

Ep 226: How to Get Gen Zers to Engage through Social

with Corinne Westbrook, Gen Zer

Because these extended Marketing Smarts Moments are more free-flowing, the style of this worksheet is a bit different. Instead of giving you the 4 points, we are instead providing you with the list of questions we used to prep for the episode. In this way, you get a teaser of the episode, which can prepare you for what to listen for. Use this worksheet to take notes and identify your actions.

- What channels are your favorite and how and when do you generally engage them?

- What are your favorite things to watch and why?

- What channels did you used to use and no longer do or would never use?

- Are there certain things businesses can do to make them more engaging?

- Are there things businesses do that are immediate turn-offs?

- Is there a certain amount of times you need to see a brand before you will engage with it?

Action Plan:

Action	Timing	Progress	Complete