

8H • Marketing to Boomer Women: In Charge and On The Move

Introduction

- The speaker, Anna Novak, owns Simply Downsized and hometrtransitionpros.com.
- She will discuss marketing strategies targeting boomer women in the downsizing and senior move industry.

Marketing to Boomer Women

- Marketing starts with defining your audience.
- Identify their pain points and offer solutions.
- Make your value proposition clear.
- Explicitly show the benefits of working with you.

Your Boomer Audience...Demographics

- Boomer women are the primary focus.
- They are typically 50 and older.
- Characteristics: Independent, educated, middle to upper class.
- Affluent market segment for custom services.

Your Boomer Audience...Psychographics

- Psychographics refer to mental and emotional motivators.

Your Boomer Audience...Values

- Values: Family, health, wellness, and comfort.

Your Boomer Audience...Interests

- Interests: Travel, hobbies (athletics, art), community involvement, spending time with family.

Your Boomer Audience...Challenges

- Emotional attachment to belongings.
- Concerns about future living arrangements.
- Desire for a practical, fact-based strategy.

Your Boomer Audience...Goals

- Simplification as a key goal.
- Simplicity enables an active lifestyle and financial security.

Your Boomer Audience...Buying Behavior

- They are researchers who value education.
- Loyalty to businesses once earned.
- Brand loyalty is also important.
- Prefer live customer service and personal connections.

Marketing Goals:

- The aim is to have boomer women spend with the business.
- Building trust and loyalty through education and personal connections.

Buying Behavior of Boomer Women:

- They have both values and money to spend.
- Value is more important than the cheapest option.
- Willing to pay for services that save them time and effort.
- Seek peace of mind and stress-free experiences.
- Research-oriented and loyal customers.
- Prefer personal connections and live customer service.

Boomers as Downsizers...Pain Points

Challenges and Concerns:

- Facing decisions related to downsizing and future living arrangements.
- Prioritize family care and support.
- Worries about downsizing, letting go of belongings, and physical aspects of moving.
- Concerns about identity and community ties.
- Emotional attachment to possessions is a common struggle.

Meeting Your Boomer Where She Is

- Emphasize brand loyalty and research in marketing efforts
- Consider making subtle changes to your brand messaging.
- Use storytelling to connect with the audience.
- Show respect in communication and avoid being overly salesy.
- Focus on solutions, building relationships, and addressing specific needs.
- Avoid talking down to boomer women and treat them with respect.

Remember:

- She is brand loyal
- She is a researcher

So how will you build a message that resonates with her and her situation?

Understanding Brand

Your brand should:

- Build a relationship with the Boomer community
- Have a tone of voice that is relatable
- Help their target audience feel they have found the right brand for their needs
- Use a logo, color scheme, and fonts to craft the right message for your audience

YOU ARE A BRAND. Your brand MUST:

Align with Baby Boomers' values and aspirations that are showcased as:

- Caring
- Trustworthy
- Dependable
- Experienced

Your Story...Their Language

If you know Boomers, you know there is always a story to tell! And you have a story to tell, too! Your experience, resourcefulness, and understanding of the ins and outs of downsizing are essential.

Do:

Build a relationship with your Boomers with messaging that speaks to them

- Be clear
- Be respectful

- Be understanding
- Be sensitive to the Boomers' sense of nostalgia

Don't:

- Focus on yourself and your experience
- Use slang or industry jargon

Be The Solution / Be Relatable

Put yourself in the position of your Boomer and consider:

- What is essential to your Boomer audience?
- Why should she seek your business for help?
- Why should she trust you?
- How do you want her to feel about your business?
- Are you talking to your Boomers like you would talk to your grandmother, or best friend's aging mother?

exercise on paper

Website Dos

- Evaluate your website for readability, clarity, and typography.
- Focus on clear navigation and avoid overwhelming options.
- Use blue for links as it's associated with this demographic.
- Choose colors and images that provide a calm, distraction-free experience.
- Ensure the "About" page is informative and personal.

Website Don'ts

- Avoid large, pushy pop-ups and pre-written chat messages.
- Use images of relatively older individuals engaged in a healthy lifestyle.
- Limit the use of images of extremely elderly individuals or those requiring assistance.
- Provide clear contact information, including phone numbers and email addresses.
- Avoid auto-playing videos and intrusive elements like pulsating boxes.
- Build trust by focusing on valuable content before asking for personal details.
- Ensure website security with an SSL certificate and address technical issues.
- Be strategic in requesting information and consider alternative data points.

Capturing Email Address

- Encourage email collection with valuable resources, collaborations, and incentives aligned with audience interests.
- Collecting email addresses on your website can be improved by offering valuable content for instant gratification.

Boomer-Friendly Email Opt-In Ideas

- Consider providing how-to guides, local resource lists, or insider tips to entice visitors to share their email addresses.
- Tapping into family-oriented experiences and addressing popular topics like home downsizing can be effective.

Social Media - Let's Go Facebook

- Facebook is a primary platform for the over-55 crowd, so maintaining a consistent and relevant presence is essential.

Advertising Options

- Paid advertising options like Facebook ads and Google ads require expertise to avoid wasting money.
- YouTube videos can work well, but balance professionalism with approachability.
- Print advertising can be useful if strategically placed with backlinks for SEO benefits.

Consider Meet and Greets

- Hosting meet and greets or networking events can be valuable for in-person connections.
- Focus on networking with professionals who regularly interact with potential clients.
- Consider workshops as an engaging way to share information and connect with the community.

Marketing to Boomer Women

Summary

- Knowing boomer women inside and out, understanding their pain points, and positioning your services as the solution.
- Clearly articulating the benefits of your services in a way that resonates with your target market.
- Recognizing that the market for downsizing and senior moves will continue to grow, and being an integral part of that ecosystem.

Questions and Takeaways

- Expressing gratitude for the audience's interest and inviting them to share their insights and experiences.
- Highlighting the evolving nature of the senior market and the need to stay current and adaptable.
- Wrapping up the presentation and expressing thanks for the opportunity to share insights.