



**Marketing & Media:
Engaging the Vibrant Boomer Community**



Stephen Reily
ASA Conference 2011

About VibrantNation.com

VibrantNation.com is the leading online community for women 50+:

- Driven by the desire of women to connect with other women at a new and different lifestage

We launched the site based on research but then our real learning began, offering multiples examples of:

- How and why women 50+ form communities online
- How you can engage that community for your brand or business

What Research Taught Us

Vibrant Women 50+:

- Feel a combined sense of opportunity and frustration about the next 20 years of their lives:
 - They have new energy and resources to focus on themselves, but
 - Aging is not fun, and
 - They feel invisible in the marketplace
- As a result, their connections with other “women like them” provide the support, energy and information essential to living the life they want

Watching A Community Shape Itself

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What women 50+ know



Plantar Fasciitis Treatment: 5 Quick Fixes for Immediate Foot Pain Relief
Reliable information about heel-of-foot pain that's absolutely free. Advice for immediate relief as well as plantar exercises and tools like night splints.

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Free Reports

5 Anti-Wrinkle Face

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Women 50+ Know This



How the Community Shapes Itself

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family & relationships

how to survive a divorce after 27 years of marriage
from **Rosa**
posted 12/28/2008, 08:50PM

after him being a good husband, good father and good lover. I was co-dependent on him emotionally and for me is very hard now that I'm alone.

eHarmony Love Begins Here™
Get Matched for Free. [begin](#)

responses (236)

Majorsinsg said to **Rosa** 12/29/2008, 11:09AM

You have some grieving and letting go work ahead of you. If there are children involved, they need as much attention and stability as you can afford to give them. Surround yourself with family and friends who can listen and let you grieve. Be very business like with financial changes and plan for your own best interests with out emotional haze clouding your judgement. If you are the dumpee, rather than the dumper, you are just starting to figure out what happened, so give yourself time to discover what it is you need to learn from this. Don't start dating until you are emotionally in a healthier place. Get involved in a faith community, seek counseling, choose to live in a environment that is healing for you. Don't drink or drug to numb the pain. See your doctor and a therapist if you find yourself getting clinically depressed. You will need to learn to be happy and single again, it takes time, but you will make it. All the best to you.

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Rosa said to **Rosa** 12/30/2008, 09:08PM

Thanks Major inslg, for your advice, I'm the dumpee in this case, and thanks God my children are grownth up, so they leave their life and I let them because this is my problem, I done almost everything that you mencioned on your respond, but I think is good to know people that had been thru the same situation, that way I can see that will be a light at the end on the tunnel.

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bare necessities
by *Cookie Johnson*
Jeans that embrace your curves!
[SHOP NOW](#)

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3 jeans brands that fit our figures now



Posted on Thursday, March 03, 2011 by *Dianne Morris*

After 50, our jeans can't be too low below the belly button and they shouldn't be too tight. Straight, well-tailored styles and sturdy fabrics seem to work best.

The middle area of our bodies seems to have changed a bit so we can't buy just any brands. They can't be too low below the belly button and not too tight but still cut straight, tailored well with good sturdy fabric.

We researched them at [BestAfter60.com](#) and decided that these three brands were our favorites. We liked the dark blue denim and the white jeans the best. Try on several brands to see what's best for you.

- Cambio**
The "Sharon" version is a little bit more forgiving than the others. "Nora" comes in several lightly different leg widths and lengths, and they're a little more fitted.
- Not Your Daughter's Jeans**
Cut just a little bit looser, comfortable.
- Miraclebody Jeans**
They claim you "Look 10 lbs lighter in 10 Second" Not sure about that, but since they are cut looser you might take a smaller size and feel better.



Miraclebody Jeans promise to make you look "10 pounds

Boomer Women 50+ & Personal Finance

A briefer on behavior and needs of the 50+ woman brought to you by in partnership with Holly Buchanan, owner of Buchanan Marketing, LLC, and co-author of *The Soccer Mom Myth - Today's Female Consumer: Who She Really Is, Why She Really Buys*

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Finding #1: In contrast to their upbringing, Boomer Women now feel they must take control of their financial well being.

- While almost half said they were raised to believe a man would take care of them financially, only 3% believe that now.
- 97% say they have to take control of their own financial future.



Having money allows you to:

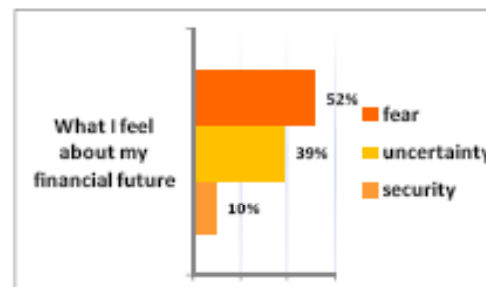


Finding #2: For most Boomer Women, financial security means financial independence. They do not want to have to depend on others as they age.

- 75% chose answers describing self-reliance, independence, planning and preparation for their own futures.
- Only 17% chose answers describing caring for others.

Finding #3: The key emotions that Boomer Women feel about their financial future are fear and uncertainty.

- 52% used terms like 'fear,' 'scared,' or 'anxiety.'
- Only 10% expressed calm or security about their financial future.



TIPS FOR MARKETING TO THE BOOMER WOMAN 50+:

- Talk to her directly, not through surrogates like her husband, children or parents.
- Use phrases like, 'feeling financially secure' and 'having a comprehensive plan in place' not 'wealth management.'
- Display images of families (with no clear hierarchy), not images of couples, and never make her look dependent.

For more information on the boomer woman and finances, request a copy of *Vibrant Nation: What Boomer Women 50+ Know, Think, Do and Buy* by emailing us at info@vibrantnation.com. This is the first book of its kind to dive into the behavior and needs of the 50+ woman and determine the best opportunities for marketers. Contact us to get more information or schedule a meeting with the author.

How Marketers Can Leverage the Community that Built Itself

- Learn
- Engage
- Activate
- Inform
- Sell

Learn

vibrant nation.com case study What women 50+ know

StriVectin Spokesperson Survey

Client Goal: Evaluate the responses of 500 Vibrant Women to different spokesperson options, including men, women in a variety of age ranges

Results:

- VN generated 500 responses with a significant majority which led StriVectin to select a 50+ Female Skincare Expert as spokesperson.
- Multiple site postings generated over 5,290,000 impressions.



Engage

vibrant nation.com case study What women 50+ know

Fresca® Survey

Client Goal: Encourage women 45+ to re-engage with Fresca via an online survey on soft-drink habits.

Results:

- Over 50,000 women clicked through to the Fresca survey.
- Over 8,500 of them completed the 9-question survey, providing valuable insights for the brand.
- Click-through rates from VN were 5x greater than other sites where the ad appeared.

Fresca drinkers are a curious sort. Help us get to know you better...

FRESCATINI

1 part vodka
3 parts Fresca
4 dashes blood orange bitters

Fill a shaker with ice cubes
Add bitters
Shake to coat ice
Add Fresca and Vodka
Stir and strain into well chilled martini glass
Garnish with silver of lime

When did you have your first Fresca?
 Teenager 20-30s 30+

When was the last time you had a Fresca?
 Today Last week Last month
 Over 6 months ago

How often do you drink soft drinks?
 Daily 1-3 times a week Once a month

Do you drink Fresca...
 Straight As a mixer Both

Do you know that Fresca has 0 calories and 0 caffeine?
 Yes No

When do you drink soft drinks?
 With a meal Out with friends Relaxing at home
 At a Party All/Anytime

Thank you!

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What women 50+ know

Activate

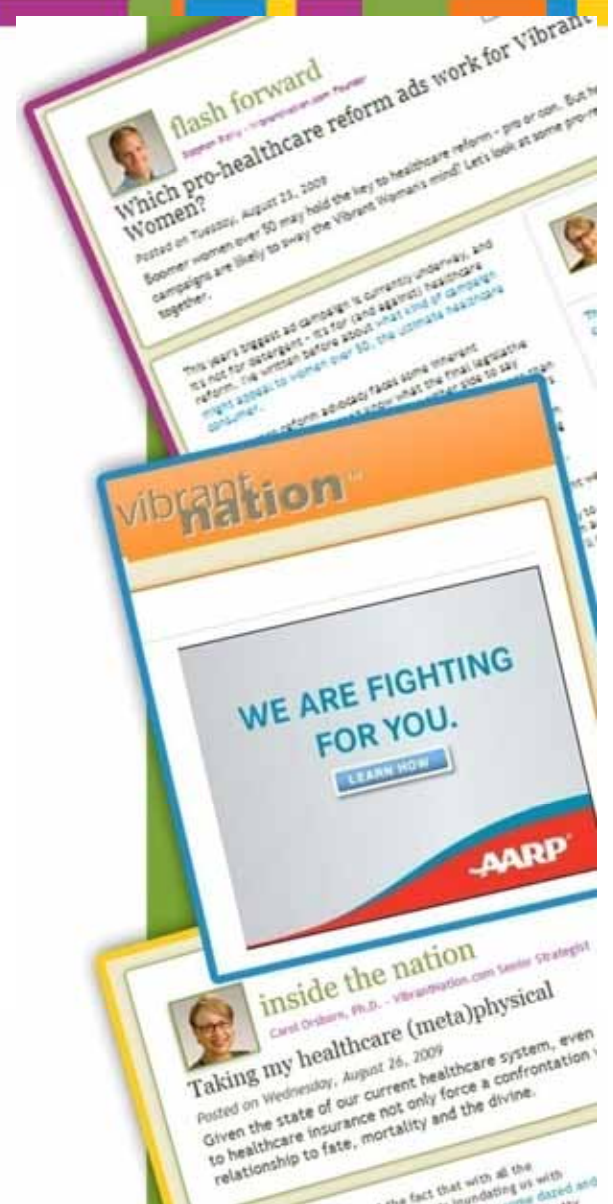
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AARP/GSD&M/IDEACITY

Client Goal: Promote respect for AARP as an authority on healthcare reform issues to the VN audience: influential women 45+

Results:

- Delivered nearly 300,000 impressions from AARP ads on site and in newsletters
- Launched 23 conversations and 6 blogs related to the topic



Inform

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Wyeth/Edelman REVEAL Study

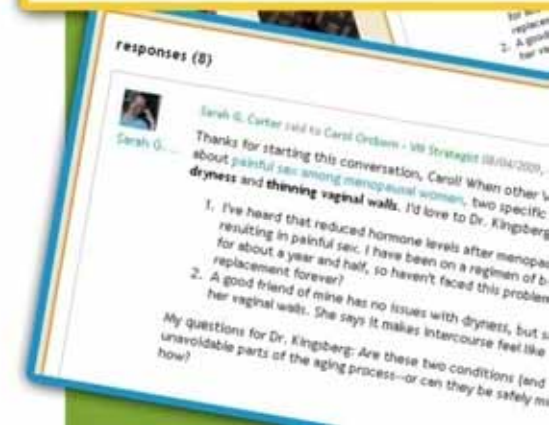
Client Goal: Develop social media campaign to promote awareness for Wyeth-sponsored REVEAL study

Results:

- 6 conversations on VN
- Engaged members over 10,000 times in study-related content



Feel free to ask any Dr. Kingsberg any question about your sexual health. Nothing is off-limits. If you'd like to have your question posted anonymously, you may email it to info@vibrantnation.com and we'll post it on the site.



Sell

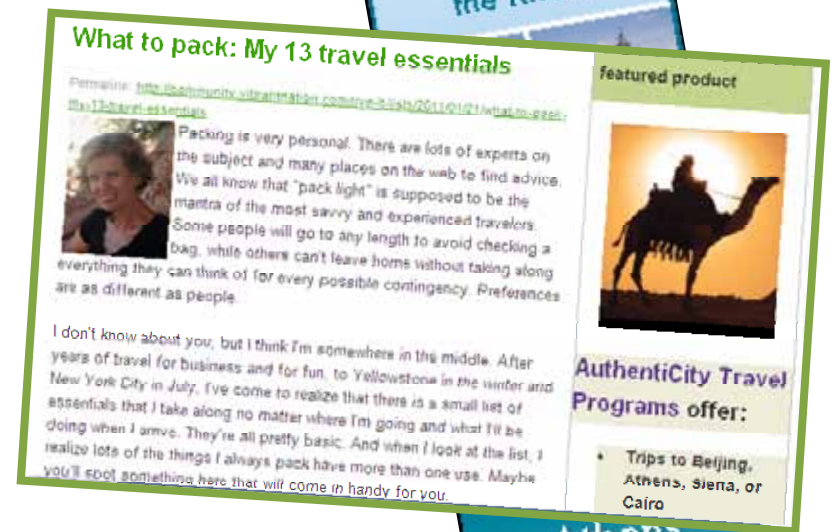
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Authenticity Travel

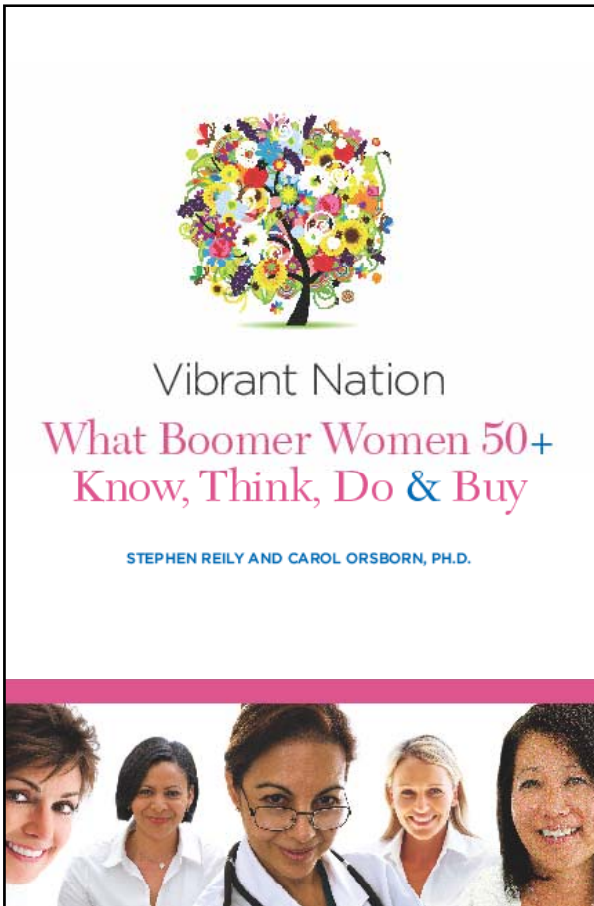
Client Goal: Promote ATA's AuthentiCity educational travel opportunities to Vibrant Nation readers and users.

Results:

- Delivered custom promotional content to VN audience.
- VN email and ads generated click-through rates higher than any other site/partner.



For More Info



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