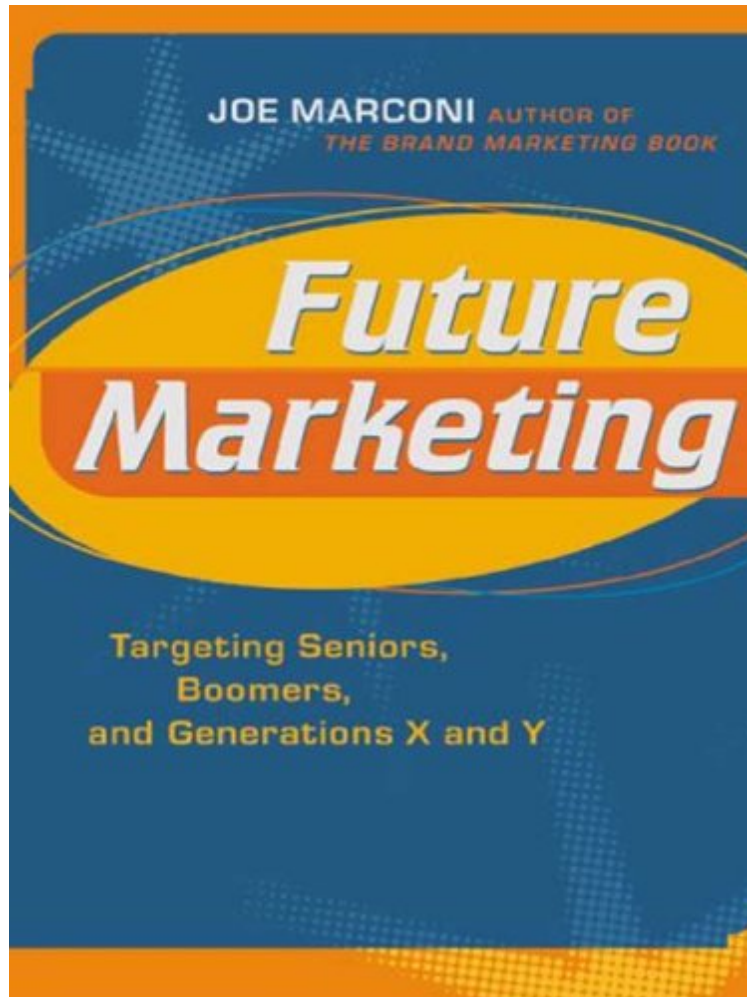


# Future Marketing: Targeting Seniors, Boomers, and Generations X and Y

Joe Marconi

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**Joe Marconi : Future Marketing: Targeting Seniors, Boomers, and Generations X and Y** before purchasing it in order to gage whether or not it would be worth my time, and all praised Future Marketing: Targeting Seniors, Boomers, and Generations X and Y:

Future Marketing reveals the most important marketing trend for the new millennium: targeting specific generational segments through media most acceptable to each of those segments. Customization is the name of the game. This book explores this convergence of consumer information with powerful new marketing tools and reveals what marketers need to know to reach seniors, boomers, and generations X and Y effectively.

From the Back Cover Future Marketing, Joe Marconi's eye-opening expose on marketing for the 21st century, reveals the complexities, characteristics, habits, and preferences of four major consumer groups: Seniors, Baby Boomers, and Generations X and Y. How to reach these groups, using powerful new marketing tools both wisely and well, is the focus of this groundbreaking new guide for today's marketer. Here's what you need to know to stay focused and current in an age of dizzying media options and demographic changes. Future Marketing covers all the hot new trends and techniques--from Web marketing to the vast landscape of cable TV, from the popularity of magalogs to the replacement of brand image with brand attitude--without ever letting you forget the most basic principles of marketing. Underneath the hype and the technical trappings of on-line branding, E-commerce, and Internet direct marketing, notes Marconi, it's still about knowing and targeting your customer. Future Marketing's coverage of the four consumer groups shows why you can't take anything for granted. You'll develop a deeper understanding of the complexities of the: Image-conscious--yet sensitive and nostalgic--Baby Boomer Cynical--yet ideological--Generation Xer Independent, enigmatic Generation Yer Diverse and influential Senior With sensitivity and insight, Marconi examines today's cultural landscape, drawing comparisons with both the past and the future. His predictions for what marketers can expect in coming years--more partnerships, a focus on segmentation, greater generational bias in advertising, and one-to-one marketing, to name a few--reflect the highly interactive nature of today's marketplace and help marketers prepare for a new kind of relationship with customers. In-depth case studies reveal the secrets of successful future marketing strategies as practiced by such brands as .com, HBO, IKEA, American Girl, Barbie, and many more who are maximizing both "new" and "old" media to make lasting connections with their targeted markets. Acknowledging the awesome marketing power of the Internet, Future Marketing covers the dos and don'ts of marketing on the Web; the basic steps to setting up a website (from obtaining a domain name to updating the site regularly); the advantages (and perils) of hiring a website designer; tips on understanding charges and fees and other technicalities associated with your site; and much, much more. Also covered in detail are media--such as cable and satellite TV, specialty, print, and direct marketing--that have changed the rules and indeed the very nature of marketing in the 21 st century. With Future Marketing at your fingertips, you'll be well informed about today's consumer groups and the media choices available to reach them.