

AVI ON DEMAND

ONLINE TECHNICIAN TRAINING

LBT-236: Marketing to Generation X & Y

In this class ASA's Bill Haas presents some concepts and information to help you better understand and market to generations X and Y. Meeting their expectations is the easy part. Communicating a message to attract and engage them seems to be the challenge. You cannot ignore these two groups at 80 million strong - the opportunities are enormous.

We will examine what makes them tick and what influences their decision-making process. Understanding the obstacles of reaching them beyond their incredible filters will lead your business to connecting with an extremely loyal customer of the future.

Runtime: 66 minutes



Supplements

Testing Resources

Videos

Discussion Forum

Certificate

Topics Covered

- Defining Generations
- Advertising Strategies
- Generations and Technology
- Floor Plans and Layout
- Being Green
- Marketing Tips, Tricks and Secrets
- Community Participation