



Targeting Gen Z - How Marketing strategy can advise ELT practice

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The Future of English Language
Teaching Conference ONLINE









dial_up_internet_sound_effect_h...

Generation Z



1995 /1998 - 2010



ONLINE



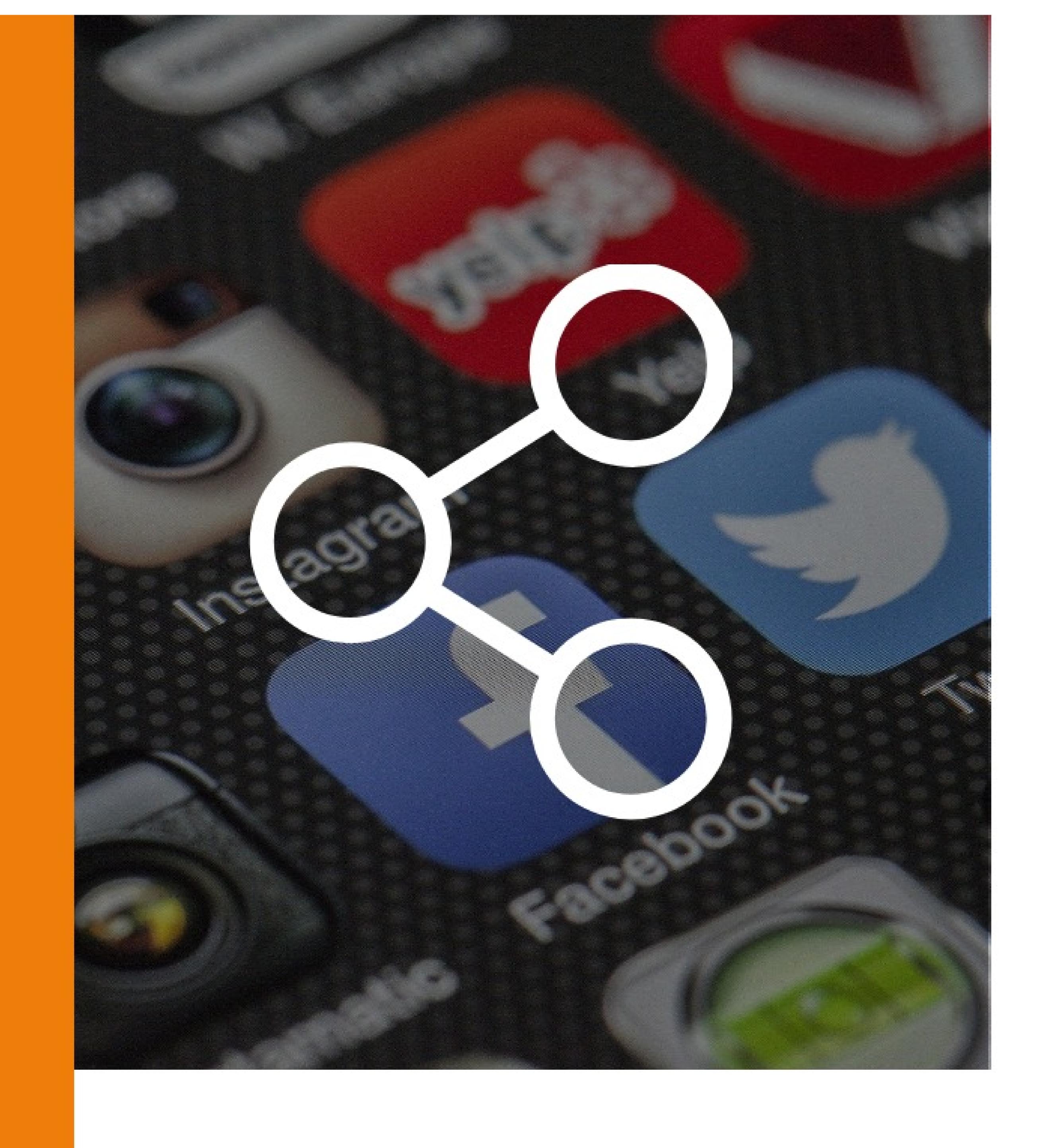
CHANGE

Using marketing knowledge for education?



Generation Z





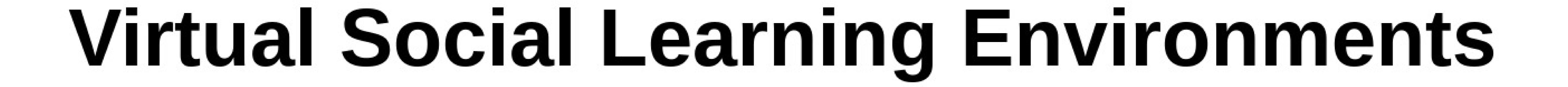
SOCIAL

More connected than previous generations

Social networking is second nature

No limits between online-offline life





Different way to interact with knowledge

Cooperative online work





Connect to others globally

Committed to global causes



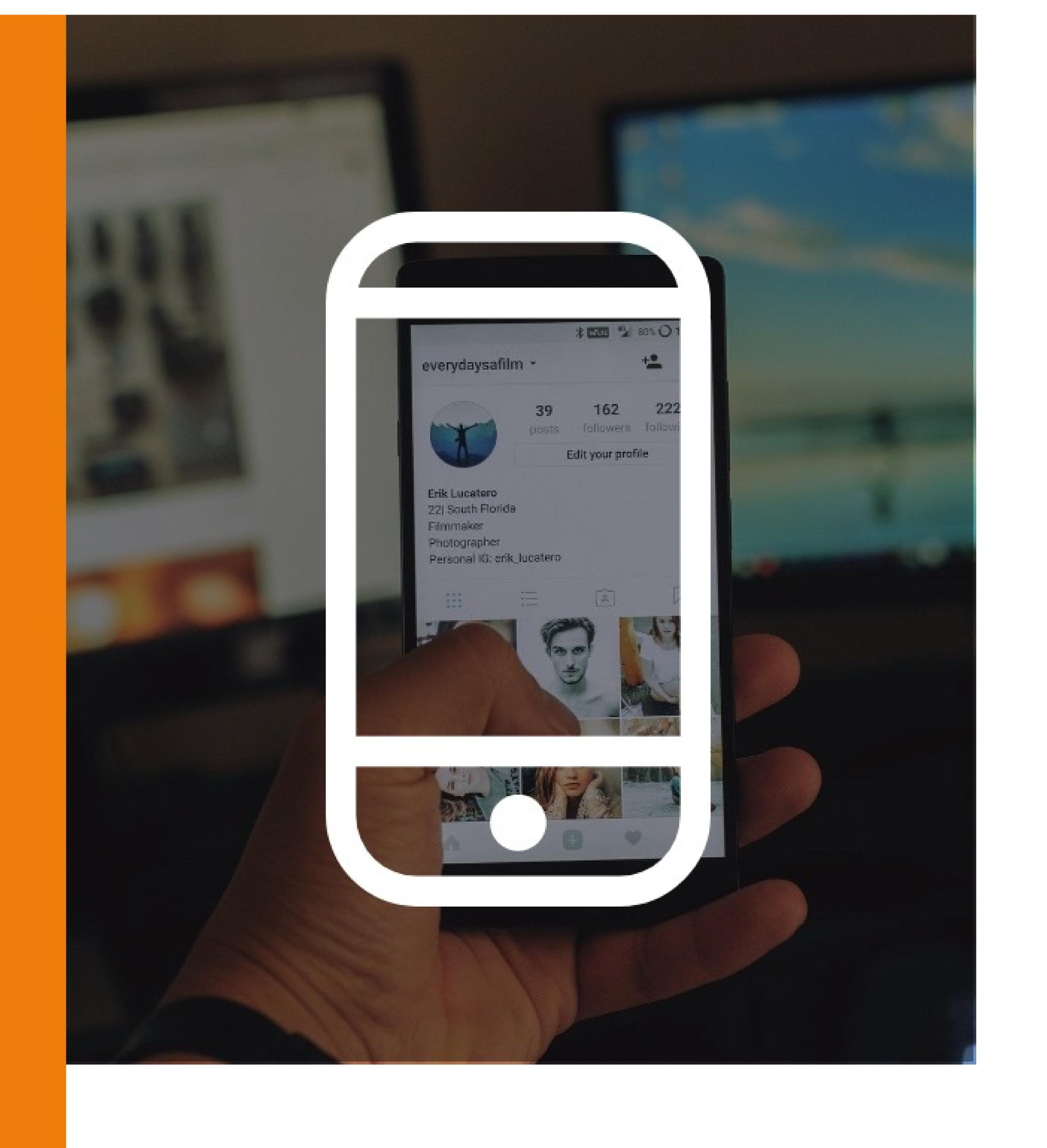
The TAKEAWAY

Authentic topic

Authentic tasks

Authentic materials





MOBILE

Truly digital natives

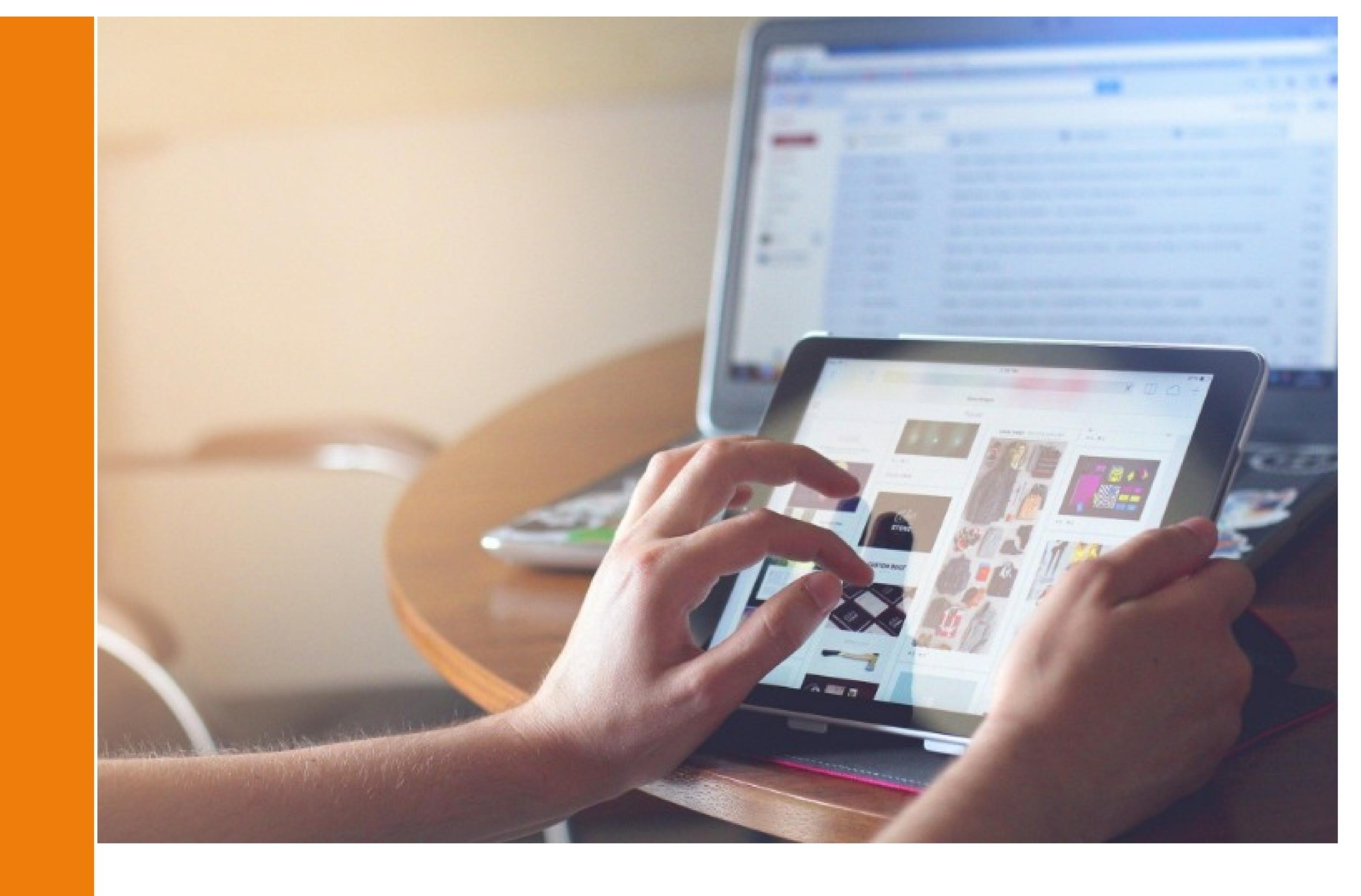
Mainly mobile

Blurred limits of different aspects of life



Technology blend

Mobile friendly lessons/content



POLL time

Which macrotrend does a poll as a classroom activity address?

a. social

b. global

c. mobile



QUICK

Everything needs to be immediate

8 second attention span



The TAKEAWAY

'Snackable' approach to instructions activities





VISUAL

Mostly visual learners

Consume visually stimulating content

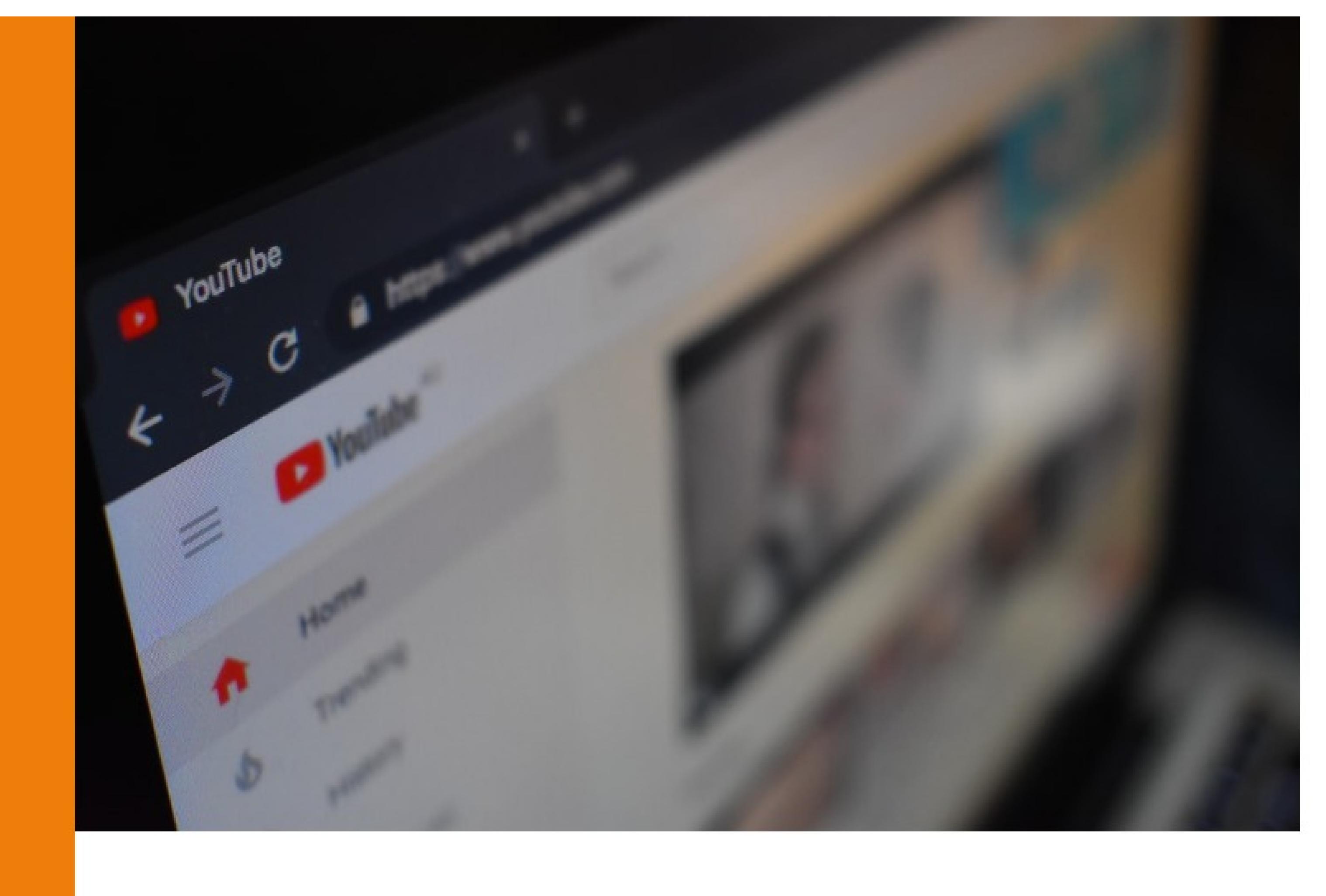


The TAKEAWAY

Visual engagement

Visual content

Visually attractive content







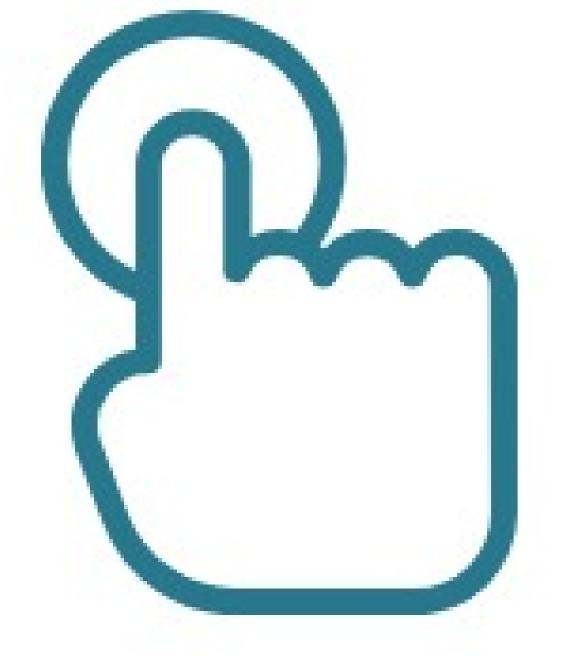






Take aways

- Encourage interaction with content
- Provide authenticity
- Blend technology in
- Use a snackable approach to content
- Use plenty of visual stimulus



Go to www.menti.com and use the code 18 24 96 8

Mentimeter

Generation Z...





Thank you for your attention











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