

MAKING THE CONNECTION

MARKETING TIPS TO REACH SOCIALLY ISOLATED SENIORS IN YOUR COMMUNITY

Loneliness and isolation do not have to be an inevitable part of aging. By strategically using your tools and team you can reach and impact local seniors in need of connection.

THREE-STEP APPROACH

STEP 1 UNDERSTAND YOUR BARRIERS

Collect information to inform decisions

STEP 2 WHAT ARE YOUR TOOLS?

Identify Resources & Available Tools

STEP 3 OPTIMIZE OFFERING & APPROACH

Programs, Online & In Your Community



OACAO

The Voice of Older Adult Centres
La voix des centres pour aînés

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Use the circles of contact to promote your message -



1. **TARGET** - Identify typical patterns of seniors at risk of isolation in your community. Where they go and who they interact with.

2. **NETWORK** - Build your network of community influencers. Provide material, request onsite promotion of your centre and partner/sponsor events.

3. **PROMOTE** - Use a mix of online and offline marketing promotion to reach seniors and influencer audiences.

Boosting awareness for events, programs and services among all groups will serve to penetrate the limited sphere contact an isolated senior faces.

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- ✓ Solve as many obstacles as you can.
- ✓ Be consistent in your messaging, repeat your message over time in many places. That is the key to high awareness and action.
- ✓ Use the goodwill from staff, members, volunteers and the local community to identify, befriend, motivate and assist isolated seniors to participate in your programs and at your Centre.



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MARKETING OPPORTUNITIES

Effective Ways to Target Seniors Online & In Your Community**Online**

- Email newsletters and event invitations to prospects
- Email members 'invite a friend', '2 for 1' or 'make a neighbour a member'
- Programming in their home – e.g. virtual webinars & phone programs (SCWW)
- Event listings in local online paper
- Connect with neighbourhood groups to promote events
- Text alerts for free events
- Online display ads such as with an online news provider
- Incorporate testimonials & stories to showcase real-life experiences
- Promote a draw prize or free giveaways for attending in-person

**Offline**

- Telephone check-in or friendship line staffed with volunteers
- Mail-out calendar, newsletters and event invitations
- Friendly visiting & door hangers
- Tax Clinic, Food Bank/Clothing Drive/Friendship Café
- Healthcare providers - provide brochures, calendars & free passes
- Social Prescribing - Join OACAO's Links2Wellbeing project
- Notices on community bulletin boards
- Cross-promote with business owners (grocery, pet food store)
- Social, Sport Clubs & Faith Groups - poster, ads, 'invite a friend'
- Request event coverage by local news - send out press releases
- Host a Seniors Active Living Fair in your Centre or local community
- Seniors Day at pharmacy - set up a table, hand out brochures
- Offer complimentary passes for referrals to hand out
- Hold an Open House & other free and easy to join events

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