

2023

Different generations have unique values and experiences that shape their attitudes towards products and brands. Our curated social media calendar helps you tailor your marketing to better connect with your target audience.



At Wishbox, we help businesses find their purpose, cultivate their brand, and tell their story through strategic thinking, design, and creative communication. Our goal is to craft a winning strategy that surprises competitors and delights customers.

Let's connect and make it happen!



Baby Boomer

1946 - 1964

Experienced | Resourceful | Conservative

Prefer quality interaction with brands, physical and virtual

Prefer face-to-face interactions

Deeply rooted with culture

High expectations from customer services

Follow a set routine

Trusted recommendations drive purchase decisions



01

JANUARY
2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 New Years Day	2	3	4	5 Your Brand Story	6	7
8 Highlight Brand Purpose	9	10 Tip of the Day	11	12	13	14
15 Pongal	16	17	18	19 Client Dairies	20	21
22	23	24	25	26 Republic Day	27 International Customs Duty Day	28
29	30 News Snippet	31				



Baby Boomer

1946 - 1964

Purchase behaviour & Capturing their hearts

Prefer the help of customer service while shopping online

Prefer buying products in-store than online

Value for money is their driving force

Keep your promises

Focus on customer service

Have customer loyalty programmes

Customise promotions suited to their age

Follow up with great customer service



02

FEBRUARY
2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 <i>Budget Day</i>	2	3	4
5	6 <i>#Personal Finance</i>	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17	18 <i>Market Trend</i>
19	20	21	22	23	24 Central Excise Day	25
26	27 <i>News Snippet</i>	28				



1965 - 1980 Gen X

*Self Sufficient / Adaptable
Skeptic / Hard-working
Professional / Risk-averse*

*Play catchup with
the next generation*

*Largely focus
on security*

*Shop after receiving
recommendations*

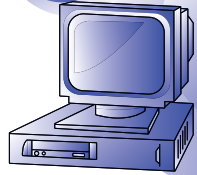
*Like to keep things
simple and don't
explore much*

*Have highest
purchasing power*

*Loyal to their
favourite brands*



03

MARCH
2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 <i>Your Brand Story</i>	3	4
5 <i>Manage Your money Tips</i>	6	7	8 International Women's Day	9	10	11
12 <i>Relay your Brand Purpose</i>	13	14	15	16	17 <i>Market Trends</i>	18
19 Mother's Day	20	21	22 Telugu New year	23	24	25
26	27 <i>News Snippet</i>	28	29	30	31 Year End Closing	



Gen X

1965 - 1980

*Purchase behaviour & Ways
to capturing their hearts*

*Influenced
by Gen Z*

*Discover products through
ads and from retail stores.*

*Value product and
customer support*

*Induce nostalgia through
your products/services*

*Reading positive reviews
makes them believe
in the brand more*

*Prefer branded products
and are willing to pay for it*

*Buy products they can
trust and feel secure
purchasing*

*Rely on cards for
online payments*

*Give great
customer service*

04

APRIL
2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 New Financial Year
2 World Autism Awareness Day	3 #Finance Tips	4 Mahavir Jayanti	5	6	7 Good Friday	8
9 Easter Sunday	10	11	12	13	14 Tamil New year	15 Investment Planning
16	17 Promote a CSR Activity	18	19	20	21	22 Idul Fitr & World Earth Day
23	24	25	26	27 News Snippet	28	29
30						



Millennial

1981 - 1996

Passionate | Authentic | Explorers | Independent

*Consume long forms
of content*

*Demand newer and
better experiences*

*Influenced by
offers and discounts*

*Like to keep up
with new trends*



*Prefer brands
with a mission*

*Rely on recommendations
from multiple sources*



*Actively engage with
brands online*

*Have less
brand loyalty*



05 | MAY 2023



Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 May Day	2 Service Benefits	3	4	5	6 Smart Investment Tips
7	8	9	10	11	12 Family Investment Plans	13
14 Mother's Day	15 International Family Day	16	17	18	19	20
21	22	23	24	25	26 News Snippet	27
28	29	30	31			



Millennial

1981 - 1996

Purchase behaviour

*Prefer the idea of
"Sharing Economy"*

*On the look-out for products/
services that saves time*

*Purchase generic
brands if it saves money*

*Prefer quality
products*

*Use mobile devices
to shop online*



06

JUNE
2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Money Management Ideas	2	3
4	5 World Environment Day	6	7	8	9	10
11	12	13	14	15	16	17
18 Father's Day	19	20	21 News Snippet	22	23	24
25	26	27	28	29 Bakrid	30	



Millennial

1981 - 1996

Capturing their hearts

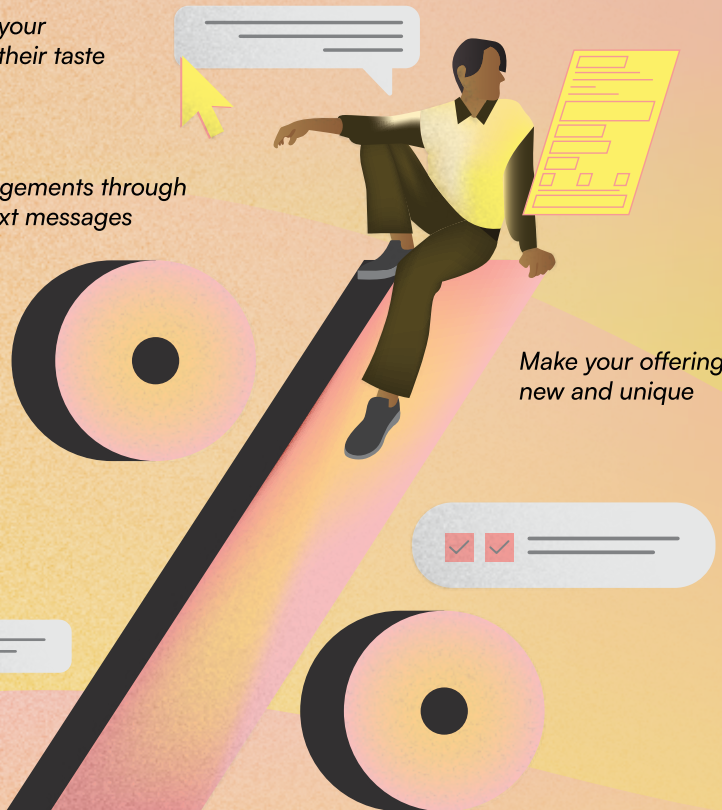
*Offer maximum convenience
at the lowest cost*

*Give out promotional
discounts and offers*

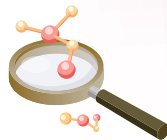
*Personalise your
offerings to their taste*

*Regular engagements through
emails and text messages*

*Make your offerings
new and unique*



07 | JULY 2023

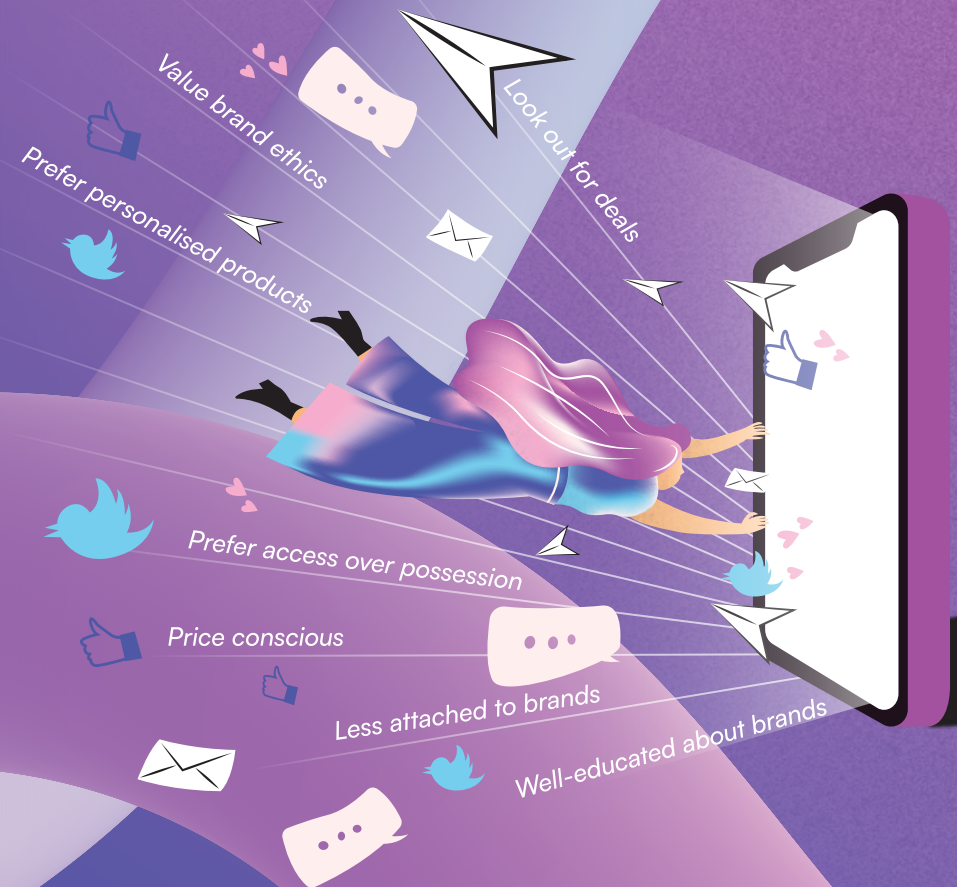


Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Brand Values
2	3	4 Tips for Responsible Savings	5	6	7	8
9	10 News Snippet	11	12	13	14	15
16	17	18	19	20	21	22 Low risk Investment Opportunities
23	24	25	26	27	28	29 Muharram
30 Market Trends	31					



1997 - 2010 Gen Z

*Risk-takers / Tech-savvy
Individualistic / Trend-setters
Dreamers / Collaborators*



Value brand ethics

Look out for deals

Prefer personalised products

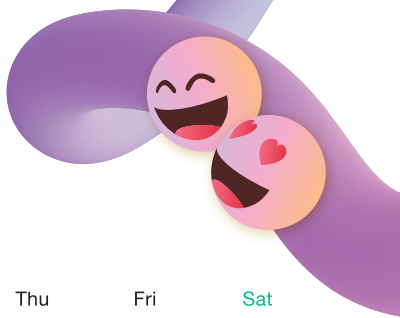
Prefer access over possession

Price conscious

Less attached to brands

Well-educated about brands

08

AUGUST
2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3 <i>New Investment Avenues</i>	4	5
6 <i>Friendship Day</i>	7	8	9	10	11 <i>News Snippet</i>	12
13	14	15 <i>Independence Day</i>	16	17	18	19
20	21	22	23 <i>Benefits of Credit Cards</i>	24	25	26
27	28	29	30 <i>Raksha Bandhan</i>	31		



Gen Z

1997-2010

Purchase behaviour



Product value, availability, and convenience are key factors

Often influence parents' purchase decisions

Look out for freebies

Use various channels for shopping

Enjoy personalised products and services

Consumption based over ethics

Prefer fast and efficient shipping



09

SEPTEMBER
2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2 State Financial Compliances
3	4	5 Teacher's Day	6	7 Krishna Jayanti	8	9
10	11	12	13	14	15	16
17	18	19 Ganesh Chaturthi	20	21 World Gratitude Day	22	23
24	25 Service Benefits	26	27	28 Eid-E-Milad	29	30



Gen Z

1997- 2010

*Capturing the
hearts of Gen Z*

Capitalize on Gen Z's
affinity for micro-influencers

Make the experience
simple & intuitive

Be creative with
your promotions

Create value
instead of Ads

Use data to unify
e-commerce
experience

10

OCTOBER
2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Gandhi Jayanthi	3	4	5	6	7
8	9 News Snippet	10	11	12	13	14
15	16	17	18	19 Tips On Wise Spending	20	21
22	23 Ayudha Pooja	24 Vijaya Dashami	25	26	27	28
29	30	31				



2010 - 2020 Generation Alpha

Most Creative / Resilient / Activists / Responsible / Opiniated

*Enjoy tech based
experiences*

*Hungry for
new innovations*

*Conscious of their
space and actions*

Value family

*Focused on
sustainable products*

*Largely Impacted
by COVID*

*Admire everyday
superheroes*

*Constantly
connected*

Globe Trotter

Work from home

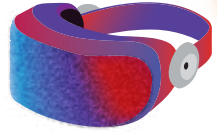
Demand flexibility

*More time in
virtual spaces*

Raised on screen



11

NOVEMBER
2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 Service Benifits	3	4
5	6 New Investment Launch Plans	7	8	9	10 Dhanteras	11
12 Diwali	13	14	15	16	17 Plan a Secure Future tips	18
19 International Men's Day	20	21	22 Blog on Effective Investments	23	24	25
26	27 News Snippet	28	29	30		



2010 - 2020 Generation Alpha

Purchase behaviour & Capturing the hearts

*Value trust, participation,
and authenticity*

*Influenced by other
young champions*

*Responsive
technology*

*Enjoy experimenting
and trying new things*

*YouTube is their
biggest influence*

*Active
participation*

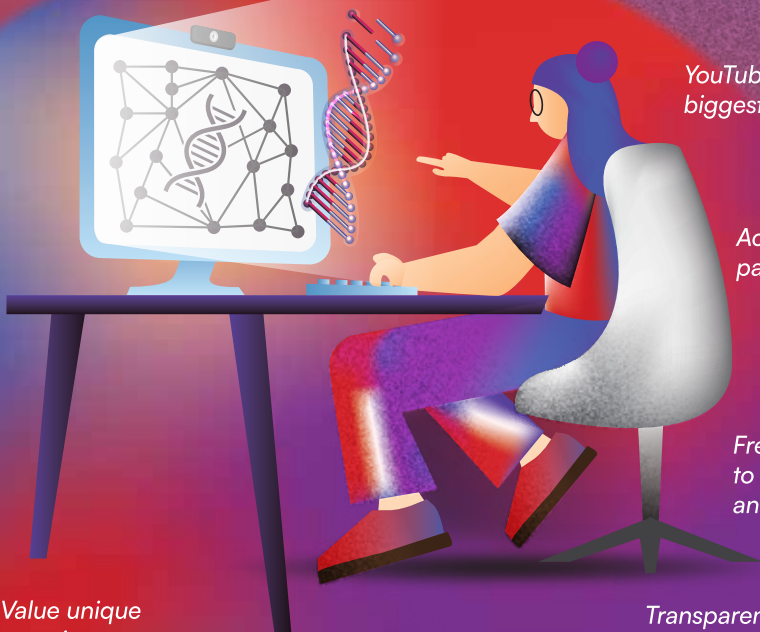
*Freedom
to think
and create*

*Value unique
experiences*

*Transparency and
social impact*

*Looking for
meaningful work*

*Meet their expectations
and aspirations*



12

DECEMBER 2023

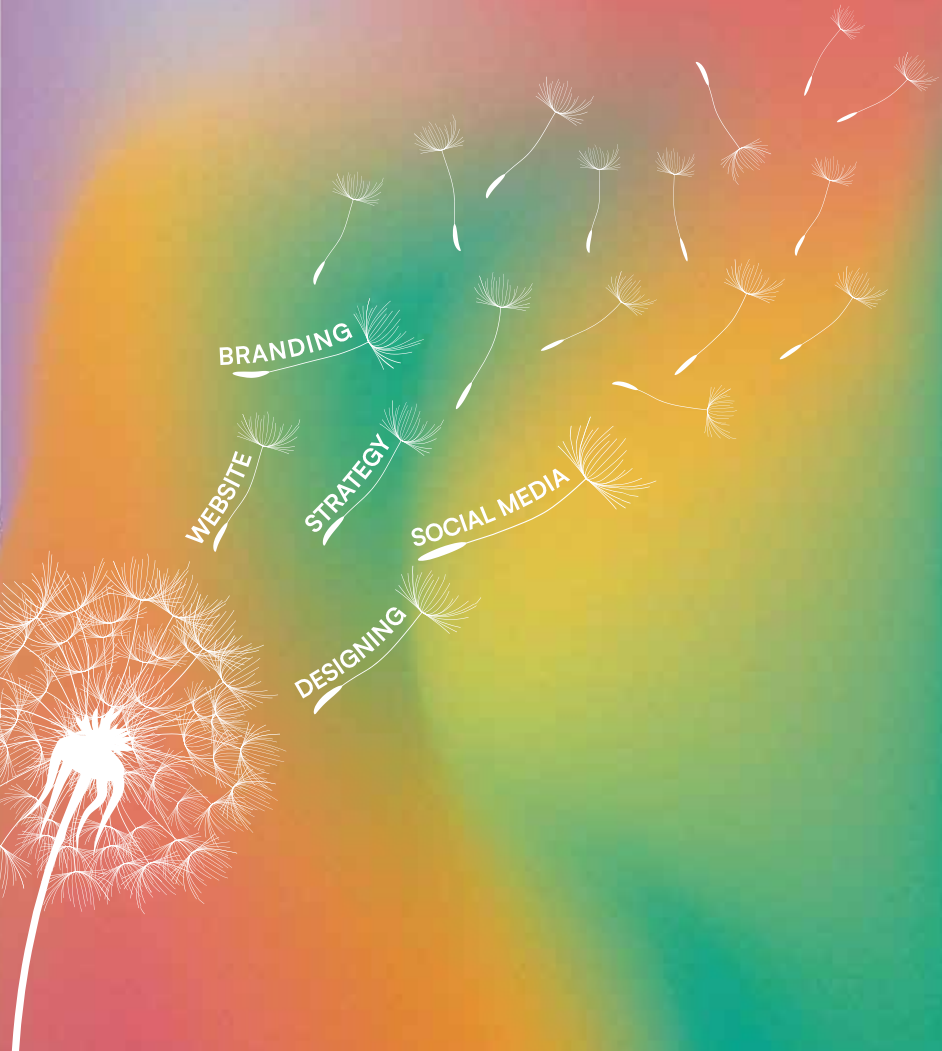


Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 CSR Activity	2 Overcoming Financial Burdens
3	4	5	6	7	8	9
10	11	12	13	14	15 Predicted Future Trends	16
17	18	19	20 Market Trends	21	22	23
24	25 Christmas	26	27	28	29	30 Recap For the Year
31						





See new
Possibilities



BRANDING

WEBSITE

STRATEGY

SOCIAL MEDIA

DESIGNING