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Email Best Practices: A Guide for GMAC™ GradSelect Users

Email Marketing to Gen Z

Last Updated: May 2023



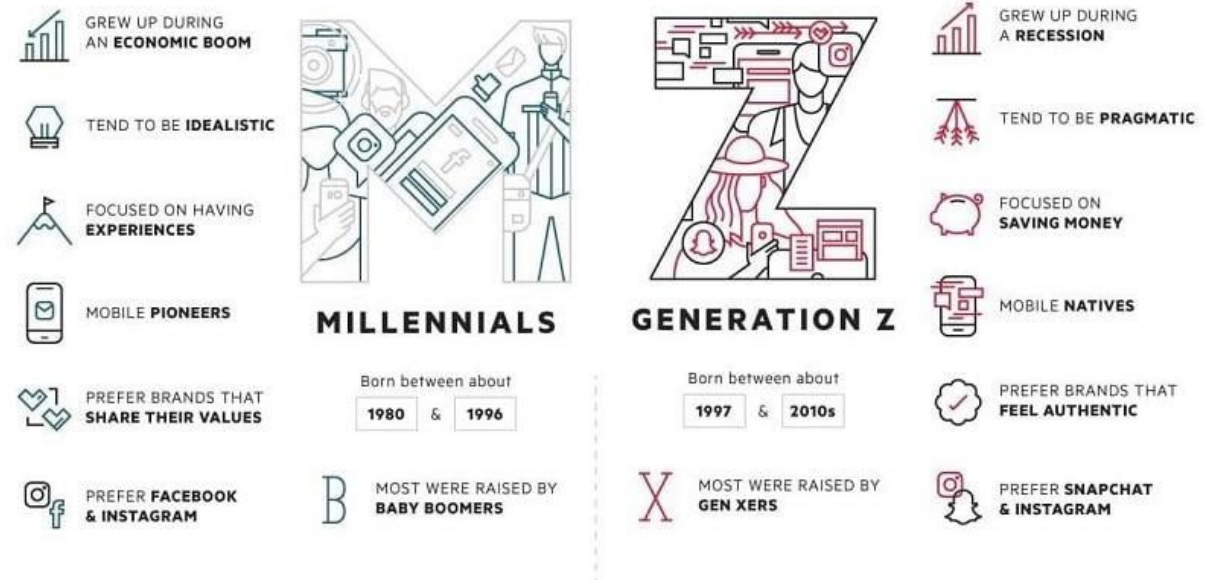
Top Marketing Trends of 2023

- Email interactivity will be key to improving engagement in the inbox.
Almost two-thirds (60%) of people report engaging with interactive email content.
- Short-form video will see the most growth in 2023
- Influencer marketing will continue to grow its high ROI
30% of marketers are currently creating content that reflects their brand's values, making it the third most popular trend right now.
- Branded social media DM tactics are growing
Over 1 in 5 Gen Zers and nearly 25% of Millennials have contacted a brand on social media for customer service in the past three months.
- Using social media shopping tools is another growing, high ROI marketing trend that goes hand in hand with providing support through DMs.
With almost 30% of Gen Z and Millennials having bought a product on social media in the past three months.
- Website SEO continues to shine
While not new, leveraging a blog with an effective SEO strategy continues to be a powerful tool, with 29% of marketers using a website to attract and convert leads.
- Marketers will benefit from data in 2023
Data helps reach your target audience more effectively, create more effective marketing content, understand which marketing strategies are most effective, increase the ROI of their marketing efforts, and prove the value of their marketing and activities.

Gen Z through the Marketing Lens

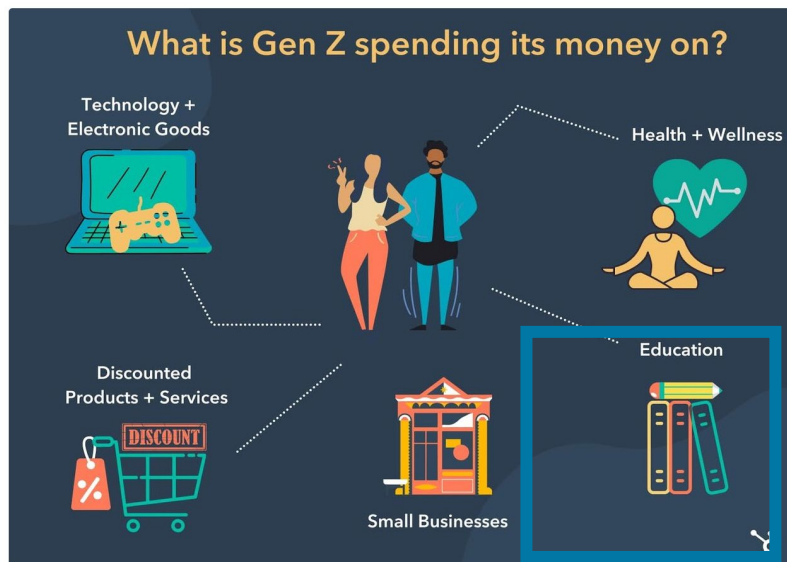
Who are Gen Zers?

- Born 1997-2012
- 77% of Gen Zers prefer brands that promote gender equality, and 61% say they'll pay more for ethically and sustainably sourced products
- 63% of Gen Zers prefer to see "real people" over celebrities in advertising, valuing a more personal connection to brands
- 68% of Gen Zers read at least 3 reviews before buying a product for the first time. **Make sure you stay current with what people are saying about your school.**
- They are looking for trustworthy resources, clear guidance, and opportunities to make a stable, positive future.



Gen Zers will Invest in their Education

5 Things Gen Z Will Spend Money On



Higher education remains a valuable investment in the eyes of Gen Z

- Overall, 73% of respondents agreed their higher education experience was worth the cost. While students agree in the value of a degree

Gen Z sees higher education as a valuable source of career preparation

- 74% of respondents agreed that their higher education experience prepared them to land a good job.
- Many researchers believe that Gen Z's interest in academia is rooted in [their need for financial stability](#).

They are laser focused on ROI. There is a willingness to believe in the opportunities of GME. They need to be engaged emotionally and professionally.

Where are they on their GME Journey?

- Given their age, most are early on their journey
- But, around 2/3 are interested in GME
- Many have not worked out the detail
- Many have yet to consider life outside their current experience
- Older Gen Z want to know the ROI

Gen Z expect a very personalized approach to information, products, and services including their education experience. They are looking for personalized information as they navigate towards GME. Key influencers have emerged that go beyond family, friends, and peers, and a wide range of social media channels are used at different points in the journey towards GME and career.

GME is anticipated to deliver success, help them stand out in the jobs market, and confer status. Most anticipate transferable skills across roles and sectors. For a minority, it is a direct route into entrepreneurship (India, Nigeria, some in USA), while for the majority, it will lead to impactful, leadership roles, and global corporates (China) with the option to set up their own businesses in the future.

Gen Z and Key Questions about GME



Validate and reassure through real experiences and success. The majority are looking for guidance and reassurance to move forward into GME.

Gen Z are Digital Natives

Approximately, 94% of Gen Z use social media today. Meet them where they are: Snapchat (96%), TikTok(91%), YouTube (87%), and Instagram (83%) are the top three social media platforms used by Gen Z.

Gen Z Social Media Usage Statistics

Frequency of Use	Percentage of Gen Z
Daily	50%
A few time per week	18%
Once per week	9%
A few times per month	10%
Once per month	3%
Less than once per month	4%
Never	6%

- The average Gen Z spends more than 10.6 hours online each day.
- 50% of Gen Zers use social media daily.
- The average Gen Z spends 2 hours and 43 minutes on social media every day.

Gen Z, Social Media, and GME

Right time, right place, right story

INSPIRE

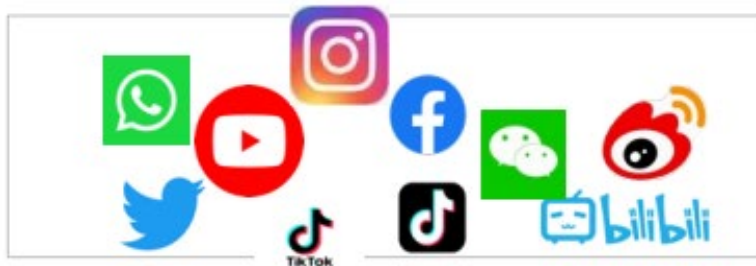
SCOPE

ORIENTATE

TAKE ACTION

- GME positioning needs to be visible and relevant
- Utilize the full range of social media channels
- Adjust style and influencers to help Gen Z put themselves in the picture

- Make GME desirable through more 'professional' channels
- Evidence attractive outcomes
- Hammer home the ROI



Gen Z Prefer Email as their Communication Channel

Gen Z has an attention span of about 8 seconds. You'll only have a few moments to convince them that your ad, email, or blog post is worth their time.

Despite the hype, email is not dead. Gen Z respondents across the globe chose email as their preferred communication channel.

- 58% of Gen Zers check their inboxes multiple times a day.
- 67% of Gen Zers check email on their phones. Optimize your emails for mobile devices! Make sure you use a responsive email design that resizes for different screens and test how your emails render on mobile before you send.
- Over 30% of Gen Zers want to receive emails from brands multiple times per week, while 27.5% of them want to receive emails from brands daily.
- The average Gen Zer only receives 20 emails a day, which means there will be less competition when using email to market to this demographic.
- Include social proof – Gen Zers are likely to seek out reviews before making a purchase, so give these recipients a head start by including social proof — reviews, testimonials, influencer campaigns — in your marketing emails.

What does Gen Z respond to in their inbox?

85% of Gen Z prefer using email over other communication channels.

Gen Z wants positivity and thoughtful humor injected into their email marketing

- Avoid being too salesy every single time.
- Entertain the audience with content that is educational or valuable in some way.
- Say it like it is, Gen Z is proud of living life in a real way.
- Let your brand's personality shine through your copy.

They are short on time and high on options. Get to the point and offer something they're interested in

- Communicating with graphics is a must for this generation, but make sure you've got a good image to text ratio on your emails.
- Pro tip: maximize your email real estate by leveraging your subject and preview lines. 76% of Gen Zers say the subject line will influence whether they open an email.

Most importantly, they want to know they're supporting a brand that shares their values.

- They want to know where you stand on inclusivity, diversity, and ethical practices. 50% Gen Z-ers want companies to take a stance on social issues, specifically racial justice, LGBTQ+ rights, gender inequality, and climate change. When companies advocate for these issues, it has a strong impact on their purchase decisions.
- Double check your facts. This way you'll make sure they trust you and you can be seen as a brand that provides value, educates, and build expertise on their product and what the brand stands for. 70% will always fact check and will unfollow you if you're not truthful.

Gen Z, Email, and GME

Tailor Messaging to Reflect their Needs

MAKE IT
PERSONAL
TO ME

- Tailored ROI – career objectives and GME
- Specialist options in education
- Flexibility
- Broad range of relevant outcomes and opportunities

RECOGNIZE
MY WAY OF
PURSUING
LIFE

- Opportunity for work/life balance
- Acknowledgement of strengths, skill sets and contribution
- Reward for achievements

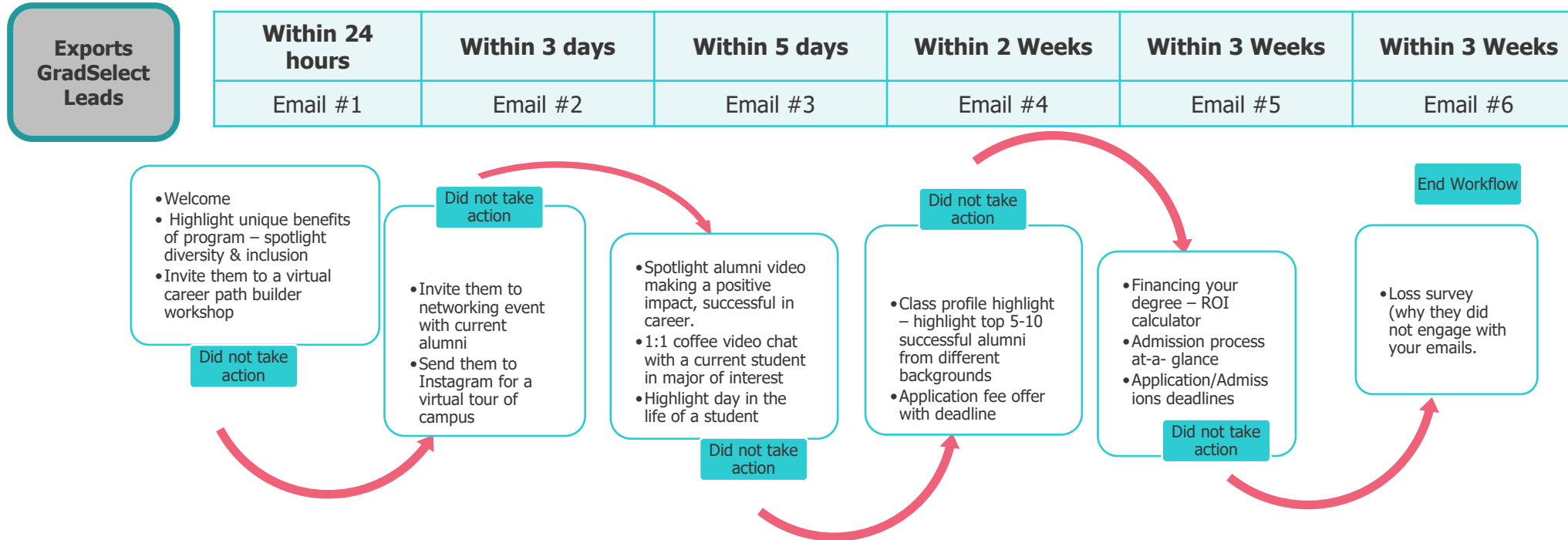
INFORM MY
SUCCESS
AND
GROWTH

- Help to see future paths to success
- Skills and tools to thrive in the future
- Connections with peers and broader networks

REASSURE
ME I WILL
BE VALUED

- Reinforce diversity, inclusion and equality
- Reassure – 'I will be heard'
- Deliver the opportunity to be part of something – e.g., a team, a project

Sample Nurture Campaign Timeline for Gen Z



With an 8-second attention span, just get to the point.

Take an integrated Marketing approach: Invite them to a Q&A info session via retargeting on: Instagram, LinkedIn, Facebook

- If at any point candidate acts (fills out application): remove them from lead nurture above and have someone follow up with candidate within 24 hours
- If at any point candidate starts to fill out application but abandons the process, send a reminder email to complete the process.
- If candidate doesn't engage with any of your emails, send them your newsletter or invitations to webinars. These candidates are good audience for a re-engagement campaign that you can run quarterly.

Let's compare Gen Z to Millennials and Gen X



Gen Z

Tech-innate: 5 screens
Judiciously share
Active volunteer
Mature
Communicate with images
Humble
Future-focused
Realists
Want to work for success
Collective conscious

Millennials

Digital Native: 2 screens
Radically transparent (share all)
Slactivists
Immature
Communicate with text
Low self-esteem
Now-focused
Optimists
Want to be discovered
Team-oriented

Gen X

Digital Immigrant: 1 to 2 screens
Close to the vest
Newly engaged
Seasoned
Communicate with email
Confident
Balanced
Pragmatic
Want to get the job done
Self-reliant

3 Takeaways for Gen Z Marketing

- **It takes 7 times for a message to sink in.** Use their "5 screens" to ensure you cut through the noise.
- Segment and personalize, otherwise they're unlikely to engage.
- Keep them at the center of the story and keep it real.

Want More Information?

Click [here](#) to receive the entire Email Best Practices Guide

If you have any questions, click [here](#) to contact us directly at gmacconnect@gmac.com