



RESEARCH REPORT

# Life Stage Marketing:

## Audience Targeting from Graduates to Retirees

August 2017





# Introduction

A major new Networked Insights study that found people going through pivotal life events like graduation, marriage and starting families are more likely to have similar interests and affinities than those in similar demographic targeting groups based on age, gender or income.

For this study, Networked Insights examined millions of social conversations through the lens of five major key life stages to understand how audience interests, conversations and brand preference differ from life stage to life stage.

Read on to see what we discovered about everything from how recent graduates differ from retirees in the media they consume, to how new parents differ from affluent professionals in the brands they love

### You'll learn:

- Learn how affinities and more evolve throughout life stages
- Understand how you can use this data to develop a powerful targeting strategy
- Explore a typical day those in each major life stage spend
- Read case studies about how major companies are finding new ways to use life stage marketing to unleash more effective targeted content programs







## TABLE OF CONTENTS

1. **Who We Are**
2. Our **Methodology**
3. **What We Found Out**
4. **Why It Matters To You**

# Our Methodology





## OUR PROCESS

“To reach the right audience at the opportune time we need to understand them and what’s relevant to them.” – *Dan Neely, CEO Networked Insights*

With a goal to help marketers achieve better targeting results, we built a new way to think about creating audiences.

Tapping into our social analytics tool, Kairos we created life stage segmentations from what we determined to be pivotal moments in people’s lives.

From there, our analysts created data sets of 20,000 to 500,000 people who **self-identified** on social media as being within a certain life stage, like mom, doctor, engaged etc., and analyzed to build out characteristics for each life stage.

# What We Found Out



Five Typical Life Stages + Learnings



We created five life stages to explore and dig into:



Recent Graduates  
+  
Starting a Career



Engaged  
+  
Recently Married



Parents



Affluent  
Professionals



Retirees

Research showed major differences in affinities for these groups, which should inform marketing campaigns and strategies, including:



**Brands/  
Categories**



**Content  
Themes**



**Preferred Media  
Platforms**

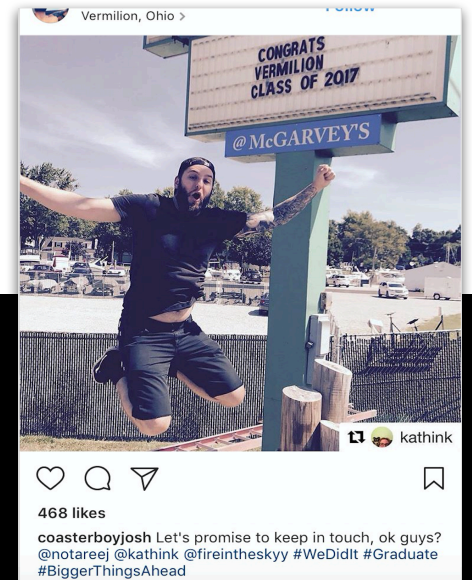


**Lifestyle  
Patterns**



**Celebrities/  
Influencers**





# Recently Graduated + Starting a Career

---



## Engagement Habits: Recently Graduated + Starting a Career

- They are passionate about **gaming** – game systems, gaming events, action-packed gaming and gaming media including web properties.
- Their habits demonstrate a need for **instant gratification**. They want fast food, more content from social media stars/influencers, and to watch suspenseful/action TV shows.
- They love sports and are recently showing an interest in sports playoffs – like the NBA Finals and Stanley Cup – and sports news.
- They can be nostalgic about their childhood at times – shown by their love for J.K. Rowling and kids/teens TV programs, like Spongebob Squarepants.

Explore the next page to learn how these habits exist throughout a typical day.





# A Day in The Life : Recently Graduated + Starting a Career

**7 AM**

He gets a notification from Twitch overnight that one of their favorite users posted a new video; bookmarks it.

**9 AM**

Picks up some breakfast at Wendy's on the way to work.

**12 PM**

Surfs the internet and checks up on favorite social media stars and the shipping status of a Nintendo Switch.

**6 PM**

Home from work, he whips up a meal for his girlfriend and tries to impress Gordon Ramsay with it on Twitter.

**5 PM**

Makes more plans for an upcoming trip to E3.

**3 PM**

He tweets a funny meme about his life riffing on Spongebob Squarepants.

**9 PM**

Watches the simulation NBA Finals or plays Flight Sim World.

**10 PM**

Watches an episode of American Grit before bed.



# Affinities: Recent Graduates + Starting a Career

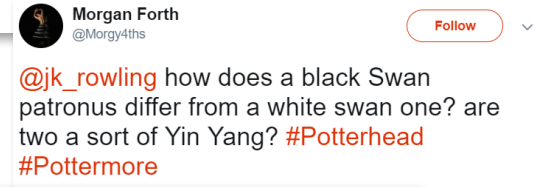
Brands	Affinity
Wendy's	2.5x
Nintendo	1.3x
PlayStation	1.6x
Taco Bell	1.6x
McDonald's	1.2x

Celebrities	Affinity
Gordon Ramsay	2.6x
J.K. Rowling	1.6x

Interest Types	Affinity
Social Media Stars	3x
Wrestling Competitions	2.7x
Competition TV Programs	2.4x
Sci-Fi TV Programs	2x
Action Adventure TV Programs	2.5x

Color key

- Gaming
- Instant Gratification
- Nostalgia
- Sports



Recent Graduates and those Starting a Career are interested in gaming, instant gratification, nostalgia and sports.

- To reach the newly graduated, feature nostalgic themes to catch their attention.
- Knowing that instant gratification is important for recent graduates, **show value delivered in a timely manner** and cater to their schedules so they can engage with the brand at their convenience.
- Utilize sports figures as brand ambassadors or feature advertising during major sporting events.



# Engaged + Recently Married

---





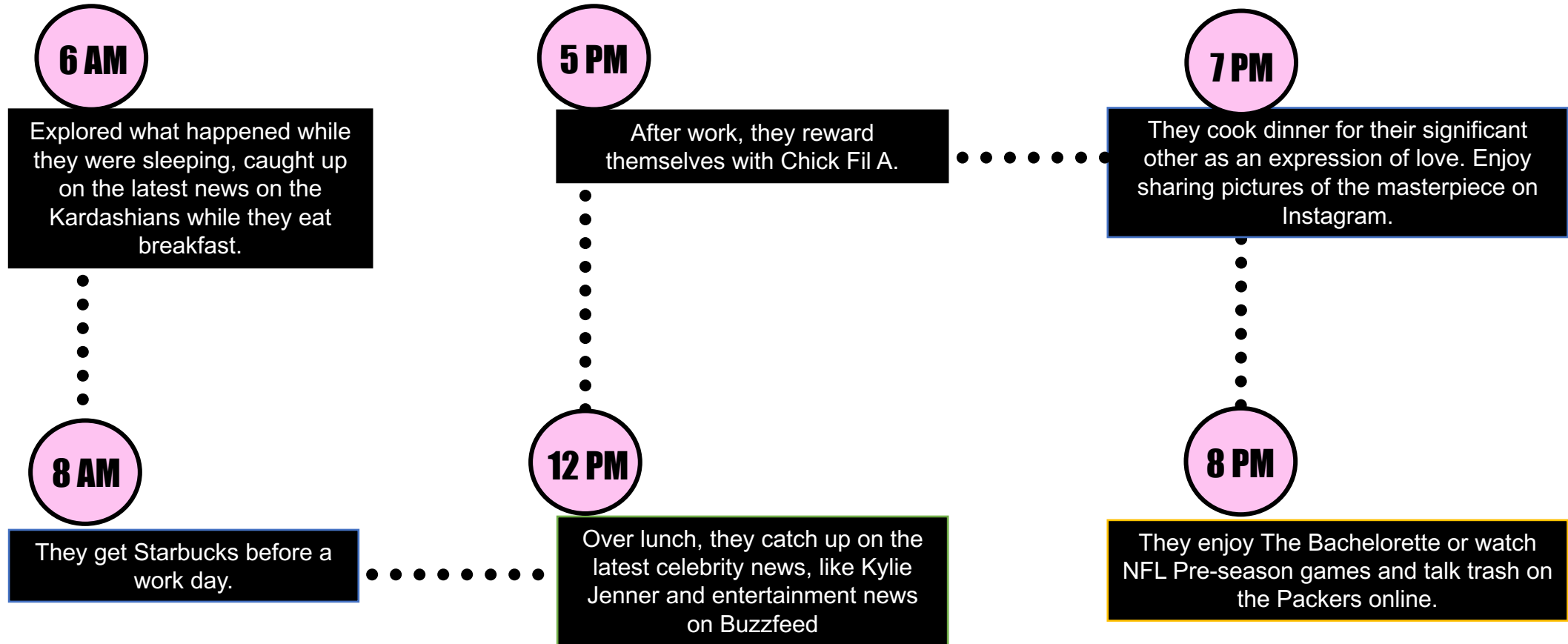
## Engagement Habits: Engaged + Recently Married

- As foodies who admire celebrity chefs, they aspire to be more culinary adventurous. However, they remain **loyal to their favorite fast food brands**.
- Their affinity for fast food brands and celebrity news, reflect instant gratification tendencies.
- Sports are a passion – they follow its news diligently.
- They partake in celebrity news, country music, entertainment and fun.
- Romance TV shows and major sporting events are popular. The Bachelorette is mostly discussed by female users, while sporting events are popular with both genders.
- Males tend to discuss sports more often than females, who prefer celebrity news.

Explore the next page to learn how these habits exist throughout a typical day.



# A Day in The Life : Engaged + Recently Married





## Affinities: Engaged + Recently Married

Brands	Affinity
Chick-fil-A	1.7x
Taco Bell	1.6x
Starbucks	1.5x
Wendy's	1.5x
Pepsi	1.2x

Interest Types	Affinity
Country Musicians	1.9x
Restaurant Brands	1.3x
Fast Food Restaurant Brands	1.3x
Food & Beverage Brands	1.2x
TV Actors	1.2x

Celebrities	Affinity
Joel Osteen	2.8x
Kim Kardashian	1.6x
Kamala Harris	1.4x
Kylie Jenner	1.4x
Gordon Ramsay	1.3x

TV Shows	Affinity
The Bachelorette	3.5x
Stanley Cup	1.7x
NFL Draft	1.5x
The Ellen Degeneres Show	1.5x
SportsCenter	1.3x

TV Genres	Affinity
Romance TV Programs	1.9x
Lifestyle TV Programs	1.7x
Reality TV Programs	1.5x
Celebrity TV Programs	1.4x
Talk Show TV Programs	1.3x

Events & Sponsorships	Affinity
WrestleMania	1.6x
Stanley Cup	1.2x
NHL Playoffs	1.1x
Coachella	1.1x

Interest Types	Affinity
Country Musicians	1.7x
Restaurant Brands	1.3x
Fast Food Restaurant Brands	1.1x
Food & Beverage Brands	1.1x

Media & Web	Affinity
BuzzFeed	1.6x
Time	1.3x
Vogue	1.3x
Amazon	1.2x
Forbes	1.1x

Color key	
	Culinary Adventure
	Instant Gratification
	Music & Entertainment
	Sports

- They appreciate quality but are price-conscious and desire instant gratification. So, fast food brands can promote more wholesome artisan options to cater to the group.
- They enjoy cooking for their loved ones, and want to make this time a meaningful ritual as couples. Food brands can better cater to them by creating offerings that would make them feel special and would allow them to develop and show-off their cooking skills.
- Target them with display advertising during romantic TV shows and sports shows. Utilize Audience.ai to segment even further to draw gender distinction.



# Parents

---





## Engagement Habits: Parents

- Surprisingly, parents do not talk that frequently about their children's interests online. Instead, they focus on sharing their own opinions and discuss topics that interest them.
- They're driven by sports and have a passion for current events and politics. We see this in the TV shows they watch and the celebrities, athletic events and sponsorships they follow.
- Parents are more risk-averse and prefer to keep their family in mind when planning and buying insurance.
- They value health and wellness and stick to food and beverage brands that they love and believe in.

Explore the next page to learn how these habits exist throughout a typical day.



# A Day in The Life : Parents

**6 AM**

Wake up and start getting themselves and their children ready for the day. Starbucks helps kick-start their morning.

**8 AM**

They tune into the Today Show or a news program on Fox, MSNBC, or CNN.

**12 PM**

After sending the kids off to school or summer camp, stay-at-home parent Syd takes time to exercise.

**5 PM**

They put on Moana for their younger children while they make dinner for the family.

**3 PM**

Check the golf tournament of the week or check to see how The Cubs are doing via theScore.

**12 PM**

Over lunch, Nancy, who works, catches up on the latest Politico article on Russia and shares her opinions of what's happening online.

**8 PM**

While creating a meal plan for the rest of the week and planning their grocery list, they participate in an online contest from Perdue Farms.

**9 PM**

After the kids are asleep, parents are back online catching up on personal email and watching the Bears or the Cubs.

THE DATA



# Affinities: Parents

Brands	Affinity
United Airlines	1.7x
Perdue Farms	8.2x
Pepsi	1.3x
Delta Air Lines	2.6x
American Airlines	1.4x

Apps	Affinity
Periscope	1.9x
theScore	2.1x
Uber	1.6x

Movie Titles	Affinity
Moana	1.3x
Cars 3	1.2x
The Boss Baby	1.1x

Celebrities	Affinity
George Takei	4.2x
Kamala Harris	3.8x
Donald Trump	2.2x
Sean Hannity	3.2x
Joe Scarborough	4.3x

Interest Types	Affinity
Religion & Wellness Personalities	3x
News TV Programs	2.3x
Politicians	2.2x
Newspaper Brands	2.1x
Comedians	2.1x
Talk Show TV Programs	2x

Athlete Types	Affinity
Baseball Athletes	1.4x
Golf Athletes	1.9x
Football Athletes	1.3x
Auto Racing Athletes	1.9x
Ice Hockey Athletes	1.1x

Media & Web	Affinity
Fox	3.3x
MSNBC	2.9x
Politico	2.7x
CNN	2.5x
New York Post	2.5x

Events and Sponsorships	Affinity
NHL Playoffs	1.5x
NFL Draft	1.3x
Stanley Cup	1.6x
London Marathon	2.8x
Kentucky Derby	1.6x

Color key

Political
Sports
Insurance
Airlines
Food & Health

Parents are interested in political topics, sports, insurance, airlines, food and health.

- Motivated to engage with brands that reward participation on social media, such as in the form of sweepstakes and loyalty programs. **Therefore, brands should be providing parents with clear reasons to engage.**
- Since they enjoy sharing humorous stories about raising their children, a brand can showcase real-life parenting moments and parents would be more likely to engage.
- Feature ads later at night when parents are engaging with media after their children are asleep.



# Affluent Professionals





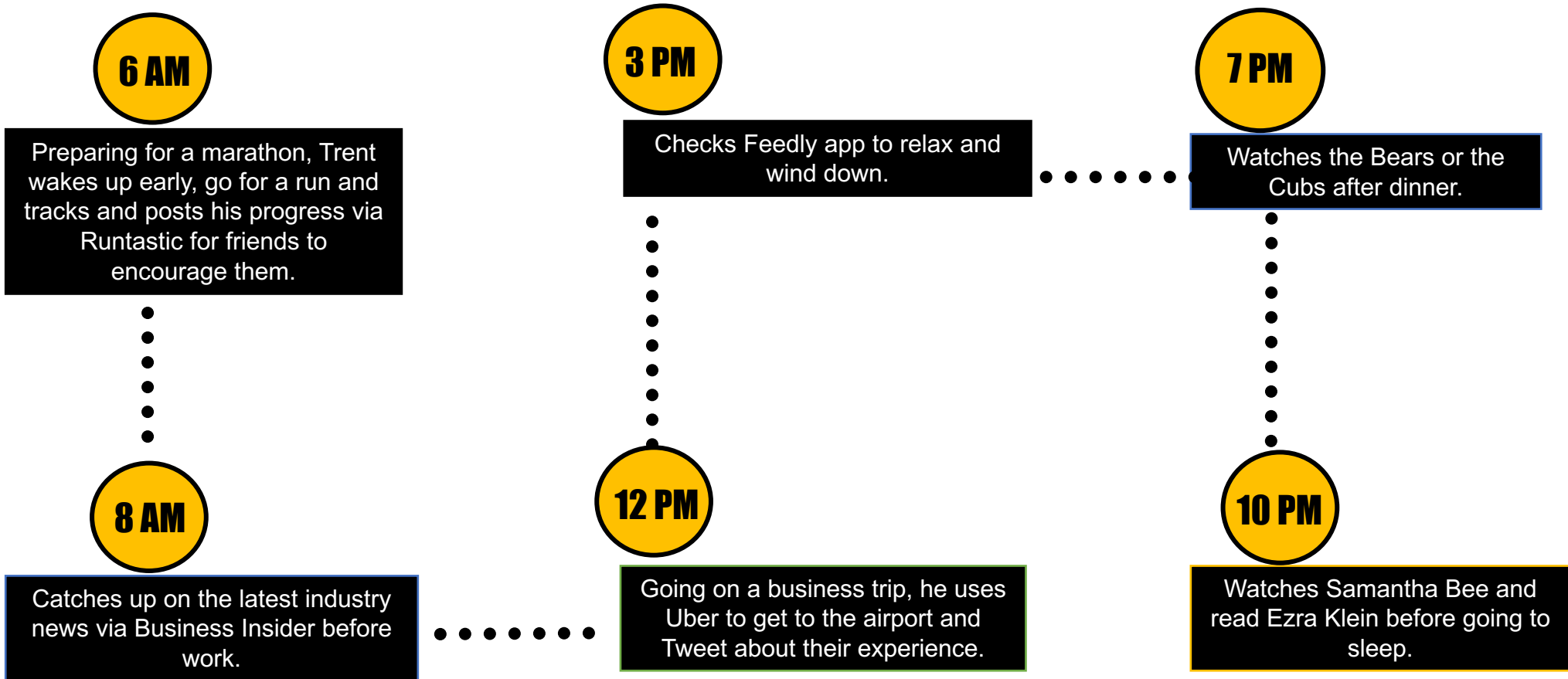
## Engagement Habits: Affluent Professionals

- Passionate about politics, business, and technology and follow the latest industry and tech trends. They're comfortable engaging with brands via Twitter (e.g., airlines) and expressing their political views.
- They frequently engage with political bloggers, such as Ezra Klein and Ana Marie Cox.
- They like late-night news and well-recognized bloggers and journalists in politics, business and economy, like Andrea Mitchell and Samantha Bee.
- They value convenience, productivity, staying healthy, active and are ambitious.
- They're avid sports fans and are everyday athletes.
- They value confidence in the future, safety, and have high affinity for homeowners insurance.
- They demonstrate a high affinity for philanthropists and aspirational industry leaders.

Explore the next page to learn how these habits exist throughout a typical day.



# A Day in The Life : Affluent Professional



## THE DATA



# A Day in The Life : Affluent Professional

Interest Types	Affinity
Bloggers	2.7x
Journalists	2.5x
Newspaper Brands	2.4x
Airline Brands	2.4x
Magazine Brands	2.3x

Brands	Affinity
Delta Air Lines	4.0x
United Airlines	2.7x
American Airlines	2.3x
Whole Foods	2.1x
Southwest Airlines	1.8x

TV Shows	Affinity
Full Frontal with Samantha Bee	4.5x
Andrea Mitchell Reports	4.0x
@Midnight	3.7x
Anderson Cooper 360	3.5x
NBC Nightly News	3.2x

Media & Web	Affinity
Slack	13.5x
Five Thirty Eight	8.7x
The Atlantic	5.4x
Wired	5.1x
Quartz Magazine	5.0x

Celebrities	Affinity
Ana Marie Cox	7.9x
Ezra Klein	6.6x
Wil Wheaton	5.9x
Nicholas Kristof	5.3x
Andy Richter	5.3x

Events & Sponsorships	Affinity
London Marathon	1.6x
Kentucky Derby	1.5x
FA Cup	1.4x
Stanley Cup	1.3x
NHL Playoffs	1.2x

Apps	Affinity
Uber	3.7x
Feedly	2.2x
Lyft	1.3x
Periscope	1.2x
Snapchat	0.5x
WhatsApp	0.5x

Color key	
	Business & Industry
	Sports
	Politics
	Airline Brands

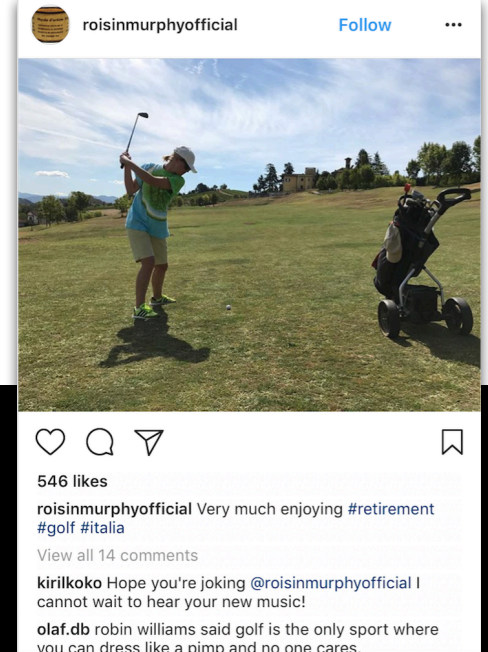
**Affluent Professionals are interested in business and industry, sports, politics and airline brands.**

- Affluent professionals trust bloggers – use Networked Insights to research industry-specific bloggers to utilize them in influencer campaigns.
- Affluent professionals desire seamless experiences with brands they use every day and **freely express their dissatisfaction** when those brands don't meet their expectations.
- Try partnering with the media properties to expand reach. For example, use news platforms, like Wired and Quartz Magazine, or late-night shows for ad placement and spending.



# Retirees

---





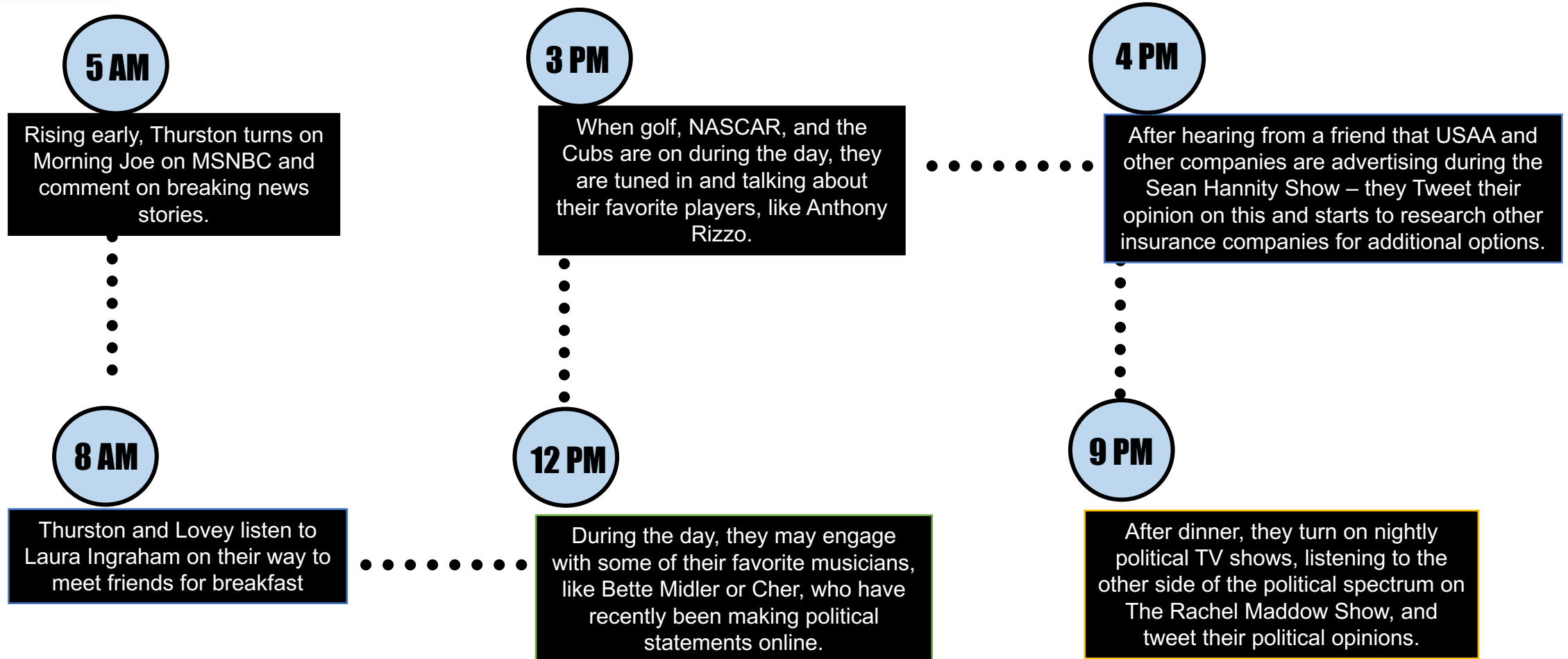
## Engagement Habits: Retirees

- Retirees pay attention to the news and discuss all things politics – from politicians themselves to specific issues, like health care laws, immigration, and tax laws.
- They tend to get their information from major news sources – in print, TV and Radio.
- They're sentimental and nostalgic, often talking about seasoned musicians.
- They talk sports and players that skew toward having older fans – golf athletes, auto racing athletes, and baseball athletes.

Explore the next page to learn how these habits exist throughout a typical day.



## A Day in The Life : Retiree





# A Day in The Life : Retiree

Interest Types	Affinity
Journalists	6.4x
Homeowners Insurance Brands	8x
Radio Stars	5.6x
News TV Programs	5.3x
Broadcast Networks	5.9x

TV Genres	Affinity
News TV Programs	5.3x
Talk Show TV Programs	3.3x

Musicians	Affinity
Bette Midler	6.9x
Cher (Twitter Only)	4.7x

Celebrities	Affinity
Laura Ingraham	13.7x
Newt Gingrich	10.4x
Sean Hannity	9x
Mike Huckabee	9.8x
Rachel Maddow	9x

Media & Web	Affinity
Fox	11.7x
MSNBC	10.2x
Fox News	9.0x
Politico	8.4x
Washington Post	5.9x

Brands	Affinity
USAA	10.4x
Delta Air Lines	2.7x
United Airlines	1.8x

General Interests	Affinity
health care laws	5.5x
political parties	5.3x
secret service	5.6x
parliament	4.6x
news	4.6x

Athlete Types	Affinity
Golf Athletes	1.8x
Auto Racing Athletes	2x
Baseball Athletes	1.2x

Color key

- News & Politics
- Nostalgia
- Sports

The primary conversation drivers for Retirees are news and politics, nostalgia and sports.

- Since they consume media on sources focused on politics and news, including print, digital and TV, create media and advertising strategies that will reach them at these touch points.
- They pay attention to sports that cater to older demographics, such baseball and golf, so advertise during these sporting events.
- Retirees are not afraid to express their opinions via social media. They expect seamless customer experience and quick responses, or else they may express negative opinions to friends and family.



# Why This Matters to You



Takeaways and Case Studies



## CASE STUDY: AMERICAN FAMILY INSURANCE

**Challenge:** Define the best “Dream Ambassadors” for American Family Insurance.

**Insights:** AmFam built an audience of “dreamers,” including **recent graduates, newly married**, and more, then used that audience to identify ideal ambassadors.

**Taking Action:** American Family launched a major new campaign with Kevin Durant and JJ Watt as Dream Ambassadors using content focused on community.



## CASE STUDY: KIX AND GENERAL MILLS

**Challenge:** To help the team at Kix better understand and relate to their target audience who are in the **Parents Life Stage**.

**Insights:** Using the data, Kix was able to go deeper and uncovered an audience of “Maker Moms” who believe that creativity and play are vital to raising successful children.

**Taking Action:** Based on Kairos intelligence, Kix Brand Managers were able to partner with key influencing bloggers to develop original content related to DIY projects.



## How to Apply Life Stage Marketing

- **Use life stage intelligence to:**
  - Build on demographic data and better understand the emotional drivers and motivations of consumers.
  - Identify influencers and ambassadors.
  - Drive content strategy.
  - Improve targeting based on format, channel and even timing.
- **Marketing by life stage is not a static process:**
  - Interests and affinities change.
  - Audiences should be continually monitored to remain relevant and effective.





Check it Out For Yourself!

[hello@networkedinsights.com](mailto:hello@networkedinsights.com)

+1 (312) 985-9700

[www.networkedinsights.com](http://www.networkedinsights.com)  
[www.audience.ai](http://www.audience.ai)

