**Training Fiche Template**

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| **Title** | **Maintaining the new online clientele and accommodating the needs of digital and non-digital generations** | | |
| **Keywords (meta tag)** | Online customers; generational differences; Gen Z; Gen Y; digital versus non-digital customers | | |
| **Language** | English | | |
| **Objectives  / Goals / Learning outcomes** | By the end of the session students will be able to:  LO1: Understand the needs of today’s online clientele.  LO2: Work through generational differences.  LO3: Attract new clients through digital means.  LO4: Make things easier for non-digital clients | | |
| **Training area: (Select one)** | | | |
| **Online / Digital Marketing / Cyber-Security** | | | **X** |
| **E-Commerce / Financing** | | |  |
| **Digital Well-Being** | | |  |
| **Smart work / Digital Nomads** | | |  |
| **Description** | **Through the pandemic, the way in which companies have adapted to their customers (current and new) has been critical to their survival. This unit will focus on digital marketing strategies to attract new customer and maintain existing ones. We will also look at the differences between digital versus non-digital generations, the differences between these generations, and how to balance the two.** | | |
| **Contents arranged in 4 levels** | 1. **Module name: Maintaing the new online clientele and accomodating the needs of digital and non-digital generations**   **1.1 Unit name: Understand the needs to today’s online clientele**  1.1.1 What are online clientele?  **1.2 Unit name: Work through generational differences**  1.2.1 Generational differences  1.2.2 Generation Y (Millennials)  1.2.3 Generation Z  1.2.4 Generation Y versus Z  **1.3 Unit name: Attract new clients through digital means**  1.3.1 Marketing strategy  1.3.2 Creating an online strategy  **1.4 Unit name: Making things easier for non-digital clients**  1.4.1 Do not forget those that require non-digital contact | | |
| **Self-evaluation (multiple choice queries and answers)** | 1. Online clientele can be:    1. Purely online    2. Somewhat online    3. Extremely limited online / digital presence    4. **All of the above.** 2. Electronic Word of Mouth (EWOM) is most important to:    1. Generation Z    2. **Generation Y**    3. Generation X    4. All of the above. 3. Generation Y and Z both have an interest in:    1. Facebook.    2. Netflix.    3. **Music.**    4. Gaming. 4. To best reach non-digital clients:    1. **Apply a hybrid marketing approach**    2. Disregard digital clients    3. Simply disregard them – too small a part of the market    4. Only use traditional media | | |
| **Toolkit (guidelines, best practices, checklist, lessons learned…) TO BE USED BY CTS / CASE** | **Name** |  | |
| **Description** |  | |
| **Link of interest** |  | |
| **Resources (videos, reference link)** | [https://www.elasticpath.com/blog/Top-10-Things-Customers-Expect-from-Your-Online-Store](https://www.statista.com/chart/7957/whats-important-to-the-online-shopper/)  <https://www.statista.com/chart/7957/whats-important-to-the-online-shopper/>  <https://salesfloor.net/blog/generations-shopping-habits/>  <https://www.npd.com/news/thought-leadership/2018/10-ways-younger-and-older-millennials-shop-differently/>  [https://elle.in/comparing-shopping-habits-of-gen-z-and-millenials/#:~:text=A%202021%20Survey%20Monkey%20report,and%20are%20less%20likely%20to](https://elle.in/comparing-shopping-habits-of-gen-z-and-millenials/)  <https://belvg.com/blog/generation-y-vs-z-how-do-they-shop-online.html>  <https://www.indeed.com/career-advice/career-development/marketing-strategies-attract-retain-customers>  <https://www.forbes.com/sites/forbescoachescouncil/2021/02/25/how-to-create-a-digital-marketing-strategy-eight-steps-to-laser-focus-your-plan/>  <https://www.wns.co.za/insights/blogs/blogdetail/374/balancing-digital-and-non-digital-to-improve-customer-experience->  <https://www.ceotodaymagazine.com/2022/02/6-efficient-non-digital-marketing-strategies/> | | |
| **Related material** |  | | |
| **Related PPT** |  | | |
| **Bibliography** | Islam, J. U., Rahman, Z., & Connolly, R. (2021). Commentary on progressing understanding of online customer engagement: recent trends and challenges. *Journal of Internet Commerce*, *20*(4), 403-408.  Perez-Vega, R., Kaartemo, V., Lages, C. R., Razavi, N. B., & Männistö, J. (2021). Reshaping the contexts of online customer engagement behavior via artificial intelligence: A conceptual framework. *Journal of Business Research*, *129*, 902-910.  Goyal, M., & Deshwal, P. (2022). Twenty years of online customer experience: a bibliometric review and research agenda. *International Journal of Electronic Marketing and Retailing*, *13*(2), 137-156.  Weber, M., & Chatzopoulos, C. G. (2019). Digital customer experience: the risk of ignoring the non-digital experience. *International Journal of Industrial Engineering and Management*, *10*(3), 201.  Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence & Planning*.  Veybitha, Y., Alfansi, L., Salim, M., & Darta, E. (2021, July). Critical Review: Factors Affecting Online Purchase Intention Generation Z. In *Journal of International Conference Proceedings (JICP)* (Vol. 4, No. 1, pp. 354-363).  Gordon C. Bruner II. (2021). *Marketing Scales Handbook: Multi-Item Measures for Consumer Insight Research, Volume 11*. GCBII Productions, LLC.  Richard K. Miller, & Kelli Washington. (2020). *Retail Business Market Research Handbook 2021-2022: Vol. Nineteenth edition*. Richard K. Miller & Associates | | |
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