

The Next Gen X Marketing Rules

Your Market:

Generation X is generally described as individuals born between 1965 and 1981. As this group of consumers move into midlife and are well into parenthood, we are seeing a dramatic shift in their values and purchase patterns. As a result, you should consider aligning your marketing approach to reflect and address their preferences.

Rule # 1: Family First

Gen Xers will make big sacrifices for their kids and they are generally nurturing parents. Highlighting the connection between them and their children can be an effective strategy.

- Appeal to Gen Xers' **sense of pride in their children**
- Emphasize the value of life insurance as a means to **protect and secure their children's future.**
- Discussion should be personal and focused on **the individual bond between parent and child**, not just children in general.

The Rest of the Rules

- They expect **transparency and accountability.**
- **Consider testimonials** to show real life examples of others who have benefited from life insurance coverage.
- **Work to establish trust and a one-on-one relationship** where they are confident you have their best interest in mind.
- **Most Gen Xers are very results-oriented** and are concerned with making decisions and taking actions that are useful in practice.

Other factors to consider

- Prefer personal contact with **some one they can trust.**
- Concerned about **providing for both young children and ageing parents**
- **Four in 10** insured Gen X households admit they **need more insurance coverage.**
- **Six in 10** insured Gen X households **indicate** that their families would be in **financial trouble should the primary wage-earner die.**

(Courtesy: Ohio National's EPS)

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