

# Keep it simple.

Don't rely on flashy language or graphics to capture their attention. Ensure the processes and technology you use are streamlined and user friendly.

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## Stay relevant.

Stay laser-focused on their needs and unique circumstances. Understand you can't use a one-size-fits-all approach for your audiences.

# Top 5 Tips for Selling to the Senior Market



#### Promote exclusivity.

Seniors live in a world geared toward young people. Focus on why your product is a good fit for them.



### **Provide support.**

Stay in touch post-purchase to build trust and encourage renewal.



Showcase value.

Many seniors are living on a fixed income, so money is top of mind.



Source: Coray, T. (2020, February 25). 7 Tips on Effective Marketing Strategies to Seniors. Retrieved from https://www.sheerid.com/blog/7-tips-on-marketing-effectively-to-seniors