full time and am instead trying to open my own business while working freelance, many of the hygienists I work with are also working freelance.
- 4 We are now contracting people for weekly positions.
- 5 I do freelance work to supplement my own income.
- 6 I have a side job where I work like 10-15 hours a month doing social media & design work. I actually had this side gig before I picked up my full-time job as a way to pick up some extra cash. On a professional side, many of our staff members have 2-3 jobs just to make ends meet.
- 7 As a restaurant owner that depends on office users for lunch business, we have seen a large dip in demand.



SURVEY STATS

SURVEY PERIOD: 01/19/22 - 02/01/22

169 Completed Surveys

Top Industries of Respondents

	#
Retail Trade	31
Healthcare & Social Assistance	29
Services – Other	20
Info, Media or Adv Companies	17
Arts, Entertainment, Recreation	13
Services – Prof. and Business	11
Construction / Contracting	9
Services – Educational	9
Manufacturing	7
Orgs: Religious, Civil, Prof, Etc.	5
Real Estate, Rental, or Leasing	5
Other	13

5 Minutes
Median time to complete survey

Marketing Expertise

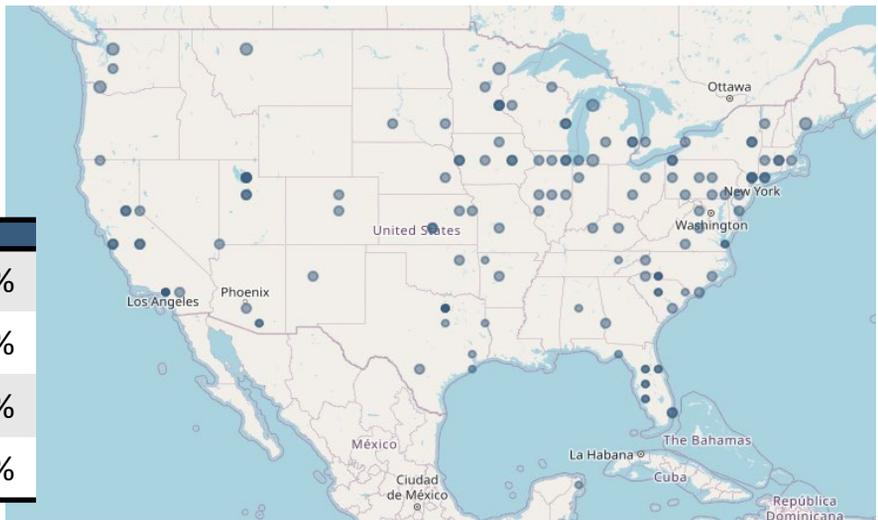
	%
Novice	45%
Mid-Level	21%
Master	34%

Device Used

	%
Mobile/Tablet	10%
Desktop	90%

Location of Respondents

(darker bubble indicates more responses from that area)



Census Region

	%
South	33%
Midwest	25%
West	21%
Northeast	14%