

# MARKETING

## Centennial marketing



### BACKGROUND

Centennials (also called Generation Z) are individuals born between 1995 and 2012. Because the oldest of the group are now in their 20s, it's important to begin to consider what types of marketing will bring them to your door.

### CHARACTERISTICS OF CENTENNIALS

Centennials are conscious of the price of things, value advocacy positions, and desire authenticity in their lives. They have grown up in a digital world, but often they make choices to disconnect from technology in small ways. Their parents, Generation X, shop online and have taught their kids to compare real-time prices from their mobile devices. They don't respond to a hard sell and want to know prices up front. However, because they are used to seeing goods on a desktop or phone screen, they have become more sensitive to actual quality. Thus their purchases reflect their belief in the quality of a product and the acceptability of the price.

Being advocacy conscious, they want to make a positive difference in the world. Seeing that a dental office is incorporating environmentally friendly materials and methods will make an impact on their decision. In addition, they have been oversaturated by videos and images that have been manipulated to be perfect. They want to be certain that what they have is real.

### MARKETING APPROACHES

Their digital exposure makes it impossible to use 1 message on all the social media platforms. Centennials know what belongs where, so dentists need to tweet the latest and greatest on Twitter, offer a conversation on Facebook, showcase their office on Instagram, and tell stories in videos and pictures on YouTube. If they see the same thing everywhere, they're likely to stop following you because you're not being authentic.

Centennials carry on their conversations through direct messaging 24/7 and expect the same kind of attention from a dental practice. It's important to respond to their messages or contact form completion with a friendly conversation, using their name if possible. The key is to keep it informal, which might even include using a simple emoji. Generally they prefer a direct

answer because they tend to be practical and just want information delivered quickly and in useful form. If they rant on Twitter, answer them on Twitter. They value a responsive brand.

You need to keep your webpage easy to navigate or centennials will quickly leave it. It should load in less than 1 second, include well-presented and easy-to-understand information in a single place, and convey authentic messages. To keep their attention, ensure that you present a trustworthy, truthful appearance that loads quickly and is readily understood so they know what to do next.

Because centennials value advocacy and diversity, ensure that your message is inclusive of genders and depicts various ethnic individuals. To keep from making a mistake in this area, remember that the centennials' screenshots when they call you out will last online forever, even if the original posts are taken down.

Centennials aren't put off if you take a bold stand on a topic. They are often drawn to quirky, original statements. They love it when the office goes green and talks about the causes the practice supports. Being personal and telling stories can be very effective approaches that will engage these individuals.

#### Clinical Significance

Centennials are already changing the way marketing is being done, so it's time to consider what might work for your practice. As they join the workplace and continue to voice their views, more and more of society will need to determine how to interact meaningfully with them. It's important to remember how they value truth and advocacy because those areas may open up ways to connect with them.

Baker S: Marketing to centennials, *Dent Econ* 109:31-32, 2019

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