



Boomer Marketing *Buzz*

Tips, trends and tools to reach Boomer Buyers



Hello and welcome to **Buzz #9**: 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.

Pearls of Wisdom from the 'Marketing to Boomers and Beyond' Conference NYC, May 14, 2010

As many of you know, people 50 and older collectively hold \$7 trillion in personal wealth and, in the United States, control at least 70 percent of the nation's disposable income, yet experts say marketers continue overlooking them as consumers.

This past May 14, Boomer expert Dr. Leslie Harris and other leading mature market experts gathered at a New York City workshop "Marketing to Boomers and Beyond: How to Build Your Business with the Mature Consumer," to address this and other related mature marketing issues, including the latest demographic trends, research findings, and how to effectively reach and resonate with the 50 plus population.

Insights that were shared:

1. Boomers have very definite ideas about the world—and have always understood it's a changing world.
2. Boomers are not waiting for things to happen—they are actively planning for as well as living their future.
3. Boomers actively think about their health care.
4. They enjoy travel and do so frequently.
5. They enjoy eating out and do so frequently.
6. A record 49 million Americans, or 16% of the population, lived in multigenerational households in 2008, up about 33% from 1980.
7. Boomers own their own vehicles – usually more than one and often more than one type. In fact, according to Brent Bouchez of AgencyFive0, we buy 13 cars in a lifetime, 7 of them AFTER the age of 50.
8. Boomers are involved with computers, the internet and technology.

9. Baby Boomers continue to take marketers to task for failing to take the interests of Boomers into account in their efforts to sell their products and services.

What does this mean to you?

“The boomer and beyond generations are the most written-about age segment,” says Dr. Leslie Harris. “However, marketers continue to undervalue boomer and beyond consumers and, therefore, allow these consumers to make buying decisions with few marketing or advertising programs to gain their loyalty or favorable brand attitudes.”

Michelle Edelman, co-editor of "After Sixty: Marketing to Baby Boomers Reaching Their Transition Years" wrote a chapter entitled, *Why Boomers are Starting to Hate Your Marketing* in which she shows that:

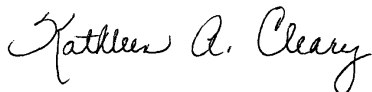
- The characters in advertising are generally not relatable to Boomers. The portrayals are mainly seen as superficial and not reflective of real people.
- The main message of the ads was not clear. Boomers had trouble understanding the context of the advertising. One concern was, "I can't picture myself in any of these circumstances." And a second was, "It's like watching some foreign fantasy."

Your company's bottom line will be adversely affected if you fail to address consumers in their 50's and 60's as individuals with very significant variations in their interests, values and concerns. Understanding these interests, values and concerns is a prerequisite for developing truly meaningful services and products that meet Boomers needs.

Putting stereotypes on Boomers that do not reflect their lifestyles results in advertising that will never achieve maximum effectiveness.

I hope you've enjoyed these insights and I'm always open to your thoughts and ideas for topics to cover in this ezine.

Helping you enrich and enhance Baby Boomer lives~



P.S. If you need persuasive and effective copy that resonates with your Boomer prospects and will have them clicking through and buying, give me a call: 413.822.1280.

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>.

