

LEAD GENERATION from MEDIA CHANNELS

Do you know who your customers are and how they shop for your products and services?



BEST DEALS BOOK YOUR GUIDE TO LOCAL SAVINGS™

HOW TO TARGET OLDER DEMOS

SOURCE **AdAge**

Remember That Not Every 55-Plus Consumer in Florida Thinks the Same Way

TIPS FOR ADVERTISING

- Choose appropriate easy-to-see colors
- Feature young-looking people (the 55+ market does not view itself as old).
- Employ clever copywriting that does not insult age or intelligence
- Create simple, clear layouts for ads

TIPS FOR MEDIA

Print

- Use print: the 55+ group spends more time each week looking at magazines

Branding

- Use longer 60-second TV spots to allow for more time to process and brand your message.

TOP ADVERTISING INSIGHTS

Insight #2: Seniors have purchasing power.

This is the most affluent segment of our society. Fifty-five percent of all depositors in banks, and 77% of all assets in the United States are owned by individuals 55+.

Insight #4 Direct Response marketing produces superior results.

While direct response marketing is effective across all markets and demographics, it particularly well when target to 55+.

SOURCE **CDMG inc.**
Nobody knows direct response and digital marketing better.



Other Online and Retail business who market to 55+ Affluent Consumers via Direct Mail Magazines.

