

How to Market to the Next Generation of Couples

Keep reading to learn facts about the next generation of couples, along with helpful tips to build rapport and better attract and serve them.



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Gen Z is known for holding deep convictions and high ethical standards; when responding to leads, gaining trust and building rapport is essential. Ask them about their wedding and themselves. Offer free tools within your follow-up lead emails that other couples have found helpful in planning their wedding.”

— **Tom Chelednik, The Knot Worldwide**

*Created in partnership with Jacqueline Nwobu,
CEO of MunaLuchi Bride Magazine*

State of the Union: Gen Z's Perceptions of Marriage

There's a lot more to this upcoming generation than meets the eye.

A common misconception towards the next wave of couples is that marriage is seen as outdated or undesirable. Yet, The Knot Future of Relationships and Marriage Study found:

- 53% of Gen Z respondents said they “definitely” see themselves getting legally married in the future
- An additional 28% saying they're open to the possibility of getting legally married
- Nearly half of Gen Z who don't plan to marry still anticipate throwing a party to celebrate their relationship, with 36% of millennials planning the same.

In summary, based on forecasting and trends, the majority of Gen Z and single millennials will eventually marry, with marriage still a priority for most people. What does this mean for vendors? Marriage, and especially weddings, are here to stay.



Get to Know the Next Wave of Couples

Entering core marrying age

Born between 1996-2015, the oldest members of this generation are starting to get married.

Born and raised on technology

They've never known a time without easy access to technology.

The most diverse generation

Because of this, racial and gender identity is important to them.

8-second attention span

The average attention span of Gen Z is 8-seconds, so it's essential to hook them fast.

Prefer video-first platforms

They consume twice as much video content as millennials.

Care about social causes

They are more likely to buy from a company that supports a cause they care about.



Pro tip: The key to connecting with the next generation of couples is to understand their motivations and authentically cater your marketing towards them. Show diversity on your website and your social media posts, share the causes you're passionate about on your website, social media and even in your signature in your email, and film short-form videos of yourself to appeal to this audience on their terms.



10 Tips on Marketing to Gen Z and Beyond

1 Be responsive

This generation has a high expectation for how fast it takes companies to respond. So, provide several ways for them to contact you and respond quickly to start your relationship off on the right foot.

Pro tip: Respond to all leads quickly and stay at the top of their inbox for 30 days. In your first response, ask them what their preferred communication method is.

2 Practice authenticity and transparency

This generation values authenticity and can easily see through companies pandering to them. So, keep your marketing simple and personal so they'll see the person behind the brand.

Pro tip: Remember, authenticity builds trust.

3 Embrace mobile-first and personalized experiences

This generation is most likely viewing your marketing materials from their phones, so design your website and channel experiences with that in mind. It's important to create an integrated experience for your customers no matter where they first encounter your brand.

Pro tip: Keep your emails short and avoid sending big attachments (trust us, they won't read them!)

4 Understand their shopping behavior

Even though these couples are money-conscious, they value quality products and services and will rely on reviews to make buying decisions. In fact, 86% will read a review before deciding to purchase. They will also give reviews if you ask for them. Don't be afraid to reach out to them!

Pro tip: This is a great opportunity to request that your couples leave video reviews.

5 Showcase your philanthropic side

If your company supports a social cause, highlight the cause and all you do for it in your marketing materials and on your website, social media channels and Storefronts.

Pro tip: Think about donating in the couple's name to your cause if they book you.



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6 Get active on social media

Social media is a powerful tool and each platform allows you to engage with your different audiences. For example, Facebook can help you reach older demographics whereas Instagram is great for posting fun video content for younger couples, so have presences on each to yield the most engagement.

Pro tip: Pay attention to your social media analytics. See what's working and what's not, and make adjustments often to engage and keep Gen Z interested in your brand.

7 Yes, even TikTok

TikTok is a great platform to build awareness because it champions authentic and personal connection through video. So, don't be afraid to step in front of the camera to share more about your business through personality-driven content.

Pro tip: Create TikToks that give advice and are informational.

8 Amp up the "fun"

The next wave of couples describe their style as "fun," so connect with couples through videos and photos that show how fun interacting with you and your products and services is. Share fun ideas you have seen over the years on your social media, email and website.

Pro tip: Again, don't force it! Remember, authenticity builds trust with this generation.

9 Market to their parents

63% of parents to Gen Z couples are paying for or chipping in significantly for the big day. So, on top of making your marketing inclusive to this generation, make sure that you can get buy-in from their Gen X and elder Millennial parents.

Pro tip: Go the extra mile by writing an FAQ for parents for your website and creating a blog about how parents are involved in wedding planning.

10 Show that you can make a statement

This generation wants their day to be remembered through statement moments and embrace opportunities to surprise and delight guests. So when you're selling prospects and onboarding clients, make sure to highlight everything you can do to bring the "wow" factor. Share ideas and photos of past couples who made grand entrances or exits and surprised their guests with unique experiences.

Pro tip: Being a valuable resource to your couples will help you gain trust, build rapport and book more couples.



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