# Navigating the Digital Landscape *to Succeed*

Presented by Sonia Bunch,
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# • The World has Changed!

## - GENERATION Y – Ages 18 – 32

The next generation of serious online customers

"The Net Generation" Also called Millennials

## - GENERATION X – Ages  33 - 44

- Lowest Hanging Fruit
- CURRENT Generation of serious ACTIVE online customers****

Have *You* Changed?

## FOCUS:

# GENERATION X – Ages 33 – 44
## Referred to as "Online Grownups"

**67% Bank online**
**80% Shop online**
**82% Look for health information online**

*Gen Y internet use mostly for fun. vs. Gen X internet use is for core information.*
*\*Baby Boomers (ages 46 – 83) Buy, Bank, Visit Govt. Sites, and Research Health and Religious Information online*
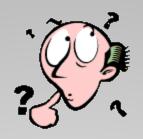
- **The Question Becomes...**
- What Do We **Do** to Stay in front of **Online Grownups?**

- **The Answer =** *Online Brand Equity!*
- **Building Trust**
- **Establishing Your Expertise Online**
- **Name Recognition Online**
- **Differentiation in your *Online* Campaigns**

Brand Equity?
Building Trust? Recognition?
Differentiation?
*Online??*

- **Building Trust**
- **Establishing Your Expertise Online**
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# Your **Competition** will have the Last Laugh…*all the way to the bank!*

- **Building Trust**
- **Establishing Your Expertise**

# BLOGGING

- **Building Trust**
- **Establishing Your Expertise**

# BLOGGING

## The Good Blog vs. the Bad Blog

- **Name Recognition:**

# ONLINE CAMPAIGNS

## What, When, Where, How

- **Differentiation in your Campaigns:**

# CREATIVE & STRATEGIC APPROACH

- Does Your Message **resonate** with target group?
- How will you grab and hold their attention?
- What are you offering that is **different/better?**

*Online Brand Equity places you*
*"TOP OF MIND"*

*as the go-to brand in your industry.*

# Diagnosis of Your Business

**AWARENESS: Does Gen Y and Gen X know you are there?**
**PROOF POINTS: Have you proven yourself trustworthy?**
**MOTIVATION: Are they willing to become YOUR clients?**
**PROXIMITY: Are you reaching your local market?**

## Your Diagnosis Determines Your
## ONLINE BRAND EQUITY

Brand Equity!
Building Trust! Recognition!
Differentiation!

*Online to meet*

**GENERATION X**

# PATCH

[http://www.patch.com/](http://www.patch.com/)

- We are **PATCH.COM**
  Reaching Gen X – Online Grown-ups
  DAILY, WEEKLY, MONTHLY, HYPER-LOCAL

- What We Do:
  CONTENT
  CONVERSATION
  **COMMERCE**

**PATCH** delivers the opportunity for Local businesses to speak to the community that gets their news and information online.

**FACT:** 87% of your business is local. Most of the customers that support your company are based in your local area.

PATCH = LOCAL

PATCH = GENERATION X

# One-on-One
# Q & A Sessions

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- Important Link

- http://pewresearch.org/databank/dailynumber/?NumberID=717

- Important Quote

"**The smart business owner will swim with the tide -- or be swept away by it.**"

- Author, Karin E. Klein (Small business and Marketing)