

June 29, 2008 | The Dallas Morning News | Circulation: 1,644,365



**dallasnews.com**  
The Dallas Morning News  
Monday, June 30, 2008

**Cleveland Clinic** Manage Your Health, On Your Own Time.  
To Learn More, Click Here ▶

Log In | Become a Member | Get the Newspaper

Member Center | Newsletters | Subscriber Services | Special Offers | Contests & Events

Home Search dallasnews.com Search WEB SEARCH by YAHOO! Traffic Weather: Mostly Cloudy, 87° F

Local/News Sports Weather Traffic Business Entertainment Life/Travel Opinion Photos/Video Shop Health Autos Homes Jobs Classifieds/Place Ads

**BUSINESS**

Columnists Blogs Personal Finance Personal Tech Stocks Airlines Auto News Residential Real Estate Commercial Real Estate Other Industries Workplace/Features Jobs

Advertising

**Autobahn Porsche**  
3000 White Settlement Road  
Fort Worth TX 76107  
(817) 336-0885 autobahn@porsche.com

**Click and Create!**

**Mildred L. Culp: Expand your marketing from boomers to Gen Y**

11:21 AM CDT on Sunday, June 29, 2008

By MILDRED L. CULP

You're about to be playing in an entirely new ballgame if you've been marketing exclusively to baby boomers business to business – unless you have a timeless product or service. Losing their massive base of potential customers could bode ill for your product, your service or your marketing efforts unless you make some significant changes.

To gain an overview of the coming trend, read the entertaining, inspiring new book *The Age Curve: How to Profit From the Coming Demographic Storm* by Kenneth Gronbach (Amacom, \$24.95). Mr. Gronbach, of KGC Direct LLC in Haddam, Conn., specializes in generational marketing.

One of the book's most compelling mantras is that there are 9 million fewer Gen X'ers (a.k.a. echo boomers and millennials) than there are baby boomers. From a demographic standpoint, the most opportunities in B2B marketing will be to Gen Y (1985-present), which will expand to 100 million by 2010. That means that most B2B business owners still have time to plan how to adjust or replace their strategy.

How can you make your product or service appeal to the values of Gen Y? Michele DeKinder-Smith, who founded the online community JaneOutOfTheBox.com in Hudson, Fla., reports that "Gen Y B2B customers are like all Gen Y'ers."

They connect with environmentalism and sustainability, the community, social responsibility (including humanitarian issues) and the Internet.

Appealing to those things is essential, said Andy Hines, a futurist in the Houston office of Social Technologies LLC. Mr. Hines said that Gen Y's questions are geared toward obtaining tangible results, such as "How do we make the community a better place, the environment safer? What do we do to translate into people getting more food?"

Advertisement

**Fairmont HERITAGE PLACE**  
GHIRARDELLI SQUARE

CLICK HERE to own a piece of San Francisco history

**Featured Business Video**

Poll: 9 in 10 Americans hit hard by gas prices

Bridging Dallas' North-South Gap: Red Bird Renewed

ITC One Home Theater System

Celebrity chefs Dean Fearing and Stephan Pyles compete in airline-food cook-off

Terry Box's gas-saving tips

Search Classifieds

**Used Cars**  
Make: Acura  
Model: All  
Your ZIP: [input] GO

**New Cars**  
Make: Acura  
Model: MDX  
Your ZIP: [input] GO

**HOMES**  
FIND A HOME  
Type in city, neighborhood or zip [input]

- ▶ For questions, comments or ideas for new stories and partners to feature contact [ContactUs@RMDadvertising.com](mailto:ContactUs@RMDadvertising.com) .
- ▶ Click [here](#) to view Jane Out of the Box press archives
- ▶ Click [here](#) to view our press credentials

These customers also want their lives to be better. That means that products and services that promote work/life balance will be in demand, Ms. DeKinder-Smith said.

"Gen Y wants to be free to pursue their personal goals and/or get out of the office to pursue their lives," she said. Making your product or service easy to talk about will help tremendously in developing your market.

For this generation, the rules of marketing will be changing. Steven Kleber of the Atlanta marketing firm Kleber & Associates Inc. has 15 employees, six of whom are Gen Y.

He says this generation "wants to develop solutions and change [and is] all too often disrespected from a marketer's point of view as quirky and atypical. They're go-getters who want to be seen, heard and valued. Take them on their own terms."

Ms. DeKinder-Smith points out that for some Gen Y'ers, "marketing can get in the way, particularly if it's misleading or exaggerated. They're very accustomed to doing their own research, relying on word-of-mouth and validation from peer groups to help them make intelligent decisions."

Eric Papp of Tampa, Fla.'s Generation Y Results-Based Consulting LLC, agrees. His advice:

- Convey integrity in your brand, product, service and advertising.
- Promote instant gratification and rapid delivery.
- And for power, use "word-of-mouth [so that] Gen Y talks to Gen Y."

Drew Stevens of Stevens Consulting Group LLC in Eureka, Mo., advises that your communication be "succinct. ... Be brief and relate to trends."

He added that individuals might request a Web site or blog for further information. Mr. Kleber indicates that his firm's Gen Y clients prefer B2B "distribution through mobile messaging, social media and e-marketing. They're not just 9-to-5'ers. Their technology is on nearly 24 hours a day."

So how do you market?

- "Bring in a Gen Y intern to mentor you" (Mr. Hines).
- "Forming focus groups to identify customer needs can lead to developing additional products and services growing from your current lineup" (Mr. Stevens).
- "Tell a green or humanitarian story that reflects the sum and substance of what you're about" (Mr. Gronbach).
- "Use social media spaces and environments they enjoy, like YouTube, to communicate in-depth product knowledge in an engaging way" (Ms. DeKinder-Smith).

*Mildred L. Culp is a syndicated columnist who covers emerging trends in the workplace.*

Email | Print | RSS | NY Y! | Yahoo! Buzz

TX GO  
 >> Or choose from a list of cities  
 >> Advanced Search  
 Luxury Homes | Home Incentives | Video Tours

**SHOPPING**  
  
 Newspaper Ads | Special Sections | Classified Ads

**Spotlight**

**Area Home Sales Maps**  
  
 2008: 1Q  
 2007: 3Q | 2Q | 1Q  
 2006: 4Q | 3Q | 2Q | 1Q  
 2005: 4Q | 3Q | 2Q | 1Q

**Executive pay:** See how pay packages for S&P 500 executives stacked up in 2006 and 2007  
 • Compensation at top Dallas-Fort Worth firms

**Exxon Valdez:** After 19 years, Exxon succeeded in getting the Supreme Court to slash damages  
  
 Photos: Scenes from the spill

**Commercial real estate**  
 Get the latest news, features and analysis on the Dallas-Fort Worth commercial market.  
  
 Newsletter: Updates delivered to your inbox

**More Business**

- 'It's hybrid hysteria' for buyers seeking the hard-to-find Prius
- Lewisville-based STA Travel closes most retail locations 11:44 AM CT
- Texas manufacturing activity weakens in survey 10:58 AM CT
- Hicks Acquisition, Blackstone to acquire Graham Packaging for \$3.2B 10:23 AM CT
- Deloitte to build \$300M campus in Westlake 10:19 AM CT

**More Business**

**Most Popular Stories** RSS  
 Updated Mon 6.30.08

- Complaints about new milk jugs are pouring in
- Woman dies in accident after fleeing traffic stop
- Granbury tax assessor employee killed over weekend
- Dallas Mavericks' focus on free agency is mostly within
- Tollway agency going after rental car drivers'

- ▶ For questions, comments or ideas for new stories and partners to feature contact [ContactUs@RMDadvertising.com](mailto:ContactUs@RMDadvertising.com) .
- ▶ Click [here](#) to view Jane Out of the Box press archives
- ▶ Click [here](#) to view our press credentials