

# Press Kit

## Topics, Article/Segment Concepts, Interview Questions

While 50-plus marketing theory seems to be tackled from time to time in popular media, CEOs and small business owners alike want to know the specifics of how to beef up the bottom line.

Here are some ideas that will get your viewers and readers to sit up straight:

### What is interactive marketing anyway?

#### Topic:

Interactive marketing, which is usually associated with Web marketing (such as websites and email campaigns) and other electronic media (such as DVDs or iTV), is actually any medium that engages the target audience in a two-way experience.

Interactive marketing can serve many of the same objectives as traditional marketing, such as branding, lead generation, and direct response, but unfortunately, interactive marketing is often isolated from traditional marketing efforts because of the logistics involved in doing so.

And more importantly, does the mature market respond to this non-traditional approach?

#### Article/Segment Concept:

- Interviews with businesses who feel that interactive solutions, such as e-learning modules or DVD sales presentations, have boosted 50-plus business.
- Interviews with mature marketing consultants who avoided interactive because of a perceived expense, technical concern, or 50-plus consumer challenges, and how they felt after incorporating interactive measures.
- Case studies of businesses that use interactive measures to attract the mature market extensively.

#### Interview Questions:

- What are the biggest mistakes you see otherwise smart and progressive companies making with their websites and other Internet marketing measures?
- Effective Internet marketing doesn't come cheap. How long does it take the average company to recoup the interactive investment?
- Is there a higher, lower, or comparable (to traditional methods) ROI?
- Is it more expensive to employ interactive measures for the 50-plus markets than it is for younger markets?

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## Do 50-plus consumers really buy online?

### Topic:

Many businesses think that since some boomers and many seniors didn't grow up with computers, they avoid doing anything with them.

The truth is that baby boomers and seniors not only go online; they are consistently the fastest growing group of Internet users and spent over \$7 billion online last year. But where do you find boomers online? What are the factors that affect whether or not they'll buy from you?

Find out why what a company is not doing could be hurting sales.

### Article/Segment Concept:

- Case studies on sales activity and profit margins before and after websites were redesigned.
- Interviews with boomers and seniors who regularly buy online – what website design or usability functions affect websites that capture their business?
- Interviews with boomers and seniors who refuse to buy online – why? Have they had negative experiences, and if so, what were they? If they've never tried to buy online, why haven't they, and what would entice them to do so?

### Interview Questions:

- Isn't zeroing in on the 50-plus demographic a little risky?
- Are you alienating younger markets that are culturally more apt to go interactive if you target 50-plus consumers?
- While there is obvious money to be gained in the financial services, health care, and travel industries, what do other industries have to gain by optimizing their Internet marketing efforts for the 50-plus markets?

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## 50-plus market segmentation and why it matters

### Topic:

Many businesses are all too aware that 50-plus consumers have money to spend. What they're not aware of is the fact that there are unique segments within the mature markets that respond to online marketing differently.

Pre-retirees, active retirees, seniors, and other distinct consumer groups each respond to different approaches. Find out why a blanket Internet marketing strategy simply will not work across the 50-plus board, and what a company can do to identify and attract its true 50-plus target consumer online.

### Article/Segment Concept:

- Interviews with companies whose online marketing results changed significantly upon implementing segmenting efforts.
- A comparison between two competing websites: one using the "50-plus blanket approach" online and the other showing a more targeted and segmented approach.

### Interview Questions:

- What is this concept of marketing to a life stage and how is that different from other marketing approaches?
- What are the most common life stages 50-plus users encounter and how do those help you segment them?
- What does it mean to actually apply segmentation to your marketing? Can I use the same message with a different presentation or do I need a completely different message?
- In many cases, such as choosing a retirement community, the boomer adult child has considerable input into the senior parent's choice ... if not the full-blown responsibility (financial and otherwise) for that decision. What amenities does a retirement community, for example, have to emphasize beyond a great floor plan to capture both the senior parent and their boomer child?

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## What are the online preferences of 50-plus users?

### Topic:

Any type of interactive marketing strategy must be presented to the consumer in an appealing and relevant way. But how do the specific preferences of 50-plus users affect a company's online efforts?

Although they are the fastest growing group online, some baby boomers and seniors may have limited computing experience and online capabilities. They also may be suffering from the physiological and cognitive degradation that naturally occurs as humans age. What methods can be employed to cater to these distinct challenges?

Baby boomers and seniors often have higher expectations of products and services, including a website itself, when compared to other age groups. How can a company's website exceed this group's expectations? Will this result in drastic changes to their online marketing strategies?

### Article/Segment Concept:

- Interviews with a range of people in this demographic, evaluating their own computing/online experience and preferences.
- Profiles of the most popular websites among these users – what are they doing better than other sites?
- Interviews with company executives who have seen an increase in site traffic, conversion, etc. after implementing changes that made their site more 50-plus user friendly.

### Interview Questions:

- Why is it worth changing current online marketing strategies to fit these users' needs?
- Since the body is aging and the eyes are fading even with the healthiest 50-plus consumer, what tips do you offer on how to combat the physical changes with which the user must contend?
- How can you relate your online marketing messages to these consumers' own life experiences without making them feel old?

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## Interactive Usability Testing and the 50-plus Consumer: Why Bother?

### Topic:

50-plus consumer groups are made up of many various segments based on their life stages, but the single most important difference is one of increased physical limitations. From Presbyopia to Parkinson's, macular degeneration to muscle problems, there are inevitable physiological and cognitive degradation issues to be considered ... enter comprehensive usability testing.

Many companies don't incorporate usability testing because they don't want to delay the project schedule, but the results of such testing usually reveal several small changes that are quick to implement, but have a huge impact on the efficacy of the project.

### Article/Segment Concept:

- Interviews with companies who opted out of usability testing, and it ended up costing them more in the long run.
- Interviews with boomers and seniors who have actually been involved in testing.
- The most common interactive media errors uncovered through usability testing.

### Interview Questions:

- Tell me about your on-site usability testing setup. How does it work?
- Do you implement it for big projects, or for all projects, regardless of size?
- How do you find target-appropriate people to do the testing?
- What are the criteria for good testers in your market?