

## Marketing Consulting & Services

### Research > Strategy > Tactic > Execution

The greatest profit is found where our client's business advantage matches the value that seniors seek. As your consultant, we will gain a thorough understanding of your business and your product's value proposition. To define strategy, we couple that understanding with our unique market knowledge and analytical tools...

- ✓ Competitive analysis to help our clients determine the product's strengths that will gain traction in the market and how best to position them
- ✓ Segmentation analysis to better target promotions
- ✓ Predictive modeling to score customers or leads for likelihood of response, repeat buys, upselling, etc.
- ✓ Channel testing, including campaigns to drive demand for retail, mail order, providers, etc., as well as to increase brand recognition
- ✓ Offer testing. We have run thousands of promotions, testing trial offers, samples, literature, pricing, bundles, etc., and we know the questions to ask on a follow-up call to break down barriers to purchase.

Our clients often ask us to execute the tactics we advise using our proprietary services. By conducting post-marketing contact programs and awareness-trial-usage surveys, we can track reaction to offers and compare new with currently-used products. We're known for digging deep into consumer perceptions to discover actionable items for our clients.

### Database Marketing Services: Putting Counsel into Action

**SeniorTalk** offers clients a unique combination for effective marketing...data and experience to formulate strategy, plus in-house marketing services for quick results.

The mature market overall has a strong interest in products for health and wellness, personal care, household aids, medical devices, pharmaceuticals, and supplements. Marketers of time-saving services, leisure products, home décor, insurance, financial and credit services, luxury goods, nonprofit appeals, and more will be equally successful. By participating in our services, clients have achieved a variety of sales objectives.



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**SeniorTalk** partners with clients throughout the customer life cycle, providing effective solutions for identifying, reaching, and acquiring the highest-value senior customers, as well as retaining and extending those customer relationships. Our counsel is tempered by years of in-the-trenches experience, daily testing of lists, offers, prices, etc. Annually, our efforts have captured more than 100,000 new, active senior customers and many times more leads.

**SeniorTalk**'s proprietary database, and the knowledge of senior market trends and preferences that we have gained, enable us to help our clients capitalize on their advantages, strengthen their brands, and achieve better market penetration. You can learn more about our database from the description provided in this portfolio.

SENIOR *Talk*<sup>TM</sup>  
MARKETING

**SeniorTalk**'s services offer numerous advantages to the marketer. Our call center and solo mailings provide continuous opportunities to market, without the schedule constraints found in media. Clients who use our marketing services benefit from the goodwill and affinity they have created. We also offer shared space options for economical solutions.

**SeniorTalk** supports clients throughout the process, from help with choosing appropriate strategies, advising on the creative, ensuring timely execution, and performing fulfillment or follow-up, if desired.

**Marketing services include:**

**Phone contests.** Product counselors for the leading DTC distributor of incontinence products receive more than 5,000 inbound calls each week from qualified, interested consumers. Each call is an opportunity for the marketer who wants to qualify consumer interest or distribute trial offers and samples. Hold messaging is also available.

**Solo mailings** to customers or leads from our database. Segmentation is offered based on specific demographics, products purchased or being purchased, as well as appended data from other proprietary databases, including medical conditions, weight, household income, and more. Marketers who wish to reach individuals with incontinence can segment by heavy or light bladder leaks. Solo mailings are perfect for product literature, trial offers, etc.

**Ride-along mailings** with materials mailed by this DTC leader. These opportunities include a seasonal catalog with bound-in coupon pages, a bi-monthly subscription newsletter for medical professionals (primarily nurses in urology and related fields), and a quarterly lifestyle newsletter for customers and valued prospects. Segmentation based on products purchased or other data is available. A cover letter or copy within the newsletter will encourage the recipient to examine the ride-along materials.

**Shipment inserts** to customers receiving orders of bladder control and related products. Segmentation based on products purchased is available.

**Trade show services and market exposure services** through our nonprofit and professional alliances are also available.

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

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