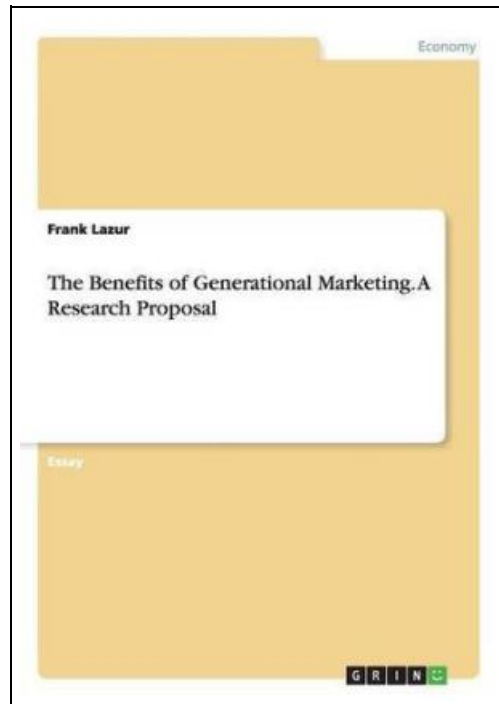


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THE BENEFITS OF GENERATIONAL MARKETING. A RESEARCH PROPOSAL



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GRIN Verlag Mai 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Junior, Wayne State University, course: English, language: English, abstract: There are a countless amount of marketing strategies a firm can participate in, but which ones are most effective My paper looks into generational marketing, a strategy in which a firm targets their products or services towards a certain generation of people. This discussion is not solely useful to the professionals that promote products, it is important for everyone that purchases and uses products. Studying this topic can make readers more conscious of which brands would most satisfy their many desires, like the desire to have fresh minty breath or to have reliable and comfortable transportation. This essay is a formal research proposal continuing on the work of popular marketing authors as well as finding gaps in their work. There are eight academic articles of which will be looked at in the literature review portion of this essay. Marketing. What is marketing One of my favorite marketing-related quotes is by Leo Burnett. 'Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.' (Burnett) This brilliant quote encapsulates what should sometimes be going through the mind of a marketer while creating marketing content. It may sound like common sense, but there is a difference between consumers and customers. Consumers are the users of goods and services whereas customers actually purchase the goods and services Marketing's two main goals are increasing sales by creating awareness and improving a company or brand's reputation. Some common tasks of marketers require finding and targeting a certain...



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