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Video Marketing Strategies for Generation Z

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Video Marketing Strategies for Generation Z

Tay Sauer & Carol Hall

Summary of Activity

- Research marketing strategies that are effective with Generation Z, specifically video marketing with a focus on college recruitment
 - Create videos for the BGSU Honors College that will implement the strategies researched
 - Deliver videos to Honors College recruitment for use in future years
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Research Question

- If Generation Z is the first generation of digital natives, what is the most effective form of college recruitment?
 - We hypothesized that video marketing would be most effective because it is easily circulated through social media and provides a visual representation of the potential college environment.
 - Videos allow us to combine visual recruitment with personal stories and student-based recruitment.
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Methodology

- For our research, we used case studies and articles from reputable universities and academic journals
 - For our interviews, we used a Panasonic GH5 camera and all interviewees signed a consent form before filming
 - Tay did a lot of the research and planning, Carol did a lot of the production and post-production work
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Research Findings on Video Marketing

- Video has been proven to be the most profitable and effective marketing tool in the modern age
 - Video marketing can be easily shared on platforms like Instagram and Twitter, the two sites where Gen Z spends most of their online time
 - Video marketing for college recruitment allows students who cannot physically visit the university (i.e. international students) to experience student life
 - Transfer students have been proven to benefit from recruitment videos in easing transition into a new environment
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Research Findings on Gen Z

- Gen Z is very cynical; they grew up during the Great Recession and experienced the effects of September 11th and the following war while very young
 - Gen Z is more money-minded than Millennials and more critical of institutions; they want real numbers and real results
 - The #1 reason for joining the Honors College is competitive edge
 - Gen Z is the most diverse generation and want to see diversity reflected back at them
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Implementing our Research

How we used what we found:

- Showing diversity in many facets (home state, race, gender, sexuality, ability, major, etc.)
 - Sharing real stories of success
 - Sharing real student experiences in and outside the classroom
 - Framing the Honors College as a “reachable challenge” rather than an unattainable ideal
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Belong

- Clubs and organizations
- A sense of community

Stand Out

- Accomplishments
- Internships
- Success stories

Go Far

- Post graduation plans
- Career plans
- Study abroad

The Questions

- What is the atmosphere like in the Honors College?
 - Why did you decide to join the Honors College? Was there a specific moment where you knew you wanted to come to the Honors College? How about BGSU?
 - What is something you are proud to have accomplished in your time at BGSU? Did the Honors College or any of its classes or programs have any influence in that accomplishment?
 - Are there any other goals, stories, or accomplishments you'd like to tell us about?
- What are your future goals? How has the Honors College prepared you for those future goals?
 - What do you wish you knew about the Honors College before coming to BGSU? Do you have any advice for future students?

Belong
Stand Out
Go Far
Letter to a Student

—

Belonging at BGSU



Unexpected Setbacks!

- Footage from the first shoot was unusable
 - Luckily, many interviewees from the first shoot signed up to be in the second shoot, so the first shoot was good practice!
- Scheduling was an issue
- Learning to manage all of the moving parts of an interview-based shoot (coordinating our schedules, interviewees schedules, reserving spaces, reserving equipment, etc.)



Positive Surprises!

- Despite this being many interviewees first experience in this type of shoot, we had some incredible answers!
 - The quality of their answers really speaks to the caliber of student that can be found in the Honors College
 - The advice for future students was so good, we are giving it it's own video so we can continue this work after the initial project is completed.
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Conclusions

What we learned:

- Gen Z wants authenticity in their recruitment materials
 - Gen Z is most easily reached through short, video-based marketing that can be easily spread on social media
 - Current students are our greatest resource in reaching this new generation
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