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# CHECKLIST TO MAKE YOU READY FOR GEN Z

A PILOT FOR PUBLISHERS



# Purpose and Context

In this e-guide, you'll learn how Gen Z readers play a vital role in your revenue (Ad and Subscription) and what all needs to be done to get started with Gen Z Marketing. In addition, we'll explain the steps you can take to make sure you're ready to reach and retain Gen Z readers.

Despite the differences in field, geographies, product, or service, there is one common desire for all the businesses out there in the market - 'Customers'. Be it an Online Shopping Site, a Bookseller, Automotive manufacturer, Microsoft, or Google, everyone needs customers.

In Online Advertising and Publishing landscape, we call our 'customers' as 'Readers'. They're the one who's powering all of our businesses and let us thrive in this super-competitive market. Although, there are many ways to monetize your content, as Jim Norton, the former chief business officer at Condé Nast says "No single stream of alternative revenue will equal the revenue generated by advertising".

As a Publisher, your focus should be on attracting readers and engaging with them. If there are no readers, there are no advertisers, which in turn, means you may take a deep cut on your revenue.

# So Why focus on Gen Z now?

It's a question of how; not why! There are tons of reasons for you to start focusing on Gen Z. But we're highlighting the most important ones to give you an idea.

## 1. They're Substantial:

Unless you're SnapChat or Instagram, you should be planning strategies to gain and retain Gen Z readers. Because you would have overlooked 40% of the total population by 2020.

## 2. They're Promising:

As per the survey conducted by IBM, Gen Z-ers have the spending potential of \$44 billion already. And, they would love to read and learn things online rather than running to a library for a book. Both your paywalls and advertising partners will be beaming, most probably.

## 3. They're responsible:

A lot of surveys state that Gen Z-ers would help their parents and grandparents to make purchasing decisions and recommend reliable resources for literally anything (including Online Content). As they're responsible for the most Online related matters, you might miss more than just 40% of the total population.

# Checklist to reach and retain Gen Z readers

On Social Media:

## **Being where they are**

- Identifying the right platforms for your niche, to engage with Gen Z-ers.
- Creating profiles and pages (if relevant) with interesting about (No bragging, just the value you are adding/Problem you're solving) and cover sections.

## **Authenticity**

- Crafting unique and authentic posts and stories that resonate well with Gen Z readers.

## **Responsive**

- Answering queries on your inbox and looking out for any feedback/suggestion using your hashtags/tagging - Everyday.
- Engaging in your niche conversations on various platforms and adding value - Twice a day

## On Messaging & Content:

### **Native**

- Researching and settling on the right tone for Gen Z
- Creating web content and Social Media blurbs in a way Gen Z speak/write.

### **Fresh Perspective**

- Taking a fresh way to deliver messages and talk about your niche

### **Visually Engaging**

- Avoiding text-buried, long-form content and Creating visually engaging content which is digestible as well as skimmable.

## On Campaigns:

### **Timing**

- Noting down the recent events happened to recognize the right timing to start your campaigns.

### **Highly relevant**

- Creating and running laser-focused campaigns which are enlightening to the Gen Z readers.

## **Precise and Worthy**

- Composing clear and significant pieces of content/graphic/video and making it share-worthy.

### On Influencing Marketing:

## **Be Casual**

- Avoiding pushes in the message influencer shares and throwing it in a casual way.

## **Pick the right one**

- Cherry-picking the right influencer for your niche and making sure he/she have a considerable Gen Z followers (Following an influencer doesn't mean, Gen Z-ers will listen to him/her; do your research beforehand).

## **Frequency**

- Keeping consistent and sufficient time intervals between each share/Post

### On Creating Brand Awareness:

## **Unique Story**

- Constructing a unique story for your brand and sticking to it in all your marketing regardless of platforms.

## **Social Impact**

- Understanding the values your content can provide to the community and sharing the values (not company updates).

## **Mutual Benefit**

- Highlight the mutual benefits in relevant messages and emails.

On Educating:

## **Value**

- Focusing on providing Value rather than just sharing trending content for the sake of traffic

## **Execution and Result-oriented**

- Making all the guides/best practices executable and result-oriented.

## **Confidence**

- Speaking your mind and sharing your opinions confidently (Backing data to support your message would be more effective).

# Automatad

We're a publisher-focused company, which offers [programmatic monetization suite for publishers](#) of all sizes. It has partnered with 100+ publishers around the globe and considered as the leader of the Indian Market.

For discussing how we can help you monetize your inventory and drive more Ad Revenue, contact our marketing head - [marketing@automatad.com](mailto:marketing@automatad.com)

For any queries and suggestions, reach us @ [automatad.com](https://www.automatad.com)

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