

Cross Generational Marketing

2 x 3 Hour Modules

Marketers are only now starting to realise that the traditional marketing channels do not meet the needs of the current marketplace. The complexities of the market will continue to change and understanding technology is essential to develop current and future strategies.



This program is designed to give participants the knowledge and skills to market to each specific generational group plus across generations utilising exact planning techniques and making the most of current and developing technologies.

What you will cover



“If you don’t know what port you are selling to, no wind is favourable.”

- Knowing and understanding each generation and their individual marketing response “hot button”
- Cross generational marketing, its concepts, uses and future direction
- Understanding and using “known” marketing concepts and reshaping to current and future generations
- Planning to maximize multi level campaigns that satisfies multiple generations on each and every level
- “Impact” marketing that goes well beyond target marketing that generates and satisfies immediate market responses
- Understanding the new “turn offs” and repackaging to satisfy cross generational demand.
- ongoing structure in a changing management development world

How it will be delivered

This program is offered over 2 x 3 hour modules with each module offered a week apart to enable practical workplace application in between.

How you will benefit

- Ability to market differently than previously; and embark on a new direction
- Able to target marketing differently across generations
- Improved product development and generation marketing
- Understand key marketing needs and drivers
- Ability to keep ahead of the competition and wisdom to maintain it!

Who should attend?

- Marketers who need to update their knowledge.
- New staff to the marketing role
- Managers who need a human response and technology update

Your facilitator will provide up to three months of email and telephone support after your course!