



Boomer Marketing *Buzz*

Tips, trends and tools to reach Boomer Buyers



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Hello and welcome to Buzz #4: the latest tips, trends and tools that will help you attract and join the conversation with more of the 78+ million active, wealthy and dynamic Baby Boomers.

7 Simple Ways to Create a Social Media Marketing Plan

Today's marketers are recognizing social media as essential to building one's brand—whether you are a solopreneur or a large corporation. Perhaps you've gingerly stuck your toes into the Web 2.0 ocean or maybe you dove right in and have profiles set up on Facebook, LinkedIn, Twitter and other niche social networks.

Like the famous Kevin Costner baseball diamond, just because you build it, doesn't necessarily mean people will come. With a solid marketing plan, you can create a strong online presence in social media to engage and communicate with your Boomer prospects and customers.

Consider using the following elements in your social media marketing plan:

1. **Email Signature** – Hopefully your email signature currently has your contact info and website URL. Be sure to include your Twitter handle, Facebook page and LinkedIn addresses.
2. **Website** – Whether you are a corporation or one-man band, promote your social media addresses on your website and you're sure to gain some new followers.
3. **Ezines** – If you send a daily, weekly or monthly ezine to your customers, include links to your social media profiles on the bottom of each newsletter. It'll remind people where they can find you.

4. **Blogs** – People who read blogs are usually quite savvy about social media. Not only can you include your various profile addresses in your sidebars, you can occasionally promote your accounts in your posts.
5. **Article Writing** – If you write articles for magazines, websites, online article directories or guest posts on blogs, include your social media addresses in your byline whenever it is allowed.
6. **Business Card** – More professionals are adding their social media addresses on their business cards.
7. **Presentations** - If you are a public speaker, include your social media profile names/addresses on the last slide with your other contact information.

Remember the marketing mantra: It takes '7 touches' for your message to really stick in the mind of the reader. If you use a combination of most of the above suggestions, you'll be touching your Boomer prospects and customers frequently and consistently.

Don't forget it is important to have a strategy for all your social networking activities. Define your goals and action plans for each network. Provide useful and relevant information for your target audience. Compliment others, share information, retweet often and build relationships first and foremost.

As people come to know, like and trust you, you'll find more Boomers converting into buyers of your products and services.

*If you seek advice on reaching your Boomer market and engaging with them online, give me a call: **413-822-1280** or email me at: Kathleen@boomermarketingcopy.com.*