

## Advertising Online with



### Make Your Marketing Strategy Internet Based

Today it is a lot easier for seniors, their families and professionals to get information about senior services on the Internet than it was 10 years ago when we first launched the website:

### [SeniorsResourceGuide.com](http://www.SeniorsResourceGuide.com)

Your challenge as a provider of senior services in 2010 and beyond is to choose the Internet medium that gets you connected. Not just connected via the World Wide Web but connected with your local demographic: **Seniors, Their Families and Senior Business Professionals.**

#### Seniors — Are they on the Internet?

Yes, they are in part because their adult children (the boomers and their children) are computer savvy and they are helping mom and dad buy a computer or giving them one of their older computers. In some cases, the senior came from the computer environment in their jobs and they are Internet savvy on their own.

#### Families — Are they on the Internet?

Yes, families are on the Internet and they are looking for answers on aging and resources and services to make aging a natural transition. In addition, in this economy, some seniors and families are in trouble and our website helps deliver information for those in need. When you are part of our program, you are helping this less fortunate demographic through your advertising dollars.

#### Professionals — Are they on the Internet?

Yes, they are because more than ever business growth is based on growing professional relationships and a personal referral network. You need to brand your company not only to seniors and their families but also to other professionals.

### Why Choose Us for Internet Advertising?

With our network of 28 cities and a national directory, we are in the relationship business. The people you want to reach (seniors, their families, professionals) are either in your town or located elsewhere in the 3,537,441 square miles that comprises the United States.

*94 million Americans are online on any given day, and 63% use a search engine<sup>2</sup>*

<sup>2</sup>Pew Internet and American Life Project

### A Balanced Marketing Strategy

How do you create a balanced strategy to reach “this expansive market,” that ranges from your local metro area to the broad national reach of the United States? Also, add to the mix that this economy is tough. **We recommend a three-pronged approach but all of the recommendations lead back to the Internet.**

- ◆ **A strong Internet presence**  
Trade for links, buy links and be sure your website is keyword rich and have relevant website content.
- ◆ **Participation in professional networking events**  
Find local business-to-business networking groups and attend regularly. We will even help you find these groups and help you promote the group if needed.
- ◆ **Community involvement in events & seminars**  
We started exploring the power of Senior News and Senior Events on the Internet in the early 2000's and we will share that knowledge with you.

**Learn more ...**

## 1. Geospecific LOCAL Internet Marketing

Where do you want to be seen?

28 Local City Directories to Choose from.

**\$499 / year**

**Qty 3 Preferred Placement in Local Directories**

[Link to example — Denver — Care Management](#)

Program includes qty-3 50-word Commercials with Links placed above general listings under the topics of your choice and your logo in a [Local Directory](#). Positions are alphabetical; include optional email link and extra line for details.

Additional 50-word Commercials for same company are \$50 each any topic or any market. Ask about our \$14.99 a month Listing Subscription Program.

**\$699 / year**

**Senior Products Listing**

[Link to example — Senior Products in Denver](#)

Includes program mentioned above plus 50-word Commercial with Link and logo placed in local Senior Products.

Duplicate this package in other Local Directories \$99 each.

**\$999 / year**

**Business Profile (BP) in Local Directory**

[Link to example — Home Health Care](#)

[Link to example — Senior Housing](#)

Business Profile (BP) highlights your senior housing location, products or services and links out to your company website with up to 2,000 words, 4 photos, your logo & added benefit of dedicated lead generation form. Program includes qty-3 50-word Commercials with Links in searchable database. Additional listings are \$50 each.

*This program includes logo or senior housing photo on LOCAL HOME PAGE linking to BP & LARGE BANNER*

[Link to example — Denver Photo & Logo Links](#)

Customize in other Local Directories \$499 to \$699 each.

Link to Business Profile from other Local Directories - \$199 each.

**\$99 to add an Article subject to editorial approval**

Payment options available.

Prices as of January 2011 and subject to change with out notice.

## 2. NATIONAL Branding Internet Marketing

Do you want National exposure for further continuing your brand?

**\$749 / year\***

**Qty 3 Preferred Placement in National Directory**

[Link to example — National — Independent Housing](#)

Program includes qty-2 50-word Commercials with Links and logo placed above general listings under the topics of your choice in the [National Directory](#). Positions are alphabetical; include optional email link and extra line for details.

Additional 50-word Commercials for same company are \$50 each any topic or any market.

**\$4,999 / year**

**National Business Profile (NBP)**

[Link to example — Health at Home](#)

National Business Profile (NBP) highlights your senior housing location, products or services and links out to your company website with up to 2,000 words, 4 photos, your logo & added benefit of dedicated lead generation form. **Program includes ALL 50-word Commercial topics that apply** in National and Local Internet Directories.

*This program includes logo or senior housing photo on National HOME PAGE that links to your Business Profile and logo placement and link to profile on bottom of [SeniorsResourceGuide.com main landing page](#).*

*Also includes LARGE ROTATING Banner!*

Add logo and link to your National Business Profile from any Local Internet Directories - \$199 each.

**Top Internet Branding Package**

**\$4,999 + (28 x \$149.00) = \$9,171\* / year**

Have a National Business Profile in National and a Local Business Profile link in 28 Local Internet Directories.

This package provides national clients with optional "Topic Exclusivity" option in our monthly Consumer Newsletter and Senior Business Professional Newsletter.

**\$99 to add an Article subject to editorial approval**

Payment options available.

Prices as of January 2011 and subject to change with out notice.

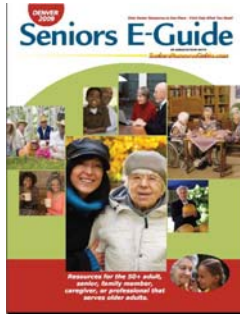
### 3. Seniors E-Guide

Seniors E-Guide Questions to Ask Series  
www.SeniorsEGuide.com

The Seniors E-Guide website is a resource for consumers with the "Questions to Ask" series. From our experiences serving seniors since early 2000, many seniors and their families do not know what questions to ask. And the most vulnerable position is that they don't even know, what they don't know! Our "Questions to Ask" series is all about educating seniors and their families and we are looking for companies that want this educational approach to be their outreach into the community.

These guides provide educational information that can be printed out and used by consumers to interview providers for senior housing, health at home services and learn about other senior services. Some of the topics include:

- *When Selecting Active Independent Living & Retirement Communities*
- *When Selecting Assisted Living & Higher Levels of Care*
- *When Selecting In-Home Care & Companions or Home Health Agency Services*
- *Care Options for Developmentally Disabled Seniors\**
- *Resources for Low to Moderate Income Independent Seniors\**



*\*Why are these guides particularly important?*

Take a look at these two Seniors E-Guides and if they will help you serve developmentally disabled seniors and low to moderate income independent seniors then call us and become part of our program.

**Website: [www.SeniorsE-Guide.com](http://www.SeniorsE-Guide.com)**

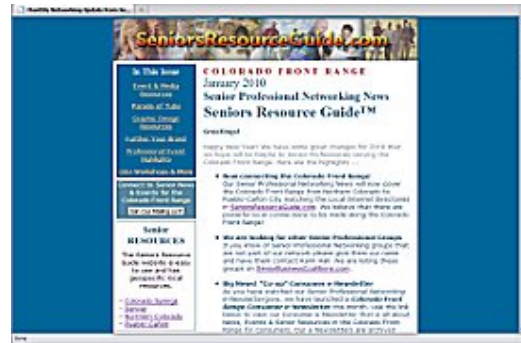
The Seniors E-Guide can also be customized as an 8.5 x 11 brochure that is customized with your company as the Inside Front Cover full-page advertisement and name recognition on the cover. The balance of the guide includes definitions and helpful information on aging, resources and services. Our guide is produced electronically and short runs are cost effective.

### 4. Our e-Newsletters

Grow professional relationships and your personal business referral network.

As part of our commitment to senior business, professionals we send out a monthly networking newsletter focused on the senior industry.

*This newsletter is free and we do this as a reminder that we are all in the business of relationships.*



No matter what your expertise or area of specialty is; business growth is all about building and keeping relationships with seniors, their families and other senior oriented businesses. Our newsletter has links to another website in our network called [SeniorBusinessCoalitions.com](http://SeniorBusinessCoalitions.com). This website is a directory of national resources for companies serving older adults should be aware of and access. One of our goals is to locate other Senior Business Coalitions across the county and build a list of these groups on our business-networking website.

We also have a program to help senior business coalitions get a domain name, website and be able to use the Internet to develop their group locally.



## 5. Marketing Ideas

Below are marketing ideas aside from advertising on our website — [SeniorsResourceGuide.com](http://SeniorsResourceGuide.com). What we tell our clients is that a good local marketing strategy is a combination of Internet, Print & Community.

**Bookmarks** — Low cost printed bookmarks are a great handout and consider sharing a bookmark with another company that you network with.

**Event Ideas** — Link into Senior News & Events on our website and see what types of events are being planned for older adults. Check out [Denver](#), [Colorado Springs](#) and [Northern Colorado](#).

**Event Flyers** — Make your event flyers interactive and insert links not only to your website but also to a web based map service that links to the location of your event. Be sure to post the flyer on your website and to link to the flyer from other websites and use email blasts. This has the effect of driving traffic to your company's website.

**Community Involvement** — Get involved with other senior business professionals. Look for senior business coalitions to join and large events to participate in networking.

**Online Social Networking** — Take small steps and be conservative in what you become involved in until you know more. We see benefit in LinkedIn.com and have established a [profile](#). Note that you need to join LinkedIn.com to view.

**E-Newsletters** — If you are going to produce an E-newsletter use professional contact software or web based service that meets the Federal Standards for anti-Spam. Another tip is to consider sharing a newsletter with other companies that complement your services. Often a newsletter (electronic or printed) is more interesting and “stickier” if it is broader in scope.

**General Marketing Tips** — Keep it simple and make it right. Put the time into developing good content that communicates who you are. If needed hire a professional copywriter to “wordsmith” your message and a graphic designer to create a cohesive visual brand for your company. We maintain [www.SeniorBusinessForum.com](http://www.SeniorBusinessForum.com) that lists marketing resource including graphic designers, copywriters and other resources.

## 6. Networking Websites

**Grow professional relationships and your personal business referral network.**

Every one needs to be active in building a personal professional network. What does that mean?

This refers to looking for opportunities to join senior oriented professional networking groups or even start your own. The goal is to find other businesses that serve older adults and develop relationships with companies whose services complement yours. The ultimate goal is to have one more way to generate leads and referrals. Here are some websites that may be helpful:

Take a look at some [Senior Business Networking](#) Groups across the United States:

**Here are other resources to explore:**

[SeniorBusinessCoalitions.com](http://SeniorBusinessCoalitions.com)

This website lists national resources for senior oriented businesses. One of the most important web pages is called “Find Local Coalition.” We are in the process of a national list of senior professional networking groups. On this website, you will also find web pages for industry associations, national events, government agencies and other topics relevant to professionals.

[SeniorBusinessForum.com](http://SeniorBusinessForum.com)

This website is about finding marketing resources. The website was created by Web Publishing & Services, Inc. of Denver, Colorado to provide quick access to these resources. The website lists marketing resources by categories such as Copywriting, Internet Marketing, Newspapers, and Websites to name a few. The concept is to have an easy to use online directory for finding and connecting with marketing resources.

[Check Out the Marketing Forum](#)

Our Forum is an online discussion model for companies that market their services to older adults and seniors. Within the Board Index are individual Forums such as National-General Marketing, National - Internet Marketing, and National - Print Marketing. Contact us for the user name and password.

## 7. Go Green, Go Internet - Recycling Tips

Go Internet, Go Green

with [www.SeniorsResourceGuide.com](http://www.SeniorsResourceGuide.com)  
for your Online Marketing Needs!

**Print Less – Surf More!**

Between surfing the Internet for senior resources, producing e-newsletters and our Seniors E-Guide – We are all about printing less and surfing more! Here are some websites with information on recycling:

<http://www.environment-green.com/>

<http://www.recyclingfacts.org/>

<http://www.recyclinggarbage.net/>

<http://www.recycling-revolution.com/>

<http://www.thegreenguide.com/>

*In 2008, 73.7% of those aged 50-64 and 34.1% of those 65 and above will use Internet<sup>3</sup>*

<sup>3</sup>e Marketer

## How to reach us ...

Here is our contact information:

**Mailing Address:**

SeniorsResourceGuide.com, LLC

P.O. Box 237

Littleton, CO 80160

**Contact a person:**

Karin Hall – Internet Sales Manager

email: [Karin@SeniorsResourceGuide.com](mailto:Karin@SeniorsResourceGuide.com)

**303-794-0799**

Fax 303-794-4969

**Company Information:**

[www.SeniorsResourceGuide.com](http://www.SeniorsResourceGuide.com)

[Learn more about us.](#)

**General Questions:** [SRGinfo@SeniorsResourceGuide.com](mailto:SRGinfo@SeniorsResourceGuide.com)



Visit [SeniorsResourceGuide.com](http://SeniorsResourceGuide.com) and click around our 28 Local Internet Directories, our National Directory and Networking websites.

Visit [www.SeniorsEGuide.com](http://www.SeniorsEGuide.com) and check out our Questions to Ask Series

Have a web-enabled mobile device – Visit [www.GoToSRG.com](http://www.GoToSRG.com)

Also visit our Senior Professional networking websites ...

[www.SeniorBusinessCoalitions.com](http://www.SeniorBusinessCoalitions.com)

[www.SeniorBusinessForum.com](http://www.SeniorBusinessForum.com)

Ask about our Consumer e-Newsletters! 303-794-0799

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