



Chiropractic Marketing Expert Pushes For Shift In Focus From Boomers To Millennials

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Stephanie Beck, founder and owner of SRB Solutions, who specializes in online marketing for healthcare practitioners, such as chiropractors, noted what could be a shift in focus from boomers to millennials. Previously, the largest consumer market was made up of the baby boomers. However, the latest population estimates from the U.S. Census Bureau has indicated that the millennials have overtaken the boomers. Knowing the importance of such a market demographic change, Stephanie is adjusting her marketing strategies to fit the millennial generation.

Stephanie Beck, founder and owner of SRB Solutions, says: "The market is changing. With members of the baby boomer generation passing away as they years go by, their consumer impact is becoming smaller. Meanwhile, the millennial generation, which are ages 18 to 34 in 2015, is growing. Since each generation has different desires and needs, it is very important to understand this so that you can align your marketing strategy with the demands of the current market."

It is now generally accepted that the oldest millennial was born in 1981 and that the youngest millennial was born in 1997. This population group is growing exponentially while the baby boomer population is shrinking. It

is believed, therefore, that by 2036, the generation will peak and have 81.1 million in this country alone.

"81.1 million people is a huge group to target," adds Stephanie Beck. "And since these people have different demands and interests compared to the baby boomer generation, who have been the focus of marketing campaigns for a long time now, we need to refocus what we are doing in order to remain relevant. At the same time, we have to think about Generation X, who fall between the boomers and the millennials. While a smaller group, they are projected to surpass the boomers in population by the year 2028, and they are relevant as they still make significant consumer decisions and choices."

SRB Solutions has made a number of article resources available on marketing for the right generation, focusing specifically on the health and wellness industry. In so doing, they aim to ensure that chiropractic offices and massage and bodywork therapists are better able to market their specific services.

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SRB Solutions

SRB Solutions are Educators and Advocates for the online & offline marketing success of chiropractors, massage therapists, acupuncturists and spa owners.

We provide proven strategies to achieve the goals for your practice.

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