

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Marketing To Seniors

By Larry Klein

Seniors watch more television than any other group. But unless you've got a ton of cash, let's uncover the more cost effective ways to market to seniors. You can affordably build an effective senior market campaign around newspaper, radio and direct mail. Let's go well beyond telling you that for senior sites or direct mail you should use a big font, simple paragraphs, etc.

First, let's realize we cannot define "senior" by age and if I see another writer define seniors as someone age 55 or better, I'll punch them. With people living to age 85 routinely and life expectancy increasing at by one month each year, age 55 is middle aged. Let's use the term "senior" and "retiree" synonymously for this article on marketing to seniors.

Seniors Like to Learn

Of primary importance is that seniors like to learn. The largest travel company in the world is Elderhostel. The company designs learning trips for active seniors and it operates around the globe. What does this mean to a senior marketer? It means you can attract seniors with educational opportunities.

For example, the financial services industry capitalizes by attracting seniors through seminars. These seminars are typically daytime meetings on a financial topic and are used as a primary tool for many financial professionals to meet new senior clients. The medical industry also uses seminars to win new clients. Seniors attend because they want to learn about issues important to them—finances and health. But seminar offerings can be expanded into many fields as a way to capitalize on senior market's desire to learn. Additionally, seniors have time to attend while working people do not. No senior marketer or professional who should overlook this method.

Seniors Like to Read

Similarly, seniors like to read. They have the time to do so and the most recent research shows that the senior audience is the largest reader group of daily newspapers. The point is this—your newspaper advertising goes farther when targeting the senior market. For one real estate professional targeting

Marketing To Seniors

seniors, I designed an ad that we ran on the day when the supermarkets insert their ads and coupons. We placed the ad in the food section and this new realtor got 62 calls.

It's clear that if you want to market to seniors, the newspaper is a fabulous place for advertising. The rates keep getting cheaper as the papers reduce their prices to try and survive and as time progresses, a larger percentage of readers are seniors. So for the senior marketer, the "cost per thousand" is decreasing making the newspaper a fabulous advertising medium.

Seniors Listen to Talk Radio

Next, seniors make a loyal group of radio listeners, particularly talk radio stations.

But take this beyond advertising—in the financial services industry, smart marketers get their own radio show. They either buy the time or convince the station they can bring in advertising dollars. How much

more credibility can a marketer to seniors have then having their own radio show? Ask the rich financial advisors who have done this. They then use the show as a direct response mechanism to fill live seminars or get people to call in for educational information, thereby generating a ton of warm senior prospects. There's plenty of room in this market for healthcare professionals, lawyers, real estate agents, and almost any professional to gain superior credibility with a radio show.

Direct Mail

Working people sort mail over the trash can seeking to toss out as much as possible. We don't have time and don't want to be bothered with any mail that does not demand our attention. We had a long day at the office and the last thing we want to look at is junk mail.

Not so with seniors. They take time to look at their mail and consider each piece as they open huge amounts of junk mail and are reluctant to throw out anything. When I practiced as a financial advisor, it was common for a senior to come to a meeting with a bag of financial junk mail they had saved up and ask me, "Should I keep this?"

Larry Klein is an expert in marketing to seniors. He is author of Marketing Financial Services to Seniors and the creator of the Certified Retirement Financial Advisor Training. You can read more of his articles and insights on marketing to seniors at

<http://www.marketing-to-seniors.com>

Just the Facts – A Golden Age Gold Mine

By Gary Onks

Just the Facts – A Golden Age Gold Mine by Gary Onks

- * Every 7 Seconds someone in America turns 50
- * Spend almost \$2 Trillion on goods & services each year
- * 43% of all new cars are purchased by seniors
- * Account for over 40% of total consumer demand
- * Seniors average \$24,000 in annual disposable income
- * 50+ age group is the fastest growing population segment
- * Most seniors open all the direct mail they receive
- * Spend \$14 Billion yearly on grandchildrens gifts
- * Control over 48% of all discretionary purchases that occur
- * Seniors are the most affluent consumer group that exists
- * 30% more likely to purchase online than younger users
- * Per Capita income is 28% higher than other groups
- * Over 78 Million adults are past the age of 50
- * 60% purchase home remodeling products & services
- * Women over 50 spend \$21 Billion on clothes annually
- * Seniors own over 80% of all money in savings accounts
- * 79% of America's financial assets are owned by seniors
- * Folks over 50 Dine out 4–5 times per week
- * Account for over 79% of all leisure travel spending
- * Own 62% of all large Wall Street investment accounts
- * Seniors visit malls more often than any other age group
- * Over 70% of seniors are willing to try new brands
- * 92% of seniors shop online & 78% make online purchases
- * Local daily newspapers are read by 71% of seniors
- * 74% of Seniors use the Internet to find health information
- * Over 65% of Seniors stick with brands if they like them
- * 89% of seniors rate "being active" as critical to enjoying life
- * Housing market for seniors tops \$100 Billion each year
- * The net worth of seniors is 5 times that of average Americans
- * Seniors provide over \$90 Billion in care giving services annually
- * There are more people over 65 than teenagers in the marketplace
- * Modern Maturity is the largest circulation magazine in print
- * "Who Wants to be a Millionaire" average viewer age is 55

You've got the facts, now get the seniors and get more sales!

Gary Onks is the author of "How You Can Reach & Sell the \$20 Trillion Senior Marketplace" which is described as: "The 'Art' of pleasing senior customers" ~ Washington Times "A 'Breath of Fresh Air' in senior marketing" ~ CD Publications Sold On Seniors, Inc. <http://www.SoldOnSeniors.com> Phone: (540) 785-4438 or 800-416-8785 <mailto:GaryOnks@SoldOnSeniors.com>



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!