If you haven’t developed a marketing plan for seniors, you may be missing a great opportunity for growth. All those baby boomers are into their fifties. According to PK Data, in a recent survey, the age group between 50 and 65 will spend the greatest amount of money on personal luxuries. This senior group represents close to 20 percent of the population and have the greatest amount of disposable income. Most of the buyers – 74 percent – are women, and will invest heavily in leisure activities.

As you develop marketing strategies for the senior group, be sure to take into consideration the perceptions which drive their shopping and buying preferences. Safety is a big issue. Provide good lighting, easy access, and a secure environment. The personnel that services the customer must be non-threatening, first in appearance, and secondly in their interactions. They must always remain courteous and respectful. In the first 27 seconds after a customer walks through your doors, they have already decided whether they will do business with you, investigate further, or walk out the door.

If they walk, the unfortunate result is that they will probably never return to give you a second chance.

What is even more unfortunate, is that you will never know it. We know that this group is brand loyal, service oriented, and added value has more of an impact than price. Service coupled with good selection determine from whom they will buy. Know everything there is to know about your product. Good information on demand is expected. To win over the senior business, there must be a plan to attract this profitable market.

Begin this plan by seeing what physical changes need to be made to accommodate the senior clientele. Convenient parking, good lighting inside and out, signage that is large, easy to read and to the point is essential for the senior client. Is product accessible without hassle? Can the product be loaded or unloaded into their vehicle easily? Possibly a delivery service would enhance your plan. Don’t forget about the walkway surface. Be sure the walkways are wide enough, clean, and safe.

The next step in your plan to attract seniors is to look at the way you do business. Is there anything in it for them? The perception is based not on what the product does or how it preforms but on how it will contribute to their lifestyle. Will the expectation and performance of the product have an impact on their performance. For value to be there, cost of the product or service must provide savings to their cost of living or enhancing the quality of life. The product needs to do something for them.

The way product is promoted, merchandised and advertised will influence the customer you attract. Merchandise to display a lifestyle. Attention to detail, color trends with good coordination, and three dimensional displays allow product to be shown in its use and contribution to lifestyles. Promote and advertise specifically to the market you want to attract. Avoid broad generalization in a broad array of advertisement locations. Target specifically to get the best results.

Marketing to seniors can be profitable. If you do not have a plan for this growing audience, you might consider starting one today.

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