

# Marketing to the Mature Marketplace

Your Pathway to Understanding the 50+ Market

We have reached a unique moment in our nation's history, when **one in three Americans is over age 50**, with the expectation of living longer than previous generations. For business professionals – especially in senior industries like **health care, financial planning and retirement or assisted living** – the ability to communicate with this unique Target Audience will be the pathway to increased customer satisfaction and long-term business growth.



## About the Speaker:

### Don Marsh

Don Marsh has 44 years of Marketing experience, and is the author of one book and more than 200 articles. In 2009, he completed a series of audio CDs for GE Financial, based on his presentation on **“Marketing to the Mature Marketplace”**.

As a professional speaker, he has been a featured presenter at more than 200 senior-industry conferences, seminars and workshops.

As a marketing consultant, he has created customized Marketing programs, for **more than 150 corporations, national associations and non-profit organizations**.

## Speaker References

### American Hospital Association/SHSMD

Paula Szyper, Associate Director  
psyper@aha.org

**Overall Evaluation: 3.66 (4-1 scale)**

### Academy of Doctors of Audiology

Stephanie Sczuhajewski, Executive Director  
sczuhajewski@audiologist.org

**Overall Evaluation: 94% Excellent; 4%**

**Very Good; 2% Good**

### Audina

Diana McGinty, Director of Marketing  
dmcginty@audina.net

**94% Strongly Agree; 6% Agree**

### Same Day Presentations by Don Marsh and Dr. Tony Alessandra for Siemens USA.

(Evaluations based on 5 – 1 scale.)

### Marketing to the Mature Marketplace

(Presentation by Don Marsh)

Session	4.6
Speaker	4.7

### Collaborative Selling: How To Get And Keep Customers For Life

(Presentation by Dr. Tony Alessandra)

Session	4.6
Speaker	4.8

*Note: Dr. Alessandra has been inducted into the Speaker's Hall of Fame and is a Member of the prestigious Speaker's Roundtable.*

## What People are Saying:

*“Excellent speaking style. You gave me a tremendous amount of ideas.”*

*“Lots of information I never knew. I learned a lot from this presentation.”*

*“Excellent presentation. Very informative and helpful.”*

*Please see Speaker Fee and Course Outline information on reverse side.*

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## Speaker Fees:

*(Travels from San Diego)*

- \$5000+, plus coach airfare, hotel and reasonable expenses
- \*\* **25% Discount offered to Associations and Non-Profit Organizations**

## Number of Hours:

**90 Minutes - 3 Hours: Seminar**

**6 Hours: Interactive Workshop**

## Teaching Method

**PowerPoint Presentation/Interactive Workshop**

## Course Description

This course is divided into four sections, each section containing **interactive exercises** designed to educate and entertain audience members:

**Section 1** offers valuable insights on the “5 Key Concepts” that motivate the Mature Marketplace, how the physical and cognitive changes that occur with aging impact the decision-making process, and key Market Segmentation characteristics unique to this Target Audience.

**Section 2** describes ways to establish an “Identity” that sets a company apart from the competition, while creating the perception of added value for its products and services. It also identifies key buying patterns unique to the Mature Marketplace.

**Section 3** focuses on the imperative of utilizing relationship-building tenets as a pathway to enhancing the customer experience while ensuring long-term business growth.

**Section 4** offers detailed “How-To’s” on traditional Marketing programs proven to be effective with this Target Audience. It also includes new methods like Content Marketing, E-Marketing, Free Media, Social Media and Community Outreach.

*(NOTE: Course content will be determined by length of presentation.)*

## Learning Outcomes

After completion of this session, participants will be able to:

- Learn the “**5 Key Concepts**” that motivate the 50+ Mature Marketplace;
- Understand how the physical and cognitive changes that occur with aging impact the decision-making process;
- Implement Relationship-Building protocols for all staff levels that can be implemented immediately;
- Develop traditional Marketing programs proven to be effective with this Target Audience;
- Create new Marketing programs, including Content Marketing, E-Marketing, Social Media, Free Media and Community Outreach.

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