

Marketing to the Mature Marketplace

Your Pathway to Understanding the 50+ Market



Speaker Fees:

(Travels from San Diego)

- \$5000+, plus coach airfare, hotel and reasonable expenses
- ** **25% Discount offered to Associations and other 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 Marketing programs proven to be effective with this Target Audience. It also includes new methods like Retention 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 Retention Marketing, E-Marketing, Social Media, Free Media and Community Outreach.

Represented by:

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Sample Evaluations:

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.



The Industry Expert on the 50+ Mature Marketplace

"One of the two best speakers I've ever had the opportunity to listen to."

Odilia Macdonald
Marco Hearing Aid Center

What People are Saying:

"There's the difficult to follow, then there's the impossible. Don's presentation was amazing..."

Jake Haycock

President, Widex Canada

"One of the two best speakers I've ever had the opportunity to listen to."

Odilia Macdonald

Owner, Marco Hearing Center

Speaker Refences:

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

Other Reviews:

"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."

Represented by:

