

Press Kit

50-Plus Marketing Philosophy

50-plus consumers aren't settling into rocking chairs — they're just getting started.

While many Internet marketing firms believe interactive equals young, research says otherwise. Baby boomers and seniors represent the Web's largest constituency, making up one-third of the 195.3 million Internet users in the U.S. And they're not just surfers, they're buyers too, spending \$7 billion annually online.

When you market to the 50-plus consumer, you have to check your assumptions at the door and forget everything you thought you knew about turning 50. It is not the "beginning of the end" for these consumers, but rather a new era in their lives. They are ready and eager to partake in new experiences and embark on new adventures.

But how do you capture the 50-plus consumer online? This is not a demographic to which you can apply traditional marketing formulas. Instead of marketing based on income level, marital status, and the likelihood of home ownership, as you might do for a younger demographic, you are now marketing to a life stage, such as becoming a grandparent, retiring, developing health issues, and so forth. And to connect with these consumers, your Internet marketing efforts have to be appropriately researched and tested.

Add to the equation that "50-plus" is not the final adjective. There are key segments within the mature market (which actually begins at age 42), including pre-retirees, active retirees, seniors, and other distinct consumer groups. They each respond to different approaches and have unique needs.

A traditional Internet marketing strategy simply will not work across the 50-plus spectrum. Internet marketing needs to address these powerful purchasers as the active, vital consumers that they are.