

# Generational Marketing

Strategies and Tactics for Engaging Different Generations

Presented by



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# Who am I?

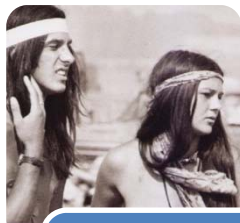


# Generations Timeline



## Silent

- 1925-1942
- Depression
- Cautious



## Boomer

- 1946-1964
- 79 million
- Idealism
- Experience



## GenX

- 1965-1982
- 51 million
- Culture
- Entrepreneurial



## Millennial

- 1985-2000
- 75 million
- Mobile
- Collaborative



## Swipe

- 2000-present
- Video
- Accessible

# Boomers – What Makes Them Tick

## Characteristic

1. Individualistic →

2. Live for today; don't have to worry about tomorrow →

3. Entitlement →

4. Not retiring →

## Behavior

- “Eat what you kill” mentality
- Not client-team oriented
- No sharing of origination
  
- Short-term mentality
- Little-to-no planning
  
- All attorneys treated the same
- Lock step pay and promotion
- Resentment between service partners and rainmakers
  
- Hoarding business they should be passing down



# GenX – What Makes Them Tick

## Characteristics

1. Independent →
2. Self-reliant →
3. Tolerance for risk →
4. Peer-focused →

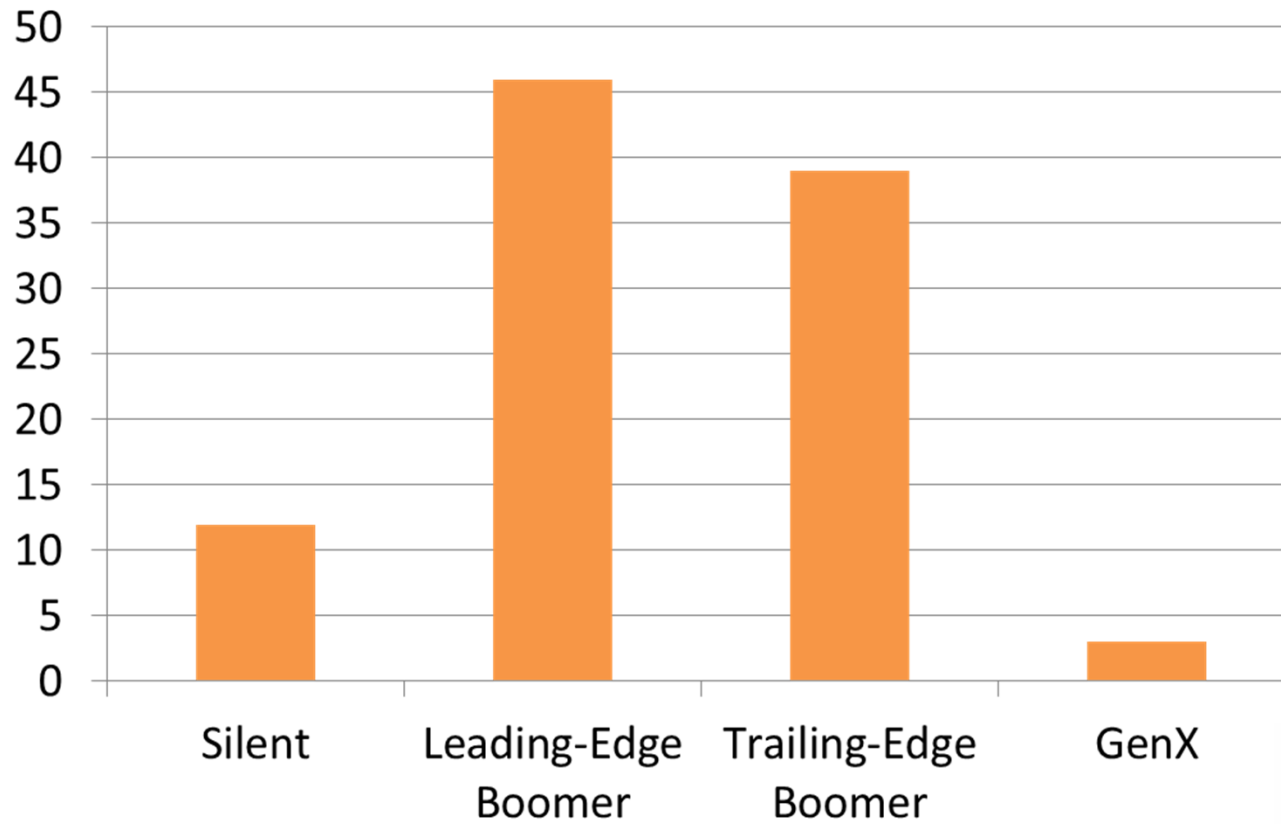
## Behaviors

- Entrepreneurial
- Do it themselves
- Not necessarily concerned with “making partner”
- Prefer candor & honesty
- Ambitious and willing to try new/different things
- Collaborative (group pitches, client teams, shared originations)

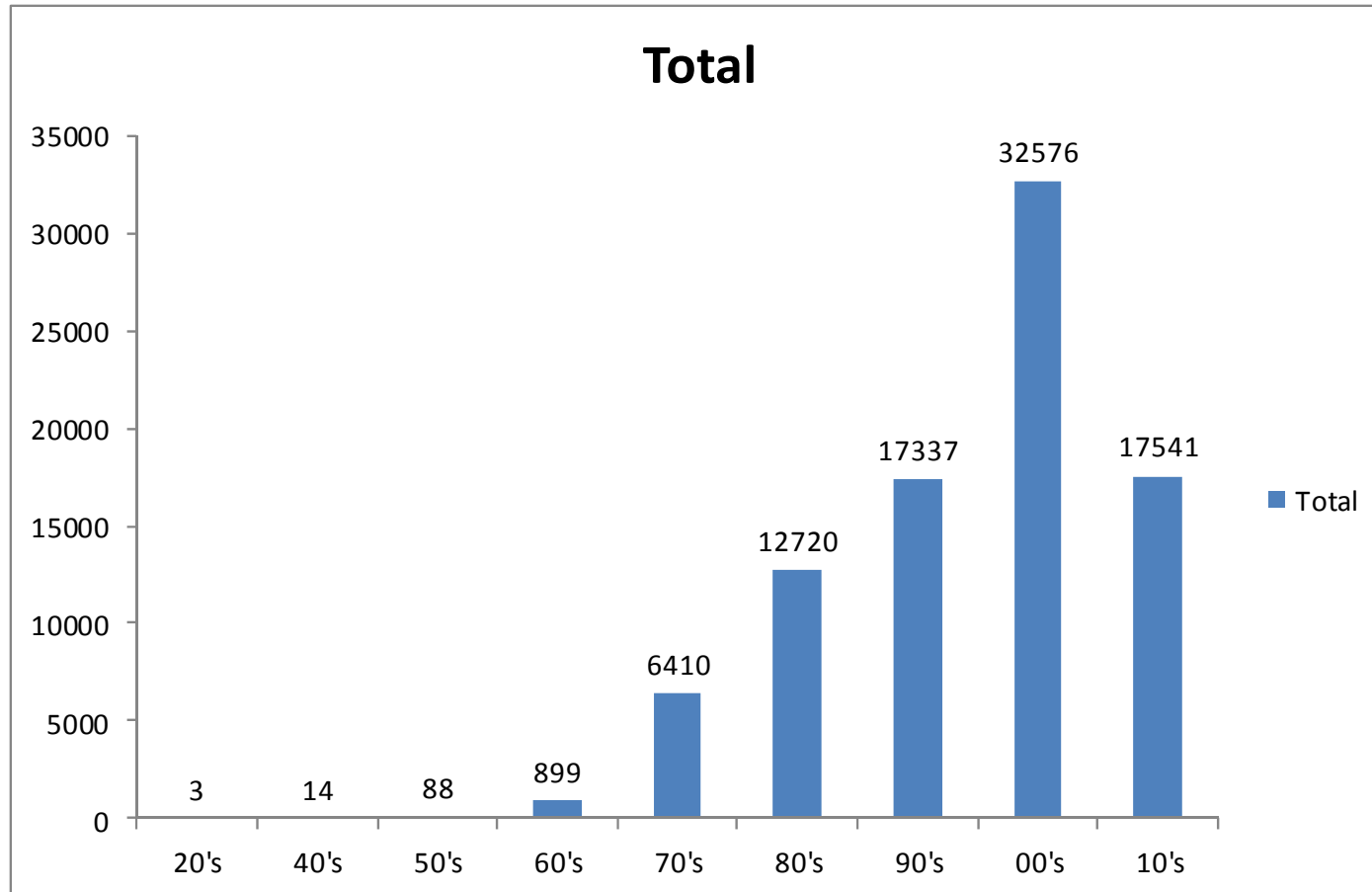


# Boomer Backlog

AmLaw 100 MPs



# Lawyer Demographics – AmLaw 200



ALM Legal Intelligence

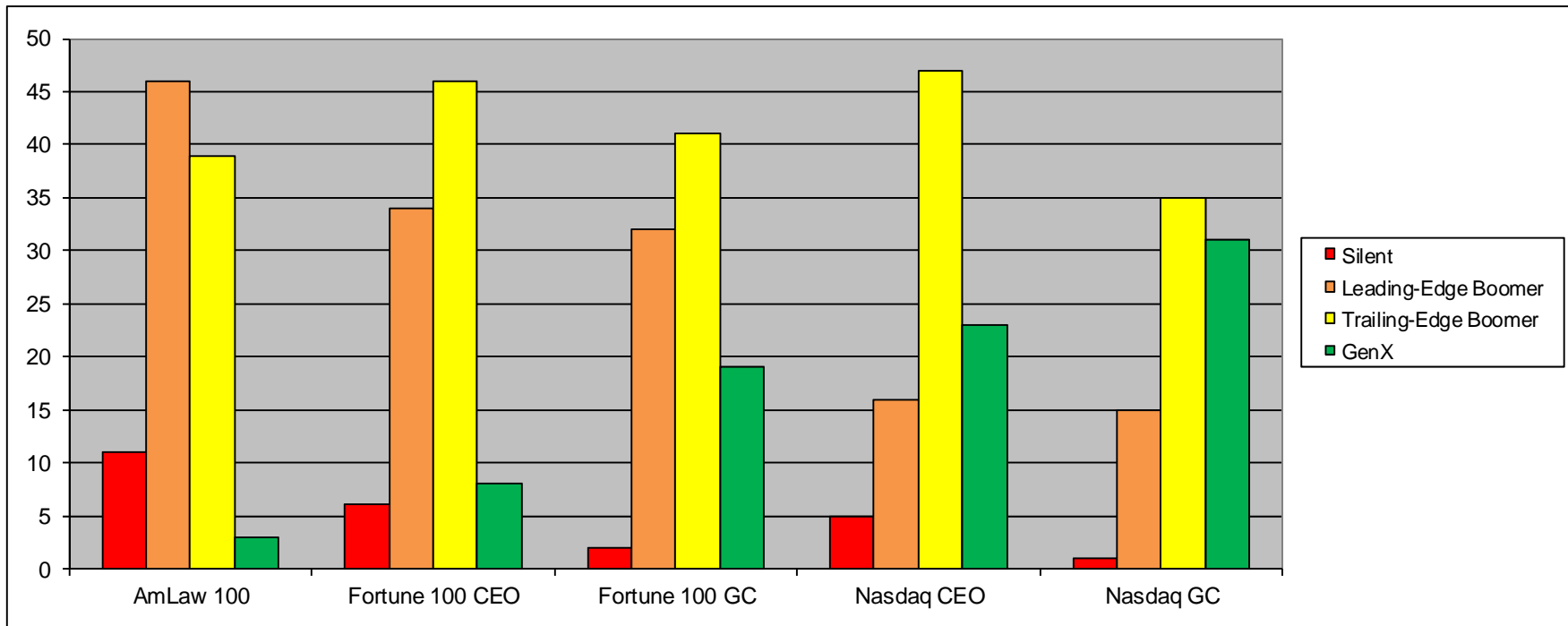


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#LMA14

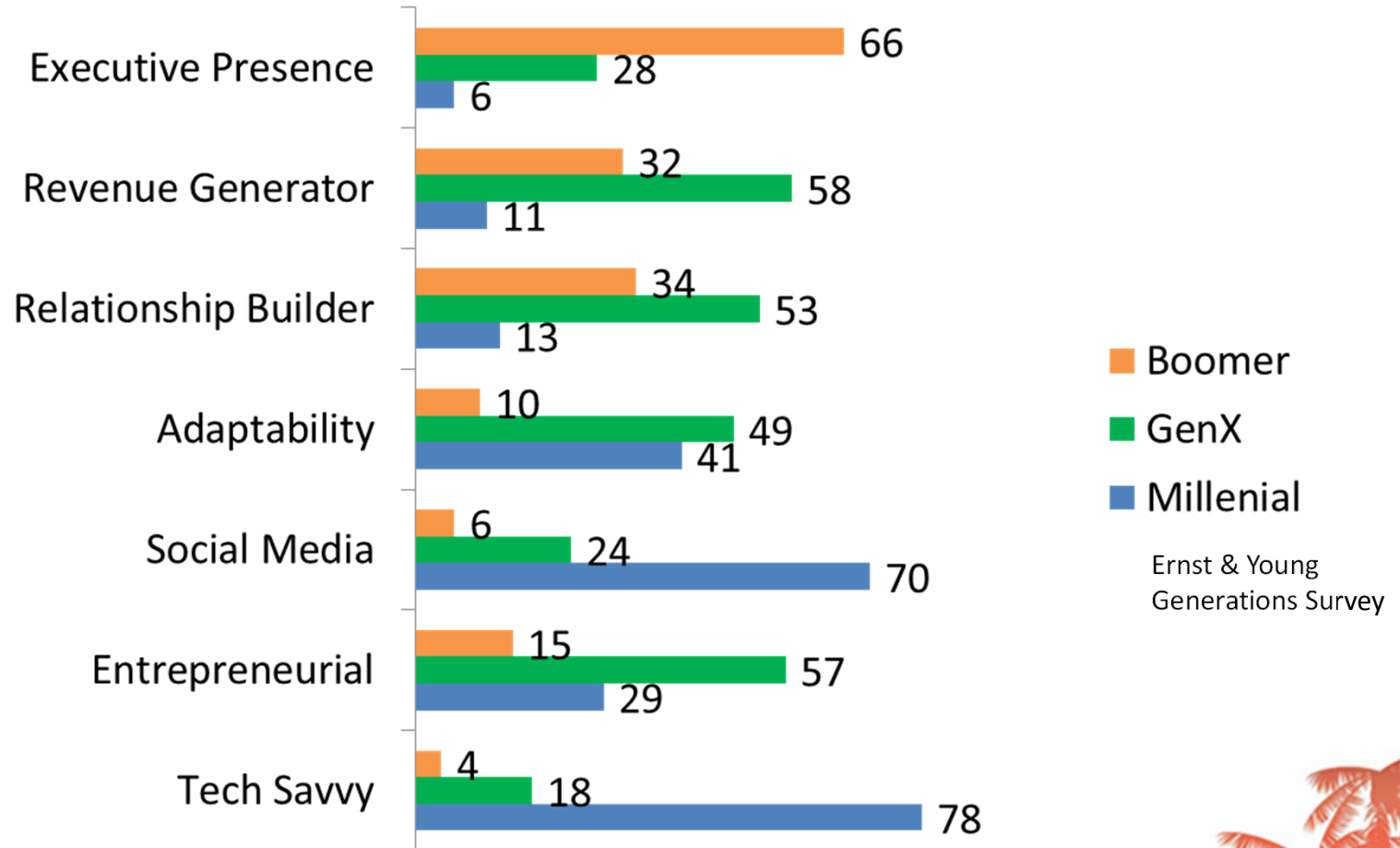


# AmLaw 100 v. CEO v. GC





# In the Workplace



# Preferences

## Boomers

### How they process information

- Prefer face-time
- Phone
- Structured networking

### Purchasing influencers

- Ratings and reviews

### Tailor your message by

- Testimonials
- Link messages to visions, mission, values

### Delivery devices

- Smart phones
- Tablets

## GenX

- Prefer email, voice mail, some social

- Personal referrals
- Peer recommendations

- Direct, casual messages
- Utilize multiple platforms

- Smart phones
- Tablets
- Short videos



# Reward, Recognize & Engage

## Silent

- Seniority

## Boomer

- “Experience”
- Give them opportunities to lead
- Rankings matter

## GenX

- Merit vs. seniority
- Don't defer technology
- Be flexible in scheduling
- Emphasize results over process

## Millennials

- Contribution



# Conclusions & Key Takeaways

- Generations defined not by *age* but by *markers*
- Know your firm's attorneys
- Know your firm's clients
- Multi-platform communication is key
- Prepare for the change

# Resources & References

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- Younger managers rise in the ranks, Members of each generation: perceived characteristics, Ernst & Young, 2013.



# Questions?



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