



Boomer Marketing *Buzz*

Tips, trends and tools to reach Boomer Buyers



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Hello and welcome to Buzz #5: 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.

Are You Marketing to Baby Boomers? Ignore the Age and Focus on the Lifestage

The Baby Boomer generation spans 18 years. Boomers were born between 1946 and 1964. The oldest Boomers are in their early 60s while the youngest are in their mid-40s.

Many younger trailing-edge Baby Boomers have packed schedules with children still in school while older leading-edge Boomers are often negotiating multiple lifestage transitions such as:

- Dealing with an empty nest
- Becoming Grandparents
- Divorce and/or remarriage
- Retirement
- Starting 'Encore' careers
- Starting 2nd families
- Caring for elderly parents
- Dealing with their own grown children's problems
- Experiencing their own aging health issues

These different lifestages are NOT age-specific. A 45-year old male and a 60-year old male could both be becoming new dads or Granddads. They could

be paying down their own kids college loans while taking out new education loans for themselves.

Boomers in the 40s, 50s and 60s often find themselves caring for elderly parents while also being 'sandwiched' into dealing with their adult children and grandchildren's needs as well.

Wise Marketers Forget Age and Focus on Lifestage

With their plates full and stress levels high, many Baby Boomers seek simplicity in all areas of their lives. They look for products and services that will enrich and enhance their lives while reducing stress and offering balance.

Wise marketers recognize that by focusing on these lifestages, they have a huge opportunity to let their Boomer prospects know they understand what they're going through. Creating products and services that are seen as solutions to lifestage needs allows marketers to forge stronger brand connections at a time when Boomer buyers are more receptive to new or additional products and services.

My Mom turned 91 this September. She still lives alone in her own home. For her birthday, my siblings and I bought her one of those 'alert' systems where she can press a button and emergency personnel will be in touch immediately.

Yes, it was a gift to her but also a gift to ourselves. If she falls or feels unsafe or feels a stroke or heart attack coming on, she can get help with the touch of a button. This greatly reduces our anxiety about her living alone.

A research study by the firm Yankelovich found that Baby Boomers are more willing to try new brands than consumers under 40. So it's definitely worth trying to reach Boomer buyers even if they're new to your customer base.

So, if you market to the Boomers, study those lifestages and take a look at how your products or services can offer solutions to the needs of each stage.

Kathleen Cleary is a Baby Boomer Direct Response copywriter and online marketing strategist who specializes in companies focused on the Boomer market. Her skills include Social Media Marketing and website optimization to boost conversions and sales.

*To learn how she can help you reach more Boomer Buyers and sign up for her free report "Grab your Share of Gold in the Sea of Baby Boomer Silver", visit:
<http://boomermarketingcopy.com/goldmine>.*