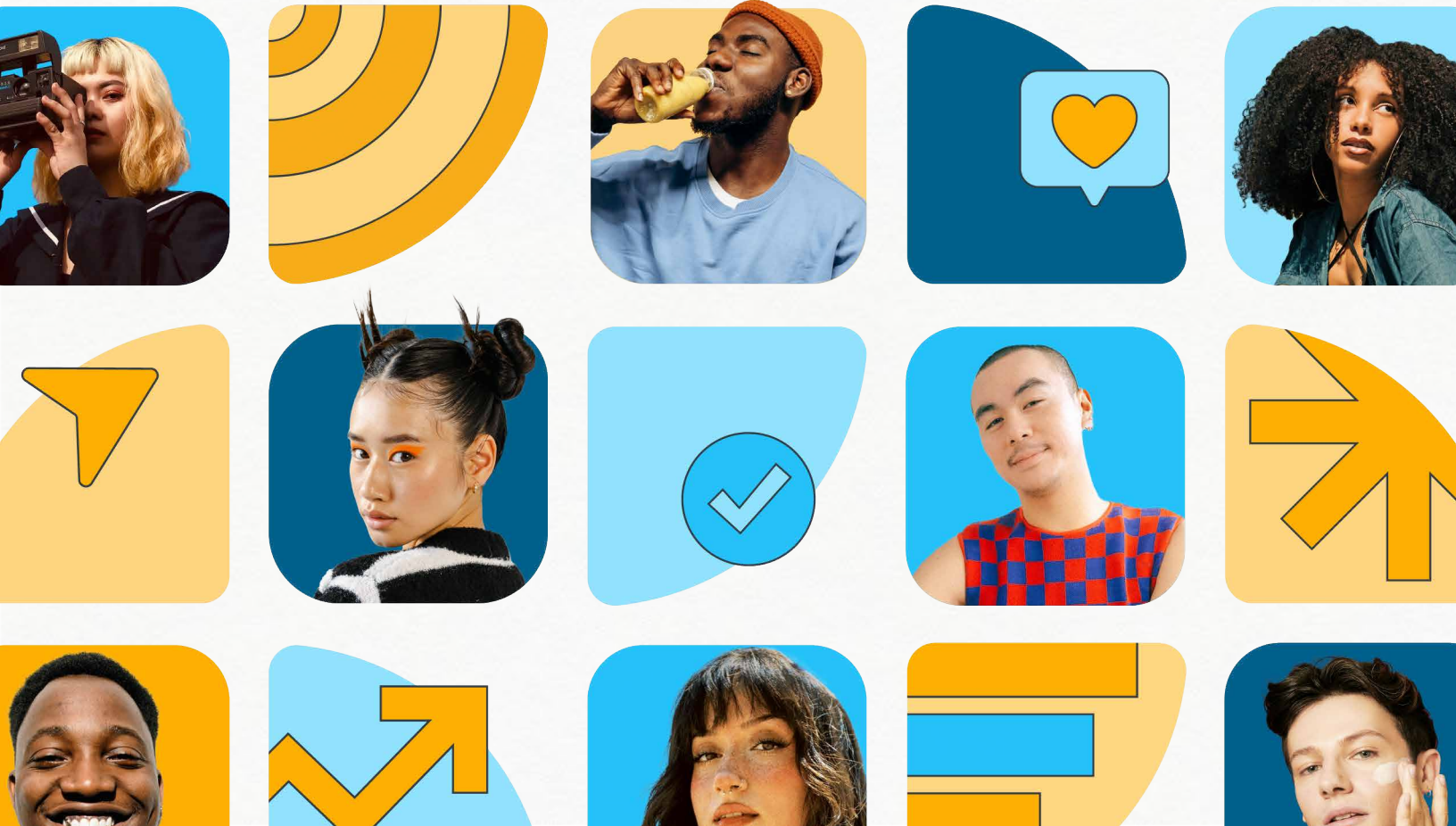


# Influencer Marketing by Demographics

Learn how influencer marketing varies when appealing to different demographics including Gen Z, Millennials, Gen X and Baby Boomers.





## Social media management made easy

Crush your social goals, automate daily tasks, and turn followers into customers with Linkin.bio — all from one app.

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## Take your influencer marketing to the next level

Easily manage your influencer programs in one place and deliver ROI consistently with tools that take the guesswork out of influencer marketing.

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# Introduction

We live in a technology-driven era with overwhelming domestic tech literacy amongst most living generations. But that doesn't mean one influencer marketing strategy fits all. So many factors contribute to how consumers interact with social media and branded content. It's impossible to generalize just how any singular consumer may react based on their age. What we can do is understand each generation's tech literacy level and keep in mind the driving factors that define their lifetimes.

Our demographic guide helps provide a foundational understanding not only of what formed each generation's behavior, but what that means for social media and content creators. We'll look at what each generation often values in a brand and a marketer, as well as the best platforms to reach each one. We'll talk about opportunities and challenges for each cohort as well as the kind of content that drives engagement.

Gen Z and Millennials grew up with burgeoning technology at their fingertips. Gen X and Baby Boomers were forced to adapt. But in between lexicons and generational characteristics, there is one thing in common for brands: there's room in your influencer marketing strategy for everyone.





# Gen Z

Gen Z (sometimes called “Zoomers”) was born and raised amid a major tech boom that resulted in a high tech literacy rate across the generation. In addition to being highly tech-savvy, Gen Z is known for trending, tastemaking content that has influenced everything from brand marketing to redefining the modern celebrity.

## Demographic definition

### Age Group:

- Born between 1997-2012
- Will be 25-10 years old in 2022
- Currently accounting for 67 million people in the U.S.

- Set to be the largest generation after Millennials
- On track to be the most well-educated generation (United States)
- They are also the most racially and ethnically diverse generation

### Facts:

- “Zoomers” is the colloquial term used for Gen Z, similar to Millennials applying to Gen Y; This is a play on “Baby Boomer”
- Not only are Gen Zers native users of the newest social networks like Instagram, TikTok, and Twitch, but they were born into and grew up in a technological wonderland
- Gen Zers learned how to use smartphones, tablets, and apps from their earliest years

### Key Events:

- COVID-19
- 2000s technological boom
- High rate of mass shootings
- Focus on racial equality/social equity
- Gender pay gap
- Climate change

# Gen Z Influencers

## Popular Types:

Many Gen Z influencers garnered fame from their social media presence.

## Top Gen Z Influencers:

Kylie Jenner, D'Amelio sisters, creators from Hype and Sway House, Paul brothers, Lil Nas X, Bella Poarch, Olivia Rodrigo, Addison Rae, Greta Thunberg

## How They Started in the Industry:

Social media-famous, musicians, actors, athletes, models, famous family.

## Popular Categories:

- Humor/comedy
- Dance/viral trend videos
- How to's/tutorials/lifehacks
- Social activism
- Business acumen
- Gaming
- Education
- Fashion
- Entertainment

## Preferred Social Networks

- TikTok: Highest rate of Gen Z viewers and creators
- Instagram: Second highest rate of Gen Z viewers and creators
- YouTube: Favorite of Gen Z and growing with YouTube Shorts debut
- Twitch: Favorite among Gen Z boys/men

## Strengths & Weaknesses

- Gen Z is easiest to reach on social
- They hold the least wealth - for now
- More likely to make in-app purchases
- They are vocal about their interests and the brands that support them
- They will not hesitate to drop a brand that stops entertaining them or does not align with their beliefs/interests
- They typically do not respond well to disruptive traditional advertising.

## Mavrck Case Study

However You Make It, Make it #freal: How f'real TikTok Creators Amplified Brand Engagement with Gen Z - 39 creators activated, 21.4M impressions, 7.8M engagements, 36.45% avg. engagement rate, and \$0.82 avg. CPM.

### Influencer Marketing Maturity Of Demographic: High

#### Volume of Influencers:

- 97% of Gen Z consumers use social media
- According to Forbes, 65% say they use social media to find entertaining content with 61% of them interested in watching more video content

#### Sophistication of Users:

Gen Z users are highly sophisticated/intuitive with their social media usage. They are native users who are natural experts at using social media tools and anticipating trends.

#### Platform Saturation (across most social networks):

Gen Z's favorite platforms: Facebook, Instagram, TikTok, YouTube, Twitch, Reddit (older Gen Zers)

#### Volume of Brand Demand:

Gen Z holds the least amount of wealth due to their young age but hold influence over a high rate of marketing and purchasing decisions. There is a high demand for brands to partner with Gen Z creators for their relevance and social proof power.

#### Key Takeaways for Brands

- Drive shoppable features with witty content and forward-thinking creators
- Don't be afraid to think outside the box with innovative briefs for content
- Go where the Gen Zers are and watch closely to anticipate the newest trends



# Millennials

Millennials (sometimes called “Gen Y”) reached adolescence and/or adulthood during the 2000s. They were early adopters on Facebook, Twitter, Instagram, YouTube, and Pinterest. Elder and mid-range Millennials taught themselves code during the MySpace era, IMed their friends over AOL in high school, saw firsthand the transition from track phone to Razr to iPhone. They’re well acquainted with the changing tides of social media and are now highly adaptable, tech-savvy adults.

## Demographic definition

### Age Group:

- Born 1981-1996
- Will be 41-26 years old in 2022
- Currently accounting for 72 million people in the U.S.

### Facts:

- “Millennials” came about due to most of this cohort coming of age at the turn of the new millennium
- Elder Millennials came of age and entered the workforce facing the height of an economic recession in 2008
- Facing the setbacks of stagnant wages, ballooning student loan debt, wildly inflated medical and housing costs, and a highly competitive job market

### Key Events:

- September 11, 2001
- President Obama election
- Gay marriage legalization
- Iraq/Afghanistan war
- Gulf War (early 90s)
- Hurricane Katrina
- Great Recession (the 2000s)
- Bin Laden assassination
- Columbine, Sandy Hook, Boston
- Marathon Bombing, and innumerable mass tragedies
- Tech revolution (90s-early 2000s)

# Millennials Influencers

## **Popular Types:**

Celebrities/pop culture figures. Most of the time, their fame didn't start from a viral social media presence. Exceptions: Former Vine stars, Trey Kennedy, WeRateDogs, PewDiePie (started in gaming), Nikki Tutorials.

## **Top Millennial Influencers:**

Vanessa Hudgens, Josh Peck, Ed Westwick, Lin Manuel-Miranda, Chrissy Teigan, KarJenners, Ashley Graham

## **How They Started in the Industry:**

TV, music, movies, tech, experts

## **Popular Categories:**

- Travel
- Health/Wellness/Fitness
- Lifestyle/life hacks
- Pets/Animals
- How-to's/tutorials
- Meme accounts/comedy
- Cooking/baking
- Food and beverage

## **Preferred Social Networks**

- Facebook: High rate of Millennial users
- Pinterest: Heavy usage by women/moms
- Twitter: Target audience of Millennials
- Instagram: High rate users and creators
- YouTube: Old Millennial-favorite platform
- TikTok: Millennials spend a lot of time on here, are more likely to make in-app purchases, and have the money to do so
- Twitch: High male Millennial usage

## **Strengths & Weaknesses**

- Millennials demand brand authenticity and are skeptical of gimmicky brands
- When marketing to millennials, think and act like a peer. They want authentic interaction that has the feel of talking with a friend.
- 86% of millennials are willing to post on social media in exchange for money
- There is a big opportunity to enlist Millennials buyers to participate in affiliate or loyalist programs



## Mavrck Case Study

How Kraft's Influencer Marketing Program Drove a Double-Digit Lift in Favorability & Intent: Results included a +40 point lift in brand favorability and a +15 point lift in purchase intent among non-Kraft users, plus a +16 point lift in unaided brand awareness.

### Influencer Marketing Maturity Of Demographic: High

#### Volume of Influencers:

Make up the largest segment of working creators

#### Sophistication of Users:

- Highly tech-savvy
- Considered "native users" of most social platforms
- Less likely to trust sponsored content
- More likely to purchase a product if promoted by an influencer

#### Platform Saturation (across most social networks):

- More likely to find Millennial creators on Pinterest, Instagram, YouTube
- Facebook: Most popular among 18-24 and 25-34 year olds

#### Volume of Brand Demand:

- Millennials hold more wealth than Gen Z but less than Gen X and Boomers
- Millennials are more likely to do thorough research before making a purchasing decision
- Millennials are more likely to spend money on an experience than a product

#### Key Takeaways for Brands

Always go for authenticity! With Millennials dominating the creator cohort, you'll have opportunities to work directly with them for ideation

Branch out your strategy to an array of social networks for the best reach  
Humanizing your strategy and content goals will go a long way

# Gen X

Independent, resilient Gen X grew up in a changing world where there were more dual-income households and civil discourse than in previous years. They also were the first to start accumulating large debts that would put them behind their predecessors in targeted wealth despite higher wages. Gen X also encountered the first waves of technology with the rise of personal computers. While not early adopters of social media, they've taken the learning curve with stride to become tech-savvy consumers.

## Demographic definition

### Age Group:

- Born between 1965-1980
- Will be 57-42 years old in 2022
- Currently account for 65 million people in the U.S., the smallest generation compared to Baby Boomers, Millennials, and Gen Z

### Facts:

- Gen X's simplistic terminology was popularized by journalist Douglas Coupland, a designation that stuck due to the collective perception of a generation that didn't wish to be defined
- Gen Xers grew up in more dual-income and single-parent households than their predecessors
- Regarded as fiercely independent,

adaptable, and resourceful

- The first generation to not surpass their parents' wealth

### Key Events:

- Latch key kids
- Civil rights movements
- Challenger disaster
- End of Cold War/Fall of Berlin Wall
- Watergate scandal
- Stock market decline/recession
- Energy crises and climate change
- Vietnam War
- Operation Desert Storm/Gulf War
- Marathon Bombing, and innumerable mass tragedies
- Tech revolution (90s-early 2000s)

# Gen X Influencers

## Popular Types:

Gen X influencers overwhelmingly include women in fashion and lifestyle; Gen Xers tend to favor micro-influencers that are knowledgeable in their field

## Top Gen X Influencers:

Chip and Joanna Gaines, Hugh Jackman, Rachel Hollis, Elon Musk, Jeff Bezos, Ann Handley, Venus and Serena Williams

## How They Started in the Industry:

Many Gen Xers gravitate towards bloggers, radio and TV personalities, celebrities, athletes, actors, and musicians

## Popular Categories:

- Lifestyle
- Fitness
- Fashion
- Food
- Arts & crafts/DIY
- Radio and TV personalities
- Celebrities and pop culture
- Animals
- Comedy

## Preferred Social Networks:

- Facebook: used by 76% of Gen Xers
- YouTube: used by 70% of Gen Xers
- Other networks (and usage by Gen X):  
Instagram (47%)  
Twitter (39%)  
Pinterest (40%)  
LinkedIn (40%)

## Strengths & Weaknesses

- Gen X is easy to reach on both Facebook and YouTube
- Hold a small portion of wealth, but are willing to make high-value purchases
- Enjoy interacting on social media regarding their interests
- Gen X is more likely to stick with a brand they trust
- Enjoy a mix of traditional and digital advertising

## Mavrck Case Study

How Kroger Precision Marketing Scaled Its Influencer Program to Over 300 Campaigns in 1 Year: 302 influencer campaigns; 5,400 influencer activations; 110M total impressions; 2.3M total engagements; 3,210 hours saved.



## Influencer Marketing Maturity Of Demographic: Medium – High

### Volume of Influencers:

- 77.5% of Gen Xers use social media, but usually only one or two accounts
- 90% own a smartphone

### Sophistication of Users:

- Higher utilizers than Millennials, but less likely to post and share
- More likely to use social media to connect with their peers/conduct research
- More likely to make a purchase after seeing positive reviews
- Careful, thorough researchers; will take longer to make purchasing decisions

### Platform Saturation (across most social networks):

Favorite platforms of Gen X are Facebook and YouTube

### Volume of Brand Demand:

- While Gen X does not hold as much wealth as their preceding generation, they are still a viable target market that holds significant purchasing power via digital channels.
- While they often go overlooked in favor of Millennials and Gen Z marketing, they are still a tech-savvy market to pursue.

### Key Takeaways for Brands

- Gen X is budget-conscious and wants to see reviews from real consumers
- Gen X spends a significant amount of time online and on social media
- Gen X is more likely to prefer a website shopping experience (and shop on a smartphone) than an in-app one - for now
- Nostalgic content goes a long way  
Humanizing your strategy and content goals will go a long way

# Baby Boomers

Baby Boomers, also known as the original “me” generation, represent a large cohort with the most expendable income. They grew up during the spread of traditional media and have adapted to new frontiers like the Internet, mobile phones, and social media - and they embrace the newness more than you think.

## Demographic definition

### Age Group:

- Born 1946-1964
- Will be 76-58 years old in 2022
- Currently account for 71 million people in the U.S.

### Key Events:

- JFK assassination
- MLK assassination
- Moon landing/space travel
- Civil rights movements
- Vietnam and Korean wars
- Cuban Missile Crisis

### Facts:

- Largest generation after Millennials, but the least ethnically diverse
- Named due to the high rate of new births post-World War II
- Born into an era of relative wealth and economic security that drove high consumption
- Hold the most wealth compared to other generations; they are 10 times richer than Millennials
- Experienced technological advances later in life with the expansion of radio and television, followed by the creation of the Internet, mobile phones, and personal computers
- Spend the most money on tech products

# Baby Boomer Influencers

## Popular Types:

Boomers are more likely to follow broad genres and topics; they would interact with any media that interests them

## Top Baby Boomer Influencers:

Well-known amongst Boomers include Oprah Winfrey, George Takei, Beth Djalai

## How They Started in the Industry:

They gravitate toward celebrities that they know from TV, movies, music, and politics

## Popular Categories:

- Lifestyle
- Food and beverages
- Education
- Humor
- Entertainment

## Preferred Social Networks:

- YouTube: used by 70% of Boomers
- Facebook: used by 68% of Boomers
- Other networks:
  - LinkedIn (used by 24% of Boomers)
  - Instagram (used by 23% of Boomers)
  - Twitter (used by 17% of Boomers)

## Strengths & Weaknesses

- Though Baby Boomers are low utilizers compared to other generations, they shouldn't be counted out - and they want to be represented
- Less likely to make in-app purchases; more likely respond to a website CTA
- Less likely to have more than one social media account or access their account through a smartphone\
- Social media for boomers is mainly for community and research
- 54% watch and enjoy video content  
Respond best to traditional advertising, but are more likely to share with a friend if it interests them



## Influencer Marketing Maturity Of Demographic: Medium

### Volume of Influencers:

82.3% of baby boomers have a social media account

### Sophistication of Users:

While some Baby Boomers are more technologically savvy than others, many will take longer to adapt to new technologies and processes than other generations.

### Volume of Brand Demand:

An easy user experience is key. While Baby Boomers hold the majority of the wealth and are more likely to drive high consumption, their wariness of technology and need for a strong purchasing experience will endear them more to brands that represent their interests and cater to their skill level.

### Platform Saturation (across most social networks):

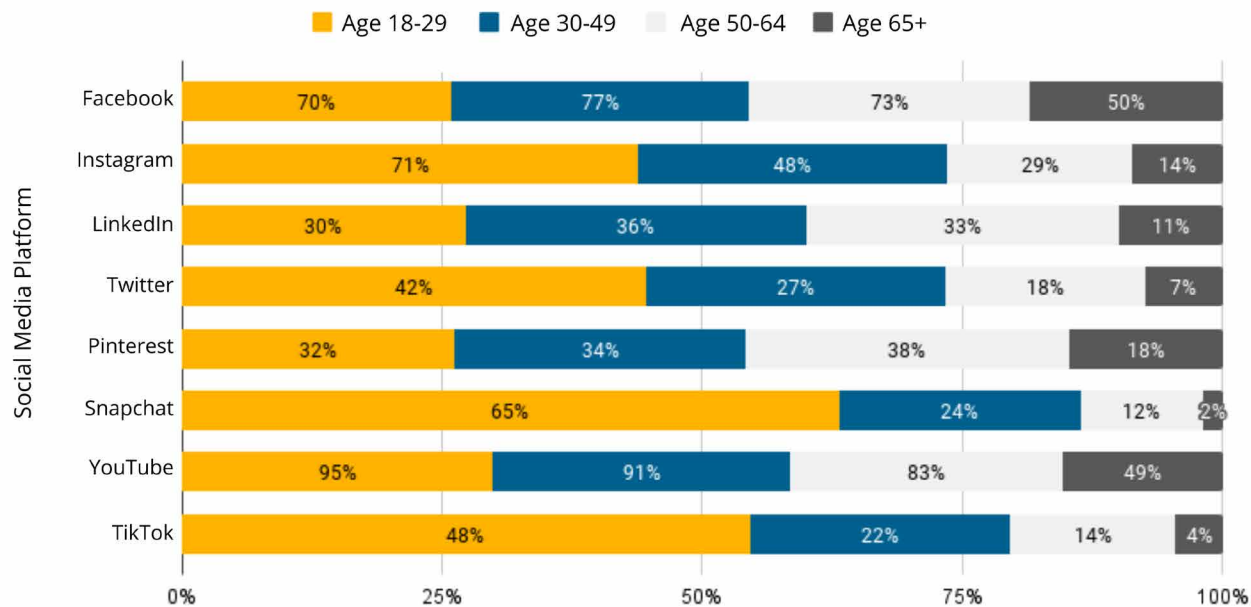
Baby Boomer's favorite platforms:  
Facebook and YouTube

### Key Takeaways for Brands

- Communicate in easy-to-understand language
- Make your shopping and interacting experience easy
- Build interest with video content
- Prioritize a quality deliverable with strong customer support
- Utilize relatable testimonials to promote brand loyalty

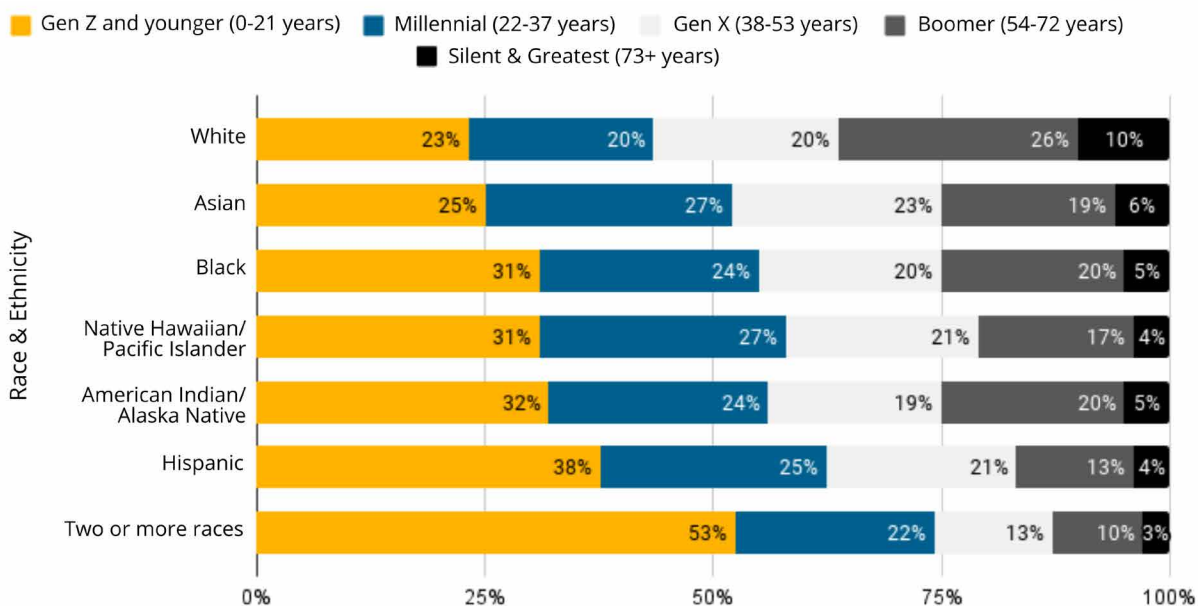
# Charts

## Social Media Platform Usage by Age (in U.S.)

Source: [Pew Research](#)

% of Users in U.S. by Age

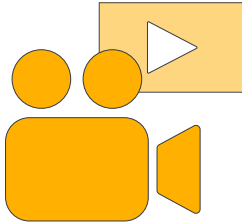
## Distribution of the Race & Ethnicity of U.S. Population in 2018, by Generation

Source: [Statista](#)

% of U.S. Population by Race &amp; Ethnicity

# Additional Resources

Bookmark this:



## Influencer Marketing 101: Free Course

This course will teach you everything you need to know to run a successful influencer campaign.

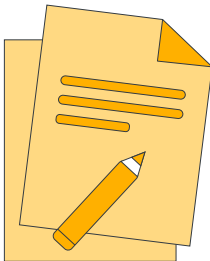
[Go to Course](#)



## Influencer & Creator Rates Revealed

We surveyed over 500 influencers and analyzed over 31K Instagram and TikTok posts to find out exactly how much \$\$\$ they're making from social media.

[Read Report](#)



## What Is an Influencer Marketing Platform? (+ Why You Need One)

Connect with creators, streamline campaign management, and report on results. Discover the benefits of having an influencer marketing platform for your next campaign.

[Read Blog Post](#)