

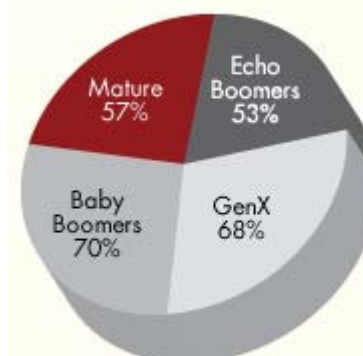


## NEWS YOU CAN USE

### Look Who's Going Online

More seniors are online than ever, and it's a trend that shows no sign of a slowdown:

- In his March 2007 Alertbox, Internet guru Jakob Nielsen reported that seniors are virtually the only remaining online growth market in wealthy countries.
- According to a 2006 Harris Poll (right), more than half of seniors report using the Internet to get news at least several times a week.
- Jupiter Research reported last year that the number of people 65 and over who are online will double in six years - from 11.5 million in 2005 to 23 million by 2011.



Percent of each segment regularly online for news

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### Facing stiff competition?

Is your community facing stiff competition? Take some time to review your competitors' weaknesses - then use them to your advantage. It's a simple-but-sure way to stay on top.

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### The Ingredients of Effective Creative

**Keith Boaz**

Who is the audience? What does the community want to say? What do they offer that other communities do not? "Helping a community differentiate itself is a big focus for GlynnDevins as a whole. I help the team answer those questions by offering a creative perspective," Keith says.

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## NEWS YOU CAN USE

### Look Who's Going Online

What's the fastest-growing online segment? Kids? Teenagers? Stay-at-home moms?

No, no and no. It's seniors!

More seniors are online than ever, and it's a trend that shows no sign of a slowdown:

- In his March 2007 Alertbox, Internet guru Jakob Nielsen reported that seniors are virtually the only remaining online growth market in wealthy countries.
- According to a 2006 Harris Poll (below), more than half of seniors report using the Internet to get news at least several times a week.
- Jupiter Research reported last year that the number of people 65 and over who are online will double in six years - from 11.5 million in 2005 to 23 million by 2011.

It isn't just the number of seniors online that's growing - their time online is increasing, too. Why does time online matter? Because most purchases require an average of 4 touches (emails, ads, direct mail, etc.) to achieve conversion. Larger purchases - such as moving to a senior living community - require an average of 7 touches.

If a prospect sees a single ad for your community, she may not click, but if she sees an ad followed by a banner ad and an email shortly thereafter, the repetition alone may pique her curiosity and prompt her to learn more.

As more computer-literate baby boomers reach retirement age, the "silver tsunami" will continue to grow. By ramping up your advertising now, your community can get comfortable with what is sure to be an ever-more-important component of every r

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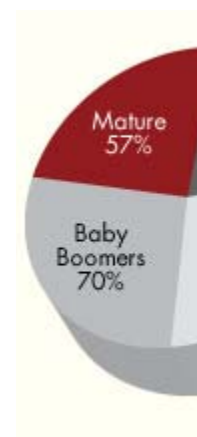
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#### "How often do you do any of the following?"

Percent who say they use particular medium "daily" or "several times a week"

*Base: All Adults*

	Echo Boomers (age 18-27)	Gen X (age 28-39)	Baby Boomers (age 40-58)	M
	%	%	%	
Watch local broadcast news	52	69	83	
Watch network broadcast or cable news	51	57	74	
Read a local daily newspaper	43	49	66	

Go online to get news	53	68	<b>70</b>	
Listen to radio news broadcasts	26	49	64	
Listen to talk radio stations	24	35	40	
Read a national newspaper (The Wall Street Journal, USA Today, The New York Times, etc.)	15	23	19	
Listen to satellite radio programming	21	23	19	
Methodology: The Harris Poll was conducted online within the U.S. between Jan. 12 and 17, 2006, among 2,985 adu				



## NEWS YOU CAN USE

### To Win the Consumer, Know How to Compete

Is your community facing stiff competition? Take some time to review your competitors' weaknesses - then use them to your advantage. It's a simple-but-sure way to stay on top.

The first step in gaining the competitive edge is information gathering. Pick up collateral materials and scan them for details. Save ads from newspapers, look for articles in trade journals and print pages from web sites. If possible, have a relative or friend attend a special event and interview them afterwards.

Once you've compiled everything, consider your overall impression of the community you're researching.

Next, analyze the information you glean:

- Create a grid with information such as location, year opened, occupancy percentage, etc.
- Compare your services and amenities and information in all categories.
- Look for hidden fees.
- Examine the entrance package you find, and look for any items that are emphasized more than others.

Once your side-by-side analysis is complete, it's time for a "mystery shopper" to pay a personal visit. Ask someone who knows the industry to gather first impressions, observe the community's physical features and assess your competitor's marketing strategy. Details your shopper brings back will be helpful to your entire staff.

### Turn Your Weaknesses Into Strengths

When you've gathered all the materials and first-person perspectives, compare data and summarize everything you've learned. Wherever you note weaknesses, think in broad terms about turning them into opportunities within your own community.

Compare everything to give yourself the competitive edge from a realistic, cost-effective perspective. Prioritize items that can be implemented immediately and act on them first.

Finally, to get the maximum benefit from your analysis, be sure to share your strengths and weaknesses with marketing and sales staff. They can use this information to overcome objections and ensure that - whatever the sales climate - your community residents it needs to succeed.

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## NEWS YOU CAN USE

### The Ingredients of Effective Creative

An emotional connection. Associate Creative Director Keith Boaz strives to create one in everything he designs. To make that connection, Keith ponders one constant question as he gets to know a community's location, audience and message:

"What is it about this community that really speaks to me?"

Keith isn't retired, and he's never lived in a senior community. But he knows what resonates with seniors because Keith believes that, at their core, all people want the same things: a happy life, a safe place to spend time with family and basic creature comforts.

With each new project, Keith strives to convey that community's personality. He employs the freshest possible research techniques to:

#### Determine what sets this community apart from its competitors

Who is the audience? What does the community want to say? What do they offer that other communities do not? "Helping a community differentiate itself is a big focus for GlynnDevins as a whole. I help the team answer those questions by offering a creative perspective," Keith says.

#### Consider what's industry-appropriate

"A lot of people have outdated ideas about senior living communities," Keith says. "We have to educate them and convince them they won't lose anything, but will gain plenty, including health care access if they need it down the road."

#### Study other industries

"I'm always trying to compel someone to go somewhere, so I look at travel industry advertising," Keith says. "When future residents put their deposits down, they're investing in a home, so I also watch for trends in real estate marketing."

Keith taps into the greeting card industry, too, because leaving your home is an emotional experience. And as he says, "Nobody conveys emotion better than the greeting card industry."

Once his research is complete, the path Keith travels between getting to know a community and conveying its image varies like building a house, where there's a blueprint to follow - there are paths to choose and many methods for advertising and your product."

Wherever the path leads him, Keith's end product must answer the same questions, whether the community is New York or "Will I be able to maintain my independence if I come here to live?" "Will I be taken care of?" "Can I have the retirement I've wanted?"

When a senior reads a brochure or welcome letter that answers those questions and they begin to feel a sense of connection to the community, Keith knows he's done his job well.

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The Ingredients of Effective Creative

