

## How to Advertise to Seniors *by Melinda Gaines*

Because there are so many of them, and more of the population ages every day, an increasing number of businesses are aiming their products and services directly at senior citizens. While there is great potential to profit with a business that serves this particular demographic, you must structure and place your advertisements properly in order to reach seniors. Advertising to senior citizens is not difficult, but it does require a bit of thoughtfulness.

**Be respectful.** Yes, your target customers may be considered elderly by some of society, but those people are not who you're marketing to. The word "elderly" can have a negative connotation, inferring that one is frail or weak. Instead, use words like "seniors" or "senior citizens".

**Buy print,** television and radio ads, as opposed to ads on social media and Internet outlets. Though some seniors do have accounts on popular social networks, read blogs and visit websites, many more do not. It's fine to use all forms of media when you advertise to seniors, but the majority should be in traditional media.

**Print your advertisements,** coupons and other marketing materials so that they are **large and legible.** Seniors often have vision impairments, and if they have to struggle to read your message they will more likely than not simply skip over it, therefore ignoring your business.

**Sponsor** a local health or activity fair targeted toward seniors. If you do not have the budget or resources to plan a full event, you can alternatively partner with a senior center, nursing home or assisted living facility to provide free products or cover some of their costs to put on such an event.

**Use tasteful, nostalgic references** in your marketing materials, which can help seniors relate to your message or spark their interest in your company.

**Network** with the professionals that often work with senior citizens, such as assisted living staff, home care aids, estate planning attorneys and even barber or beauty shop owners with a large senior clientele. If you can convince such business owners to allow you to place ads, coupons or fliers within their establishments, there is a good chance more seniors will find out about your company.

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