

# **How to Use Marketing to Grow and Maintain a Successful Senior Center**



**More Traffic = More Prospects =  
More Members!**

# A Presentation by Yasmin Razaq

Business Marketing Girl

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# Let's Get To Know Each Other!

30 Second Elevator Speech

Who You Are

What You Do

How You can Help Me

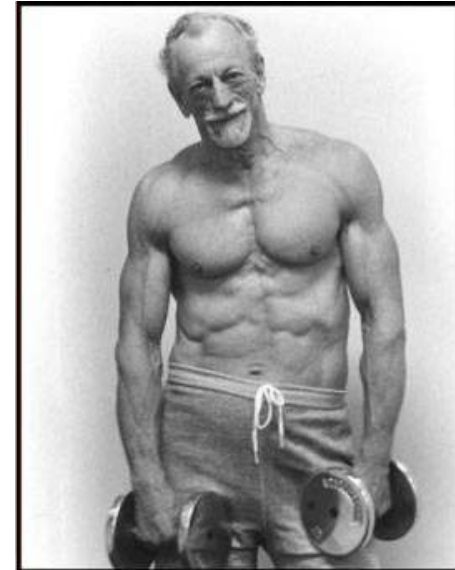
# SENIOR CENTERS

Who wants to join?

# Perception



# Reality



# What We'll Cover

Online Marketing

Off line Marketing

**Easy, Cheap, Fast!**

# Traditional Marketing Not Enough Anymore

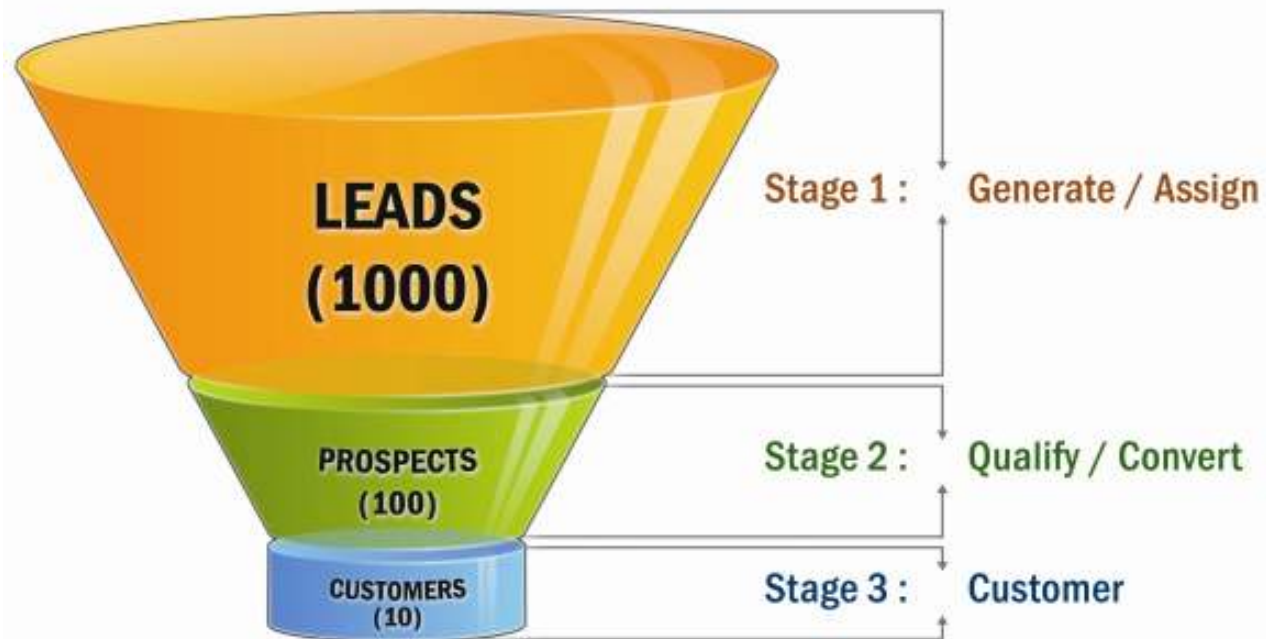




# Why Marketing is Important

- Raise Profile
- Capture Prospects
- Build Relationships

# Build Your Member Funnel



**Why Internet Marketing?**

# Seniors Online

- Approximately 44 million people over the age of 50 who use the Internet frequently.
- 16 million Seniors on FaceBook
- 116 million Americans on Facebook!
- [Social Networking site for Seniors](http://www.eons.com/)  
<http://www.eons.com/>

# Examples

- Social Media - Facebook, Twitter, LinkedIn
- Blogs, podcasts, videos, articles, forums, classifieds, press releases etc..
- Paid - PPC, FB Ads etc..

This is your new Biz Card...

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' (blue), 'O' (red), 'O' (yellow), 'g' (blue), 'l' (green), and 'e' (red). A small 'TM' trademark symbol is located to the upper right of the final 'e'.

Google™

## Senior Center

### Activities

- [Hours of Operation](#)
- [Activity Calendar](#)
- [October News](#)
- [November News](#)
- [Computer Classes](#)
- [Computer Club](#)
- [Labyrinth](#)
- [Parkinson Support](#)
- [Senior Chorale](#)
- [Fall & Winter Trips](#)
- [Trip Status](#)

### Information

[Accreditation](#)



# BOWIE SENIOR CENTER

Bowie, Maryland 20716

Phone 301-809-2300



**Our Senior Center is both colorful and spacious,  
(29,000) sq. ft.**

**Click [National Memory Screening Day](#) to view  
information on the free,  
confidential National Memory Screening Day, an  
annual initiative of the**

**Alzheimer's Foundation of America (AFA) to promote**

## Senior Center

### Activities

#### BLOG

- [Hours of Operation](#)
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- [Senior Chorale](#)
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- [Trip Status](#)

### Information

#### Accreditation

[follow us on Facebook!](#)



[pics of happy Seniors](#)

# BOWIE SENIOR CENTER

Bowie 716  
Ph 00

WELCOME VIDEO

Join our Email List for FREE Senior Coupons!

[testimonials](#)

[testimonials](#)

[testimonials](#)



**Our Senior Center is both colorful and spacious,  
(29,000) sq. ft.**

Click [National Memory Screening Day](#) to view information on the free, confidential National Memory Screening Day, an annual initiative of the

[Alzheimer's Foundation of America \(AFA\) to promote](#)



# Email Newsletter

- Capture prospects info
- Build relationships
- Promote events
- Referrals
- Touch them at least 7 times

# Email Marketing

- Mailchimp
- Constant Contact
- Aweber

Email not displaying correctly? View it in your browser.



# Business Marketing Girl

small biz marketing that works!

## Personal Message From Yasmin

<< Test First Name >>, How's your week going so far? It's been a heck of a week for me already. I'm preparing for a workshop and my monthly Marketing Meetup Group. It's great to be busy and I'm grateful even though the hours seem to fly by!

If you are not a member of my Meetup yet, please register and come along. It's FREE, and a great way to network and learn marketing tips to help you grow your business. See the info to the right.

Happy Marketing!

**Yasmin**

PS: I know a lot of you still advertise in local papers etc.. This week's article gives you a few tips on how to make the advertising work for you.

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## Feature Article

### Make Your Advertising Work

by Yasmin Razaq

## Follow Yasmin



## Upcoming Events

### "Maryland Small Business Marketing Meetup"

Join us on Tuesday  
November 1 at 7pm in the  
Bowie Library

Please register at this link:

[Maryland Marketing Meetup](#)



Each Month we explore a different Marketing Strategy for you to implement in your

# How Can You Leverage Social Media?



2. Targeting

Advert targeting FAQ

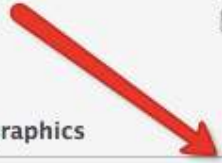
Location

Country: [?]

Everywhere  
 By State/Province [?]  
 By City [?]  
 By postcode [?]

Include cities within  kilometres.

Select City



Demographics

Age: [?]  -

Require exact age match [?]

Gender: [?]  All  Men  Women

Interests

Broad category: [?]

Activities	<input type="checkbox"/> Gaming (console)
Business/technology	<input type="checkbox"/> Gaming (social/online)
Events	<input type="checkbox"/> Gardening
Family status	<input type="checkbox"/> Literature/reading
Interests	<input type="checkbox"/> Outdoor fitness activities
Mobile	<input type="checkbox"/> Photo Uploading
Movie/film	<input type="checkbox"/> Photography
	<input type="checkbox"/> Travelling

0 categories selected · Show selected

Estimated reach [?]

**5,480** people

- who live in the **United States**
- who live in **Bowie, MD**
- age **55** and older



Potential Members!

# Facebook

- Over 500 million users and growing
- Set up a Page
- DON'T use personal profile as a business page!
- Fill out all the info, upload pics, videos



- Wall
- Info
- Friend activity
- Events
- Reviews
- Photos
- Discussions

#### About

The Kingsport Senior Center is a community resource dedicated to enriching...

More

**98**  
like this

**3**  
talking about this

Likes

See all

## Kingsport Senior Center

Community · Kingsport, Tennessee

Like



Wall

Kingsport Senior Center · Everyone (Most recent)

Share: Post Photo

Write something...

**What's Your Update?**



**Kingsport Senior Center** shared an event: Coupon Swapping and Frugal Living Tips.



**Coupon Swapping and Frugal Living Tips**

08 November at 17:30, Lynn View Community Center

Like · Comment · Share · 21 October at 12:45 ·



**Kingsport Senior Center** created an event.



**Coupon Swapping and Frugal Living Tips**

Tuesday, 08 November 2011 at 17:30  
Lynn View Community Center Kingsport, Tennessee

Like · Comment · Share · RSVP to this event · 21 October at 12:44



**Kingsport Senior Center**

You can sign up now to go to Heartwood in Abingdon, Va. We will go on Oct. 26, for art, crafts and great food. Should be a great day

# How Do I Use It?

- Post regularly
- Not too much!
- Interactive
- Competitions, polls
- Put FB button everywhere
- FB replacing sites, blogs, in future



# Do You Tweet?

twitter



# Twittering

- 140 characters
- Get Followers fast
- Follow others
- Automate
- Hootsuite, Twitterdeck
- Twellow
- Tweetadder



# Senior Centers

@SeniorCenters Athens, GA

Hi, I am Shelley. I tweet about Senior Centers and Adult Recreation Centers: what they are, programs and activities, and locating a Senior Center.

<http://www.SeniorCenterDirectory.com>



+ Follow



Tweet to @SeniorCenters

Tweets Favorites Following Followers Lists

**SeniorCenters** Senior Centers  
@Copilot21 Glad you like the tweets. Be sure to visit our site with tons of info. on Senior Centers. Thx! [seniorcenterdirectory.com](http://seniorcenterdirectory.com)  
40 minutes ago

**SeniorCenters** Senior Centers  
The Mary Singleton Center in Jacksonville, FL has many amenities including a computer lab, library and reading room. [j.mp/q5cgL0](http://j.mp/q5cgL0)  
26 Oct

**SeniorCenters** Senior Centers  
View over 50 listings of Arkansas Senior Centers, with contact information, on our AR page | [SeniorCenterDirectory.com](http://SeniorCenterDirectory.com) [j.mp/n46icG](http://j.mp/n46icG)  
25 Oct

About @SeniorCenters

110 Tweets 469 Following 263 Followers 8 Listed



You and @SeniorCenters

You both follow this account · [view](#)



Similar to @SeniorCenters · [view all](#)

- AgingWisely** Aging Wisely, LLC · Follow  
*Aging Wisely, LLC offers Professional Care Manage...*
- AgingParentHelp** tonia boterf · Follow  
*Finding solutions for Boomers who are caring for th...*
- aginginplacecom** Patrick Roden · Follow  
*Artist, every-day athlete, RN, GeriEntrepreneur, blo...*

Following · [view all](#)



Can they Find You on  
Google?



bethesda senior center

Search

About 9,220,000 results

Advanced search

Everything

Images

Videos

News

Shopping

Maps

More

Show search tools

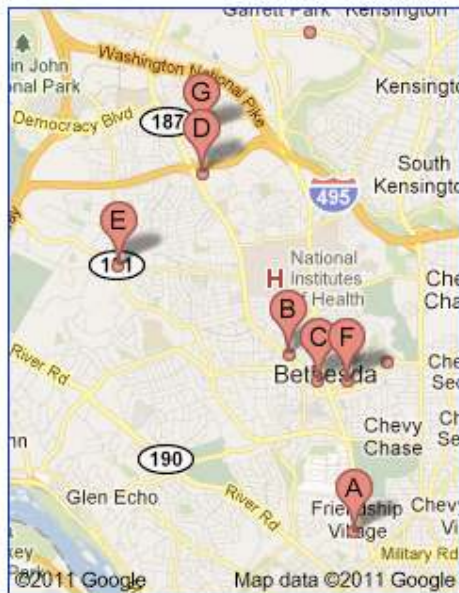
### Gwinnett County, GA: Bethesda Park

Amenities · 159 acres · Bethesda Park Senior Center · Gwinnett SenioR Learning Center · Three adult softball fields · Seven baseball/softball fields · Outdoor ...  
[www.gwinnettcountry.com/portal/gwinnett/.../BethesdaPark](http://www.gwinnettcountry.com/portal/gwinnett/.../BethesdaPark) - Cached - Similar

### Gwinnett County, GA: Bethesda Park Senior Center

Exclusively rented to seniors (age 50-up), Bethesda Park Senior Center's ...  
[www.gwinnettcountry.com/portal/gwinnett/.../GwinnettSeniorCenter](http://www.gwinnettcountry.com/portal/gwinnett/.../GwinnettSeniorCenter) - Cached - Similar

### Local business results for bethesda senior center near Bethesda, MD



- A** [Brighton Gardens of Friendship Heights](#)  
[www.sunriseseniorliving.com](http://www.sunriseseniorliving.com) - (301) 656-1900 - more
- B** [Options For Senior America](#)  
[www.optionscorp.com](http://www.optionscorp.com) - (301) 562-3100 - more
- C** [Senior Community Services Employmnt](#)  
[maps.google.com](http://maps.google.com) - (240) 395-0918 - more
- D** [Maplewood Park Place](#)  
[www.maplewoodparkplace.com](http://www.maplewoodparkplace.com) - (301) 530-0500 - 1 review
- E** [Friends Club](#)  
[www.friendsclubbethesda.org](http://www.friendsclubbethesda.org) - (301) 469-0070 - more
- F** [Knell Knees](#)  
[maps.google.com](http://maps.google.com) - (301) 951-1990 - more
- G** [Helping Hands At Home](#)  
[maps.google.com](http://maps.google.com) - (301) 493-5301 - more

Sponsored Links

### Bethesda Seniors

Senior Living in Bethesda.  
Get Trusted, Expert Advice Today!  
[www.aplaceformom.com/Bethesda](http://www.aplaceformom.com/Bethesda)

### Bethesda Senior Homes

View a free, complete directory of Senior Homes in Bethesda  
[www.seniorhomes.com/Bethesda](http://www.seniorhomes.com/Bethesda)

### In-Home Care For Seniors

Licensed Senior Care - MD, VA, DC.  
Counseling, Advocacy and Support.  
[www.familymgmt.com](http://www.familymgmt.com)

**PRIME REAL ESTATE!  
AND IT'S FREE!!**

# Google 7 Pack cont.

- Add Google Maps to your Contact us Page
- Google rewards rich content, frequent updates
- Put address info etc on as many directories as poss

# Local Directories

- Bing
- Yahoo
- Yelp
- Merchant Circle
- Yellowpages
- WhitePages
- Supermedia

# Why Blog?

- Regular content for the 'Beast'
- Promote Services and Events
- Build relationship with readers
- Part of branding and marketing
- Makes your Center 'famous'



# Where do I Start?

- Blogging Accounts -  
[www.blogger.com](http://www.blogger.com)  
[www.wordpress.com](http://www.wordpress.com)
- Start Writing
- Write regularly

# Article Marketing

- Promote Free articles to local blogs, directories, ezines
- In return you get free traffic from your links
- One of quickest ways to get traffic

# Promote Articles

- Squidoo.com
- Hub Pages
- Articlesbase.com
- Ezinearticles.com
- Your Blog

# Press Releases

- 24-7 PressRelease
- Free-Press-Release.com
- Publish on your site and blog

# Video Killed the Radio Star

- Powerful
- Branding
- Immediate
- Personal
- Good SEO



senior centers

Search

Browse

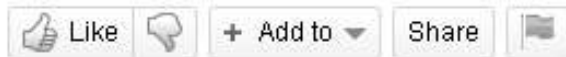
Movies

## Life Begins In the Center

granbyseniors

2 videos

Subscribe



783 views



# Get Stuff Made

- [Guru.com](http://Guru.com)
- [Elance.com](http://Elance.com)
- [Fiverr.com](http://Fiverr.com)
- [20dollarbanners.com](http://20dollarbanners.com)
- [19dollarlogos.com](http://19dollarlogos.com)

# **OFFLINE MARKETING**



# IDEAS



- Newsletters
- Postcards
- Flyers
- Newspaper Announcements
- Newspaper Column
- Libraries
- Clinics

# More Ideas...

- Community Centers
- Grocery Store Board
- Local Hospitals/Clinics
- Senior Living Centers/ Communities
- Podiatrists
- Opticians
- Hearing Specialists

# Even More Ideas...

- Merchandising - T-shirts, caps
- Welcome Packet
- Health Fairs
- Market Individual Activities
- Cable Television
- Radio Stations
- Referral Competition

# Partnering



- Organize Holiday Events - Valentines Dance sponsored by Speed Dating Co
- Yoga workshop sponsored by local Yoga center
- Plant Sale/Workshop sponsored local gardening club
- Leverage other's lists and resources

# Spider Webbing



- 1 theme per month
- Write blog
- Record video
- Record podcast
- Write press release
- Promote on site, forums, local press, social media

*“If You Do What You’ve  
Always Done, You’ll Get What  
You Always Got”*

Mark Twain