

# The **Canadian** Institute of Marketing



excellence in professional development

## Are Marketers Ready for Gen Y?

By Lubaina Galely, MCInst.M., RPM, DipM, MBA, PMP, CPM, PCS, MHP, HIA, ACG, ALB  
lubainagalely@yahoo.com



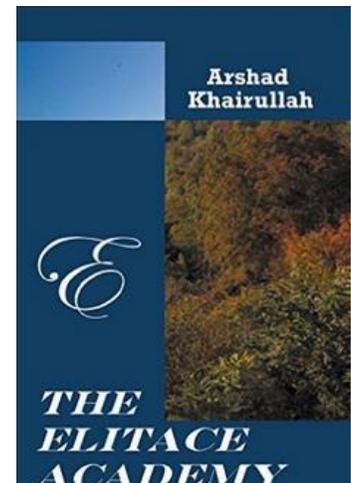
The world, especially the marketing world is changing rapidly. No surprise, right?

Do you remember the time when marketing seemed simpler and easier to achieve? Most large organizations had big budgets and somewhat finite number of options to select from – I am referring to the time when television, radio and newspaper/magazine advertisements were effective. There were ad agencies that marketers would often work with, and the advertisement was usually repeated for a set number of times to have the retention effect.

Then came social media, which was immensely popular with youth, and this sparked the growth in online advertising. Now, with twitter, blogs and the enormous appetite and consumer expectation for new content, the repetition of advertisements seems passé. No longer can marketers now focus on plans which are often set and approved a few months in advance.

The 4 historic Ps – product, price, promotion, and place – are no longer sufficient to be the “big rocks” for marketing planning. So, what are the additional Ps required – prevalence, persistence, periodicity, ...? You decide! Remember, the young generations (Millennials and beyond) that buy, work, study, ... do not follow set rules. They operate by efficiency and effectiveness. Thus, what you are marketing has to meet their need and be flexible with the Ps of marketing.

One example outlined here is the book “The Elitace Academy” written by the author Arshad Khairullah at the age of fourteen. This is what Gen Y is about. They have a vision and they find a way to make it happen – they achieve such impressive goals at such a young age. They do not rely on the traditional methods and innovatively find new ways to use their creativity and passion. In addition, money and profits do not drive them – it is their focus on what they want to do, what they want to share, how they want to help others, ... Gen Y is a target market that is not easy to segment. A marketer has to have the right offering at the right price at the right time in the right location, and there is an ubiquitous choice to



Available at:  
[www.amazon.com](http://www.amazon.com)  
[www.amazon.ca](http://www.amazon.ca)  
[www.barnesandnoble.com](http://www.barnesandnoble.com)  
[www.xlibris.com](http://www.xlibris.com)

# The **Canadian** Institute of Marketing



e x c e l l e n c e   i n   p r o f e s s i o n a l   d e v e l o p m e n t

select from.

Suggestion: you do need to retain your time-tested marketing techniques taught in your marketing studies. You still have to appeal to the Veterans, Boomers and Generation X. An easy way to appeal to Generation Y, recruit Generation Y members in your team – they will pave the way and in the process teach the more mature marketers on the wide array and methods of marketing that is the present and a taste of the future!

*Lubaina Galely has co-authored "R U Ready 4Y?" with Anthony Horton and Whitney Wrona - a business leader's guide to an emergent generation of Millennials in the workforce.*