

Coming of Age: Strategies and Tools to Market to Seniors

Canadian Association of Movers

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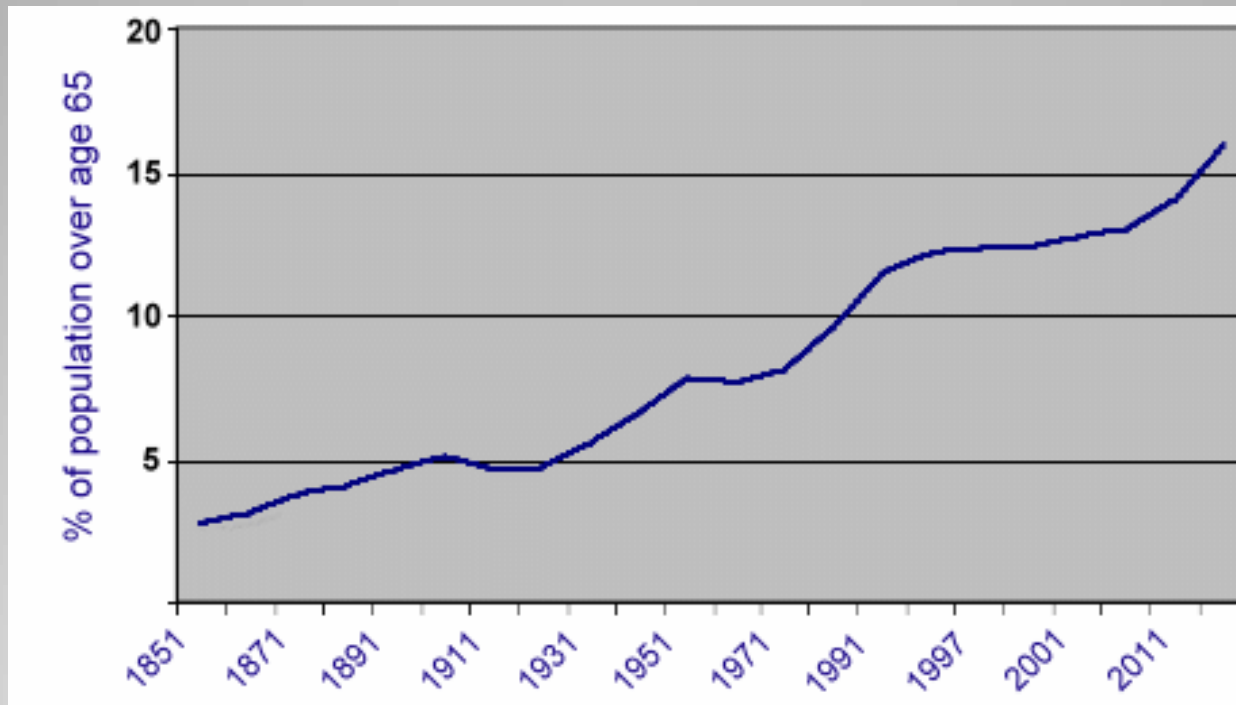
National Association Of Senior Move Managers (NASMM)

www.nasmm.org

- ❑ If you are not actively and intentionally marketing to older adults 65+, you are leaving money on the table!



The New Reality



1 out of every 7 Canadians is aged 65 or over

Statistics Canada Report 2006

- The fastest-growing segment of the population is 65 and older. Their number has quadrupled since 1950, and will double again by 2031.
- By 2031, the number of Canadians aged 65+ is expected to be over 8 million – double the figure of the 2006 census.

2006 Statistics Canada Report

Demographics

- ❑ One must also consider the disproportionate number of women as a ratio to men in the older adult population.



Demographics

□ The Centenarians.



Demographics

- The wealthiest demographic.



Demographics

- We are quickly moving from being the child-centric society of past generations to becoming an elder-focused culture for many generations to come.



The Future

- ❑ GI Generation – Current Customers
- ❑ Silent Generation – Next Customer (born 1925 – 1947)
- ❑ Baby Boomer Generation (1947-1966)

Lifestyle Trends Across Mature Generations

- ❑ Kindness
- ❑ Caring
- ❑ Compatibility
- ❑ Responsiveness

RELATIONSHIPS!

- ❑ Older Adults Want to Matter.

What Do Older Adults Want?

Baby Boomers, and those older — 14.5 million, account for 44% of the population, and control more than 77% of all Canadian wealth

What do marketers need to know if they want to authentically connect with older consumers?

- ❑ Marketers need to understand that it's about "stage" ... not age.
- ❑ More often, you have two distinct audiences/customers

Selling to Seniors

- If you give them the information:
 - 1) they are looking for
 - 2) and offer them more information than they expect and much more than your competition . . . you are at least going to get an opportunity.

- Nearly 28% of all seniors are internet-enabled. 80% of seniors in the top 30% income bracket are internet-enabled.

Selling to Seniors

There are some special considerations when developing written materials for older people.

Writing Text for Older Adults

There are a number of ways to make written information easier for your older readers to use and retain.



Print Marketing for Seniors

- ❑ Be direct and specific.
- ❑ Limit the number of key points.
- ❑ Offer a manageable number of action steps.
- ❑ Use positive statements.
- ❑ Use active voice.

Print Marketing for Seniors

- ❑ Support information with real examples and relatable stories
- ❑ Use pictures to help illustrate information.
- ❑ Put your key points up front
- ❑ Break lengthy documents into short sections or use bullets.

Print Marketing for Seniors

- ❑ Use appropriate typefaces for print materials.

Examples of Serif Fonts:

Times New Roman, Century Schoolbook, Minion Pro

Examples of San Serif Fonts:

Arial, Myriad Pro, Century Gothic, Calibri

Examples of Decorative Fonts:

- *Cracked*, *Brush Script*, **Braggadocio**, **Hobo**

- ❑ Make type size at least 12, 13 , or 14 point font.
- ❑ Allow for white space.

Designing Text for Older Adults

- ❑ ALL CAPS TAKE UP MORE ROOM AND ARE HARDER TO READ. Use upper and lowercase letters.
- ❑ Double space body text, where possible.
- ❑ Try to limit the use of *italics*, underlining, and **bold** for emphasis.
- ❑ Align text to the left margin.

Designing Text for Older Adults

- ❑ Don't wrap graphic.



sentences around a

- ❑ Keep normal spacing between letters.
- ❑ Avoid yellow, blue and green in close proximity.
- ❑ Create contrast

Designing Text for Older Adults

- ❑ Limit line length.
- ❑ Avoid awkward breaks at the end of lines.
- ❑ Carefully select paper.

Designing Text for Older Adults

- ❑ Break information into short sections.
- ❑ Give instructions clearly and number each steps.
- ❑ Minimize the use of jargon and technical terms.
- ❑ Use single mouse clicks.

Web Design for Older Adults

- ❑ Allow additional space around clickable targets.
- ❑ Use 12- or 14-point type size, and make it easy for users to enlarge text.
- ❑ Use high-contrast color combinations, such as black type against a white background.

Web Design for Older Adults

- ❑ Provide a speech function to hear text read aloud.
- ❑ Provide text-only versions of multimedia content.
- ❑ Minimize scrolling.
- ❑ Choose a search engine that uses keywords and doesn't require special characters.

Web Design for Older Adults



Ageism & Elderspeak

What is Elderspeak?

- ❑ Elderspeak describes not how old people talk, but *how people talk to them* . . .
- ❑ Or, perhaps more accurately, *talk down* to them.

Ageism & Elderspeak

- ❑ Choose models with some sensitivity to your market. Clearly today's over-50 group is not confined to rocking chairs...or the golf course.
- ❑ Use photography and art that reflect the lifestyle of the group to whom you are speaking.



More Ageism Issues

- Become a valuable *older adult* resource in your community – be the “go to” person for elders and their families.

Connecting with Resources

Save time; save energy! Here's how:

- ❑ The senior move manager (SMM) who works closely with you on moves with senior clients is your connection.

Senior Move Managers are your connection

- Developing an overall move or "age in place" plan
- Organizing, sorting and downsizing
- Customized floor plans
- Arranging for the profitable disposal of unwanted items through auction, estate sale, buy-out, consignment, donation, or a combination of the above

What do Senior Move Managers do?

- Interviewing, scheduling and overseeing movers
- Arranging shipments and storage
- Supervise professional packing
- Unpacking and setting up the new home
- Related services, such as cleaning, waste removal, shopping, senior escort, assisting with selection of a realtor and helping prepare the home to be sold.

What do Senior Move Managers do?

- ❑ SMMs belong to local networking groups of aging services professionals.
- ❑ SMMs belong to national associations that support aging services
 - NASMM (National Association of Senior Move Managers),
 - IAHSA state affiliate (International Association of Homes and Services for the Ageing)
 - ORCA (Ontario Retirement Communities Association)
 - OCSCO - Ontario Society (Coalition) of Senior Citizens' Organizations
 - CARP (Canadian Association for the 50+)

**Senior Move Managers are your
Shortcut to the Aging Network**

- ❑ Connecting with SMMs will provide you with a shortcut to the Aging Network.
- ❑ SMMs want a mover they know and trust.
- ❑ The SMM will promote you to other aging services professionals as his or her “best resource.”
- ❑ It’s win-win-win!

**Senior Move Managers are Your
Shortcut to the Aging Network**

NASMM hosts a network of over 500 senior move managers in the US and Canada.

NASMM's Canadian membership is our fastest growing membership segment.

**For more information – visit
www.nasmm.org.**

NASMM is your connection to senior move managers in your area.

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