

# Selling to Seniors

*The Monthly Report on the Mature Market*

## Who Is in Your Database?

Do you know who you're talking to, and are they still the right prospects for you to try reaching?

It pays to take a closer look at the people in your database in order to determine whether your prospects' aspirations or life stage may have changed in the past few years, says strategic marketing expert Erin Read Ruddick of Creating Results LLC. Once you make that determination, you can focus on the words, messaging and strategies for reaching those prospects.

"Go through your databases and files. Get to know people all over again. Get to know who they are now. Help them see how your products and services would benefit them now," Ruddick advises.

She says it's more important than ever to consider the individuals who exist in your prospect population. "We have so many tools out there right now. We can measure website hits. We can check out how many fans we have on Facebook or followers on Twitter," Ruddick says. "For those who are marketing specifically to the mature demographic, it's more important than ever to see the individual because those metrics can obscure the person behind the metrics."

She adds that the world could be quite a different place now than it was just a few years ago for someone, and often, shifting circumstances are beyond their control. For example, Ruddick says, "You may be marketing to somebody who planned very well and covered all his retirement bases, but then his adult child loses their job. Or a health-care issue pops up and now he has to make adaptations. So your databases may contain the names of people who a year ago seemed like they were right in line with your product or service, but it doesn't necessarily reflect where they are now."

And if you're talking specifically about housing, maybe a consumer needs to see how a product or service that they loved for one reason can benefit them in new ways. Maybe they loved a flex space in their home because it was their perfect idea of an open, casual hobby space, but now their situation has changed, and they may need that room to be a work-at-home space or a second-job space.

"Talk to your marketing team or agency and find out where your prospects are," Ruddick advises. "How is your team making sure that the products and services you're providing are relevant to those prospects, resonate with them and help them to live the lives they want to live?"

**Info:** Ruddick, Client Services Director, Creating Results, LLC – Strategic Marketing, 888-205-8899 or [erin@CreatingResults.com](mailto:erin@CreatingResults.com); [www.CreatingResults.com](http://www.CreatingResults.com)

12/18/2009

---

**Selling to Seniors Online** is an independent news service. For more information, go to [www.CDPublications.com/sts](http://www.CDPublications.com/sts) or call 301-588-6380 or email [subscriptions@cdpublications.com](mailto:subscriptions@cdpublications.com). Subscription rates begin at \$327/year. Sharp discounts are available for multi-year and multi-user subscriptions. Unauthorized reproduction and/or providing access to unauthorized users are violations of federal copyright law.