

65+ Marketing



Helping Businesses Communicate with the 65+ Marketplace

Sixty Five **Plus** Marketing, Inc.

www.65PlusMarketing.com | 561-330-7280 | Toll Free 888-985-1215



Introducing Sixty Five Plus Marketing, Inc.

Who We Are

Sixty Five Plus Marketing, Inc. is a national baby boomer marketing agency. We serve as an outsourced marketing department for healthcare providers, travel and leisure companies, and professional services firms that sell products and services to baby boomers, older seniors, and their adult children. Our integrated marketing campaigns give businesses targeting the baby boomer market a competitive edge that keeps current clients engaged while attracting new accounts and referral sources. Our primary services are outlined below.

What We Do

Lead Generation

- Directory Listings
- Online Maps
- Pay Per Click Ads
- Internet Response Forms
- Search Engine Marketing

Client Retention

- E-Newsletters
- Content Marketing
- Social Media
- News Releases
- Websites

Marketing Management

- Marketing Plans and Budgets
- Branding and Corporate Identity
- Business Development Campaigns
- Integrated Messaging
- Promotional Calendars

How We Work

We guide you through a well-defined three-step campaign process that brings discipline, focus, and productivity to your marketing and sales effort. While every campaign is unique, our three-step approach includes the following.

- ✓ **Step 1: Needs assessment and campaign creation.**
- ✓ **Step 2: Campaign implementation.**
- ✓ **Step 3: Performance evaluation.**

“Always Be Communicating” is our ABC philosophy. We look for ways to keep your company visible with clients, prospects and referral sources to increase your revenue and profitability.



Healthcare Services

- Chronic Care (Diabetes, Obesity, Arthritis)
- Durable Medical Equipment
- Fall Prevention Devices
- Home Healthcare Agencies
- Hospitals, Clinics and Physicians
- Senior Living Facilities

Consumer Products

- Aging in Place (Accessories for Bed, Bath, Kitchen, etc.)
- Beauty and Personal Care Products
- Hearing Aids
- Medical Alert Systems
- Nutraceuticals, Dietary Supplements, Vitamins
- Technology Devices



Professional Services

- Accountants
- Attorneys (wills, trusts, etc.)
- Financial Planners
- Funeral Pre-Planning
- Insurance Agents
- Real Estate / Reverse Mortgages

Travel & Hospitality

- “Bucket List” Trips
- Multi-Generational Family Trips
- Health Clubs and Fitness Services
- Food and Beverage (Diets, Restaurants, Cooking)
- Hotels, Resorts and Spas
- Recreation and Tourism





Market Statistics for the 65+ Marketplace

Market Size

There are 73 million baby boomers, born between 1946 and 1964. 10,000 Americans will turn 65 every day through 2029. The number of older adults is projected to outnumber children by 2034 for the first time in U.S. history.

Purchasing Power

The majority of baby boomers are still in the labor force. The oldest among them are staying in the labor force at the highest annual rate for people their age in more than half a century, reports Pew Research. Once they do retire, baby boomers benefit from a median level of household assets much higher than that of their parents' generation and far exceeding that of the Millennial generation, according to J.P. Morgan.

The Great Wealth Transfer

Baby boomers' share of net household wealth will peak at 50.2 percent in 2020 and decline to 44.5 percent by 2030. Boston College estimated in 2014 that \$59 trillion will be divided among heirs, charities and taxes between 2007 and 2061, calling it "the greatest wealth transfer in U.S. history."

Spending on Grandchildren

The number of grandparents has grown from 56 million to 70 million since 2001, according to AARP. They spend an average of \$2,562 per year on grandchildren, totaling \$179 billion annually.

Use of Technology

Some groups of seniors—such as those who are younger, more affluent and more educated—own and use computers, mobile phones and tablets at rates similar to adults under the age of 65, according to Pew Research. Once online, most seniors go online at least daily.

Medicare Spending

There were almost 60 million Medicare beneficiaries in 2018, divided between original Medicare (40 million) and Medicare Advantage Plans (20 million). Medicare spending grew 6.4% to \$750.2 billion in 2018, or 21 percent of total national health expenditures.

National Healthcare Spending

The U.S. Centers for Medicare & Medicaid Services projects that national health spending will grow at an average annual rate of 5.5 percent, from \$3.6 trillion in 2018 to almost \$6.0 trillion by 2027.

Long Term Care

More than 8.3 million U.S. residents were served by approximately 65,600 long-term care service providers across five major sectors in 2016. Facility categories include adult day care centers (4,600), home healthcare agencies (12,600), hospice (4,300), nursing homes (15,600), and residential care communities (28,900).

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