

PatientsLikeMe: An Online Community of Patients

Marketing Trends - New Way to Market
Authenticity
Lifestyle Brand
Community Involvement

The collage features a central diagram with a large arrow pointing upwards. The diagram is divided into four quadrants representing different generations: Veterans, Boomers, Gen-X, and Millennials. Each quadrant lists characteristics such as Values, Education, Motivations, and Outlook. Surrounding this central diagram are numerous smaller images and text boxes, including logos for LinkedIn, Facebook, and Twitter, as well as various charts, graphs, and promotional materials. A prominent watermark reads "Sell It Instantly - Say It Instantly - Sell to a Community".

Professionals
Code of Ethics
Body of Knowledge
Specific Methodology

Strictly Anonymous!
8 Questions - One for Comments

Find us on facebook | Lewis Associates Chicago
Workshop Evaluation
tinyurl.com/GenSellDayton
Thank you for your feedback
Comments are most important

Sales Tips
1. Stay Connected
2. Provide Engaging Content

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PatientsLikeMe: An Online Community of Patients

The collage features a central white arrow pointing towards the top right. Surrounding it are numerous small images and logos, including:

- Social media icons for Facebook, Twitter, LinkedIn, and YouTube.
- Logos for various brands like Carrier, Bryant, and Sun-Jel.
- Diagrams and charts, such as a bar chart with red, green, and blue bars.
- Photographs of people and products.
- Text-based graphics and infographics.
- Logos for 'cragslist', 'Angles list', and 'yelp'.
- A circular graphic with social media icons (BLOG, Web 2.0, f, in, p, t).
- A QR code and a 'Thank you for your feedback' message.
- A box with the text 'Professionals Code of Ethics Body of Knowledge Specific Methodology'.
- A box with 'Lewis Associates Chicago Workshop Evaluation tinyurl.com/GenSellDayton'.
- A box with 'Strictly Anonymous! 8 Questions - One for Comments'.
- A box with 'Values Drive Behavior' and 'Thepackbooks.com'.
- A box with 'WHAT EVER IT TAKES bryant Hearing & Hearing Systems'.
- A box with 'turn to the experts Carrier'.
- A box with 'Sun-Jel Ethical Hearing Solutions, Inc.'.
- A box with 'LinkedIn facebook twitter'.
- A box with 'Veterans Boomers Gen-X Millennials'.
- A box with 'Values Education Motivations' and a list of traits: 'ambitious, hardworking, disciplined, organized, socially conscious, cynical, optimistic'.
- A box with 'UNDERSTANDING & REACHING THE GENERATIONS'.
- A box with 'Lifestyle Brand'.
- A box with 'Marketing Trends - New Way to Market'.
- A box with 'Authenticity'.
- A box with 'Lifestyle Brand'.
- A box with 'Community Involvement'.
- A box with 'Sales Tips' and '1. Stay Connected 2. Provide Engaging Content'.

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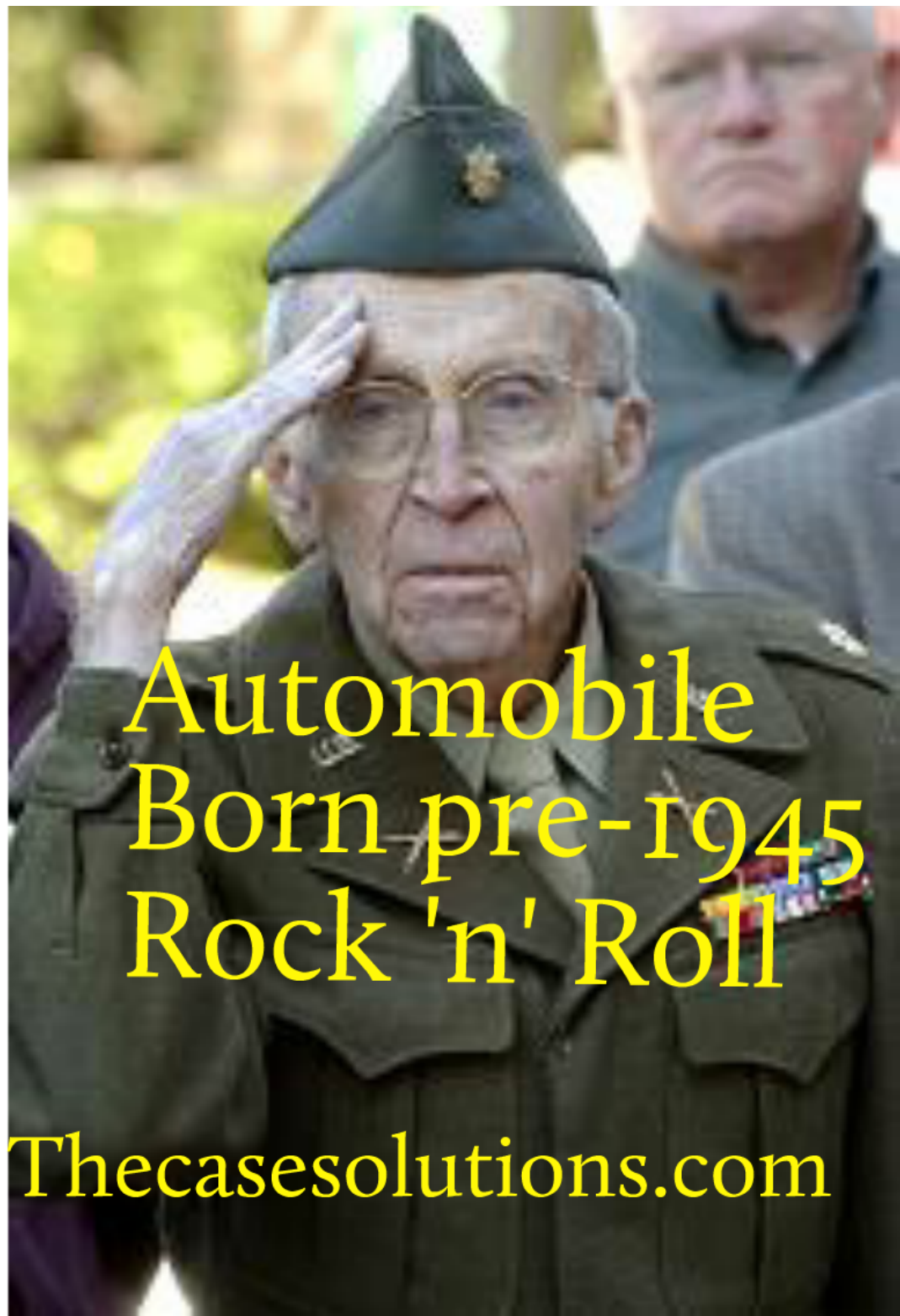


Veterans



Builder, Mature, Greatest, Pioneer

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Automobile
Born pre-1945
Rock 'n' Roll

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, Mature, Greatest, Pioneer

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Boomers

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A photograph of a man and a woman smiling and embracing on a wooden dock. The man is wearing a red cap and an orange t-shirt, and the woman is wearing a blue dress and a white necklace. In the background, there is a large white house with a porch and a stone wall. The scene is set outdoors with trees and a body of water.

1943 - 1963

TV
Youth Culture

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1963-1983
Latch-key Kids
Personal Computer

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en-X



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Millennials



Values Drive Behavior

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