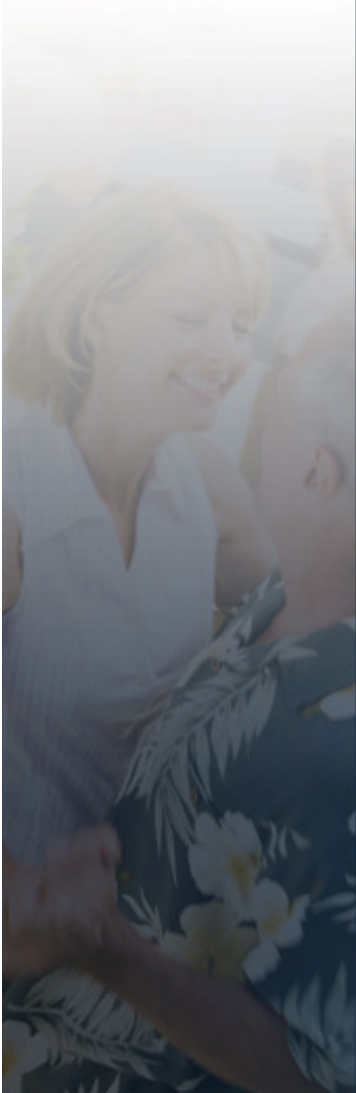




Online, Offline & Bottom Line:

Making Online and Offline Marketing
Work Together -- To Work for You!

NAHB 50+ Marketing Symposium
May 20, 2008





Online, Offline & Bottom Line

Your Presenters:

Helen Foster

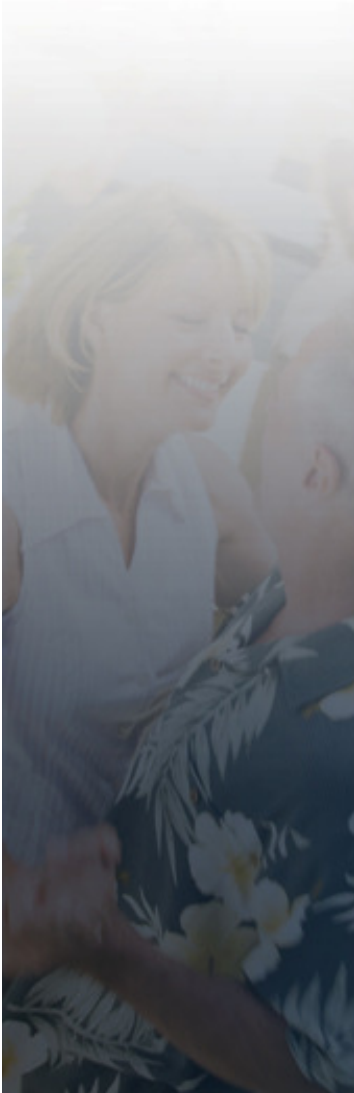
Principal, Foster Strategy

Meredith Oliver

Principal, Meredith Communications

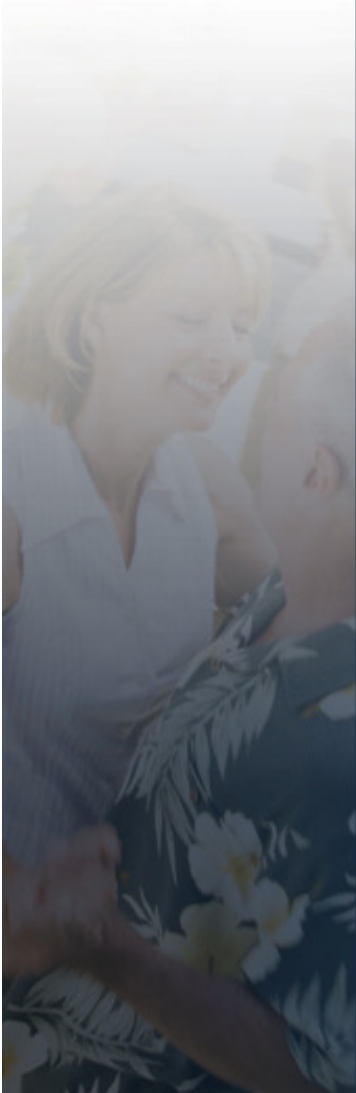
Deborah Blake

VP of Marketing, Southwest Area,
Pulte Homes Corporation/Del Webb



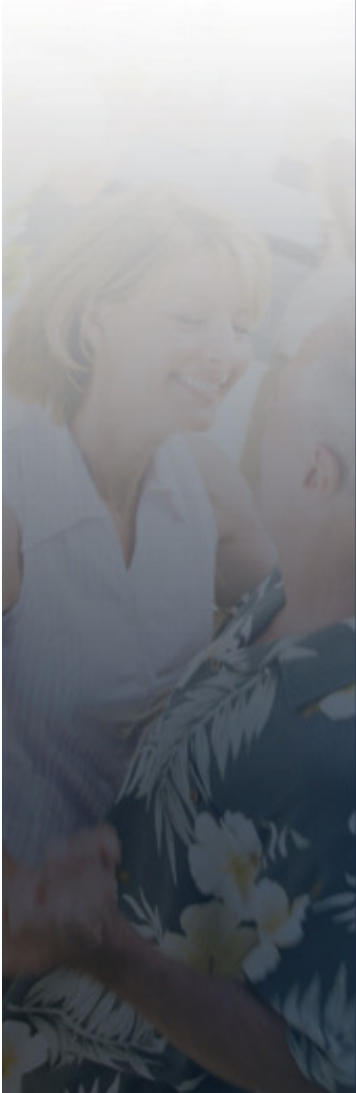
Branding >> Integration

- In today's marketing world, we speak less of branding, and more of integration
- 360° marketing, customer engagement
- New media + traditional media + consumer experience
- A nod to the significance of the web as a marketing channel
- "Feathers on a scale"



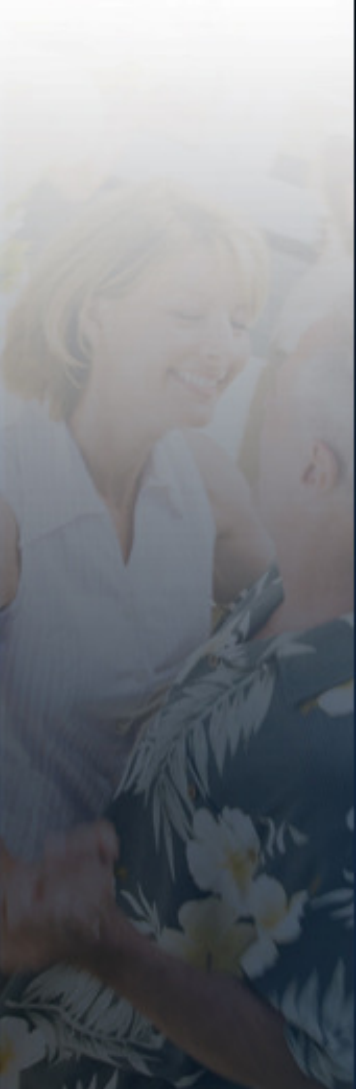
Different Times ... Same Objectives

- A good brand: a big idea, consistently executed
- **Media work together** to affect change in consumer perceptions/behavior
- Online efforts are just part of the media plan



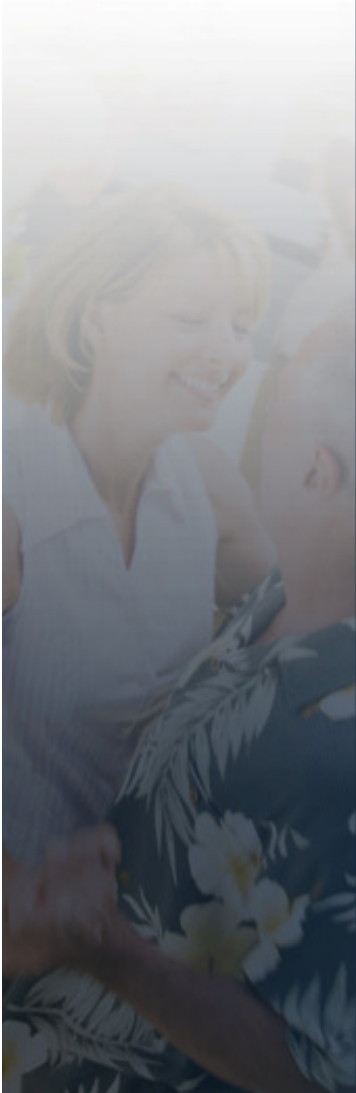
50+ Builders' Reluctance to Online

- Too expensive
- Don't understand it
- Lack the technical resources
- Fear of negative feedback, "TMI"
- Belief that 50+ buyers aren't online



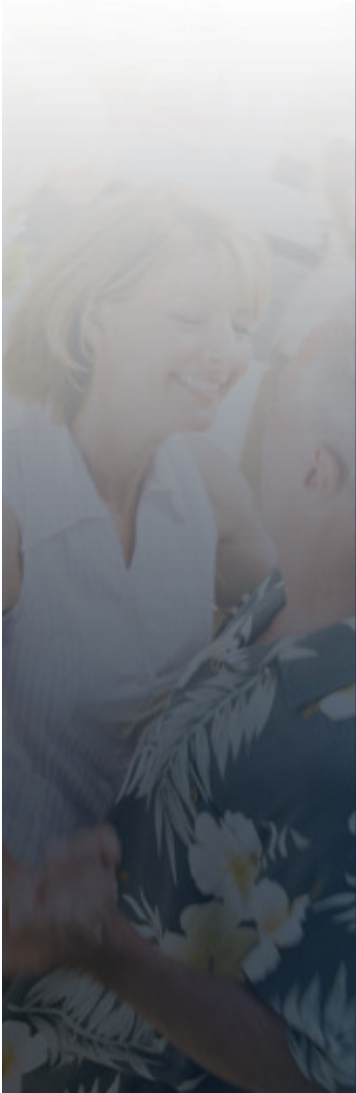
Boomer's Online Adaptation

- Of the 78 million Boomers, 65.1 million (83%) are online CBS, Feb. 07
- The web's largest constituency: 1/3 of online users Jupiter Research, 2006
- Adaptation increases with net worth



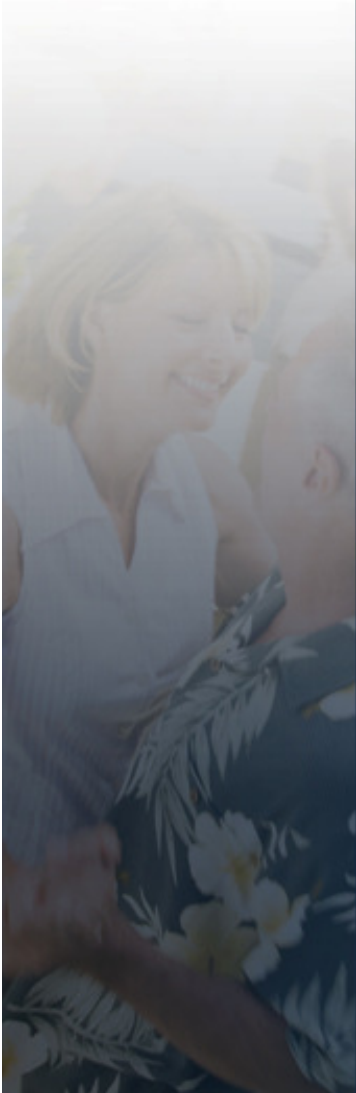
50+ Online: The Power User

- Time and money to burn
- More self-actualized
 - Information seeking, skeptical, intuitive
 - Increasingly resistant to persuasion and traditional media
 - Individualistic
 - Connect at an emotional level: resonant experiences, online and off



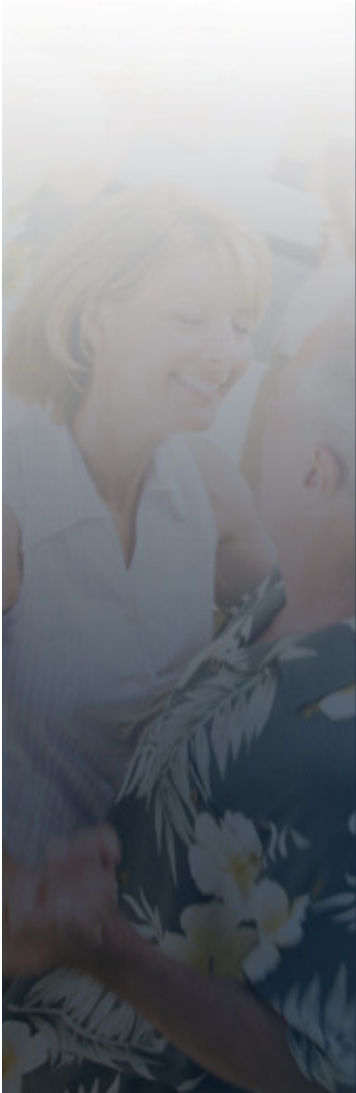
50+ Online: The Power User

- Major marketing drivers:
 - open/honest/frequent dialogue
 - relationships, validation/support
 - authenticity



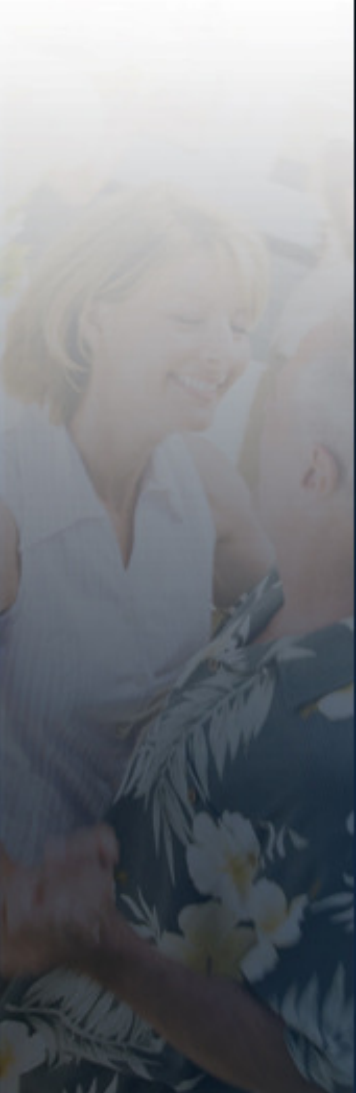
Web 1.0 >> Web 2.0: Once Static, Now Interactive

- Web: once *good* for 50+, now *great*
- Consumer drives interaction
 - interactive features and user-generated content
 - forums/interest groups, blogs (60 mil!), amateur video/photos, podcasts, etc.
 - Inbound marketing
- A huge opportunity for 50+ consumer marketers: **facilitating openness & dialogue online**



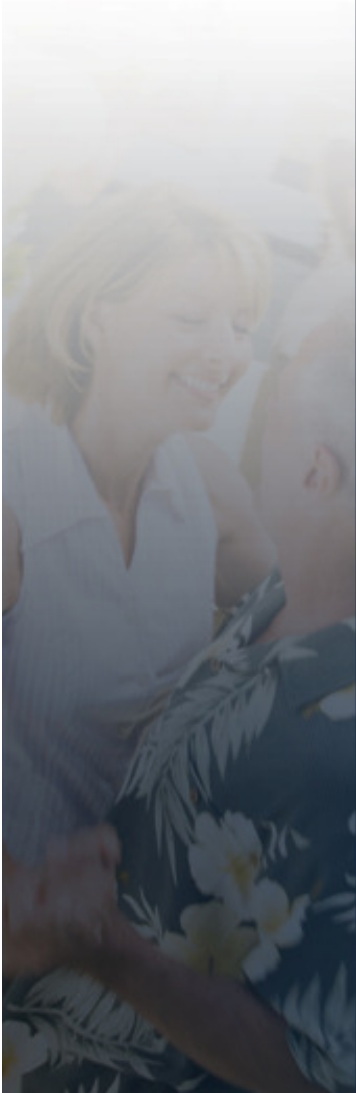
Web 1.0 >> Web 2.0: Once Static, Now Interactive

- Interactivity builds connection, trust and advocacy
- A research resource: gauge opinions, reactions to product concepts, amenities, etc.
- User-content is often mediocre/ignored, and it can be moderated



The Right Mix: Demystifying Online Marketing

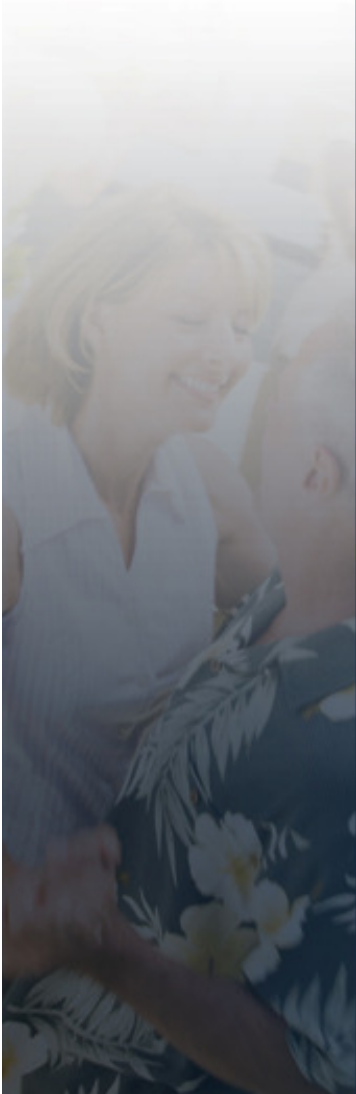
- Immediacy
- Targeting by context, geography, demographics, interests/industry, online behavior, etc.
- Highly cost efficient, highly trackable, and ***improves marketing ROI***
- Essential to participate in dialogue about your company/brand





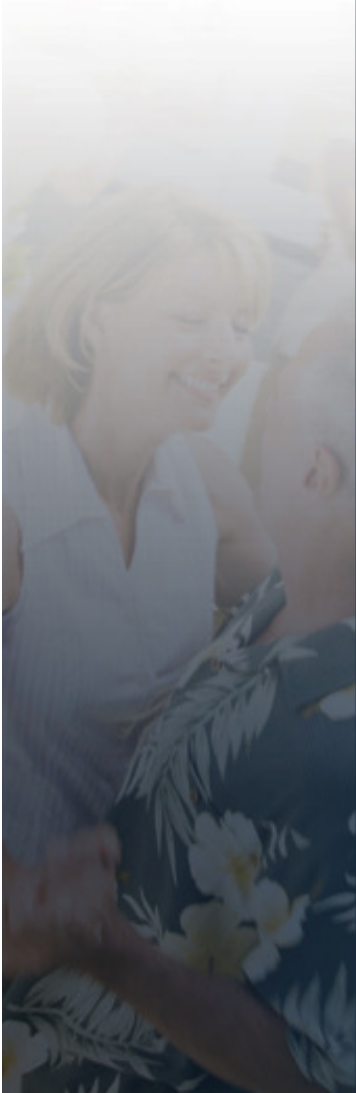
The Right Mix: Demystifying Online Marketing

- Optimal allocation requires multi-media expertise
- Newspaper, broadcast and direct mail: still command larger budget share
- Newspaper is still ideal (today) for 50+ mass market
- Online advertising spending will exceed offline spending within five years Borrell Associates, "Real Estate Outlook 2007 - 2012." Nov 2007



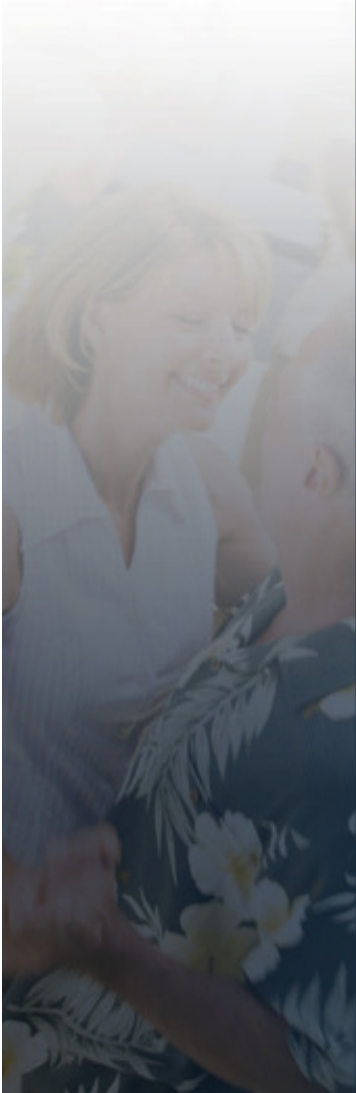
Search/SEO

- THE most critical element of your online plan
- 71% of all site visits are generated from search engines like Google, Yahoo, etc. Forrester Research, October 2006
- Paid and natural



Online Advertising

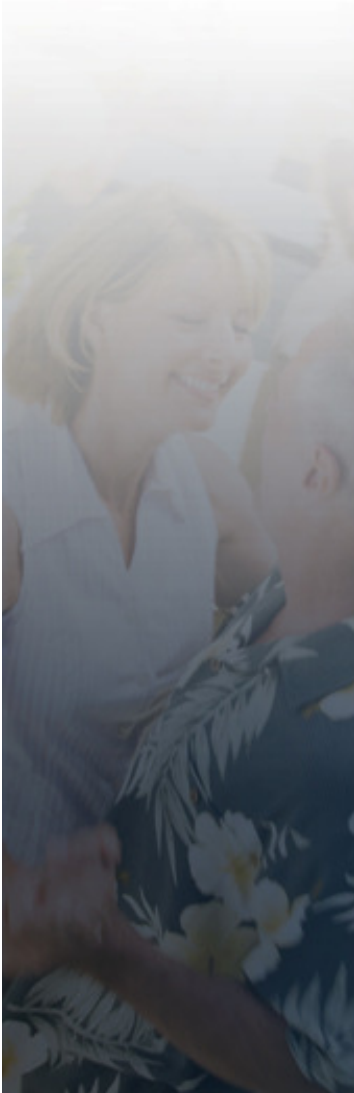
- Your site
- Banners
- Pay-per-click (PPC)
- Targeted e-mail
- e-CRM
- Personalized URLs



Social Media

- Mass forums based on word-of-mouth principles, referrals from trusted sources
- Most popular sites - in unique visitors, age 50+, Mar - Aug 2007:
 - MySpace: 11 million
 - Facebook: 3.7 million
 - Eons.com: 320,500

Boston Business Journal, Oct 2007
- Emerging 50+ social marketing sites: tbd.com, boomertowne.com
- YouTube - 100 million downloads/day, 70 million unique visitors/mo.
- Poor “netiquette” turns off many 50+ users

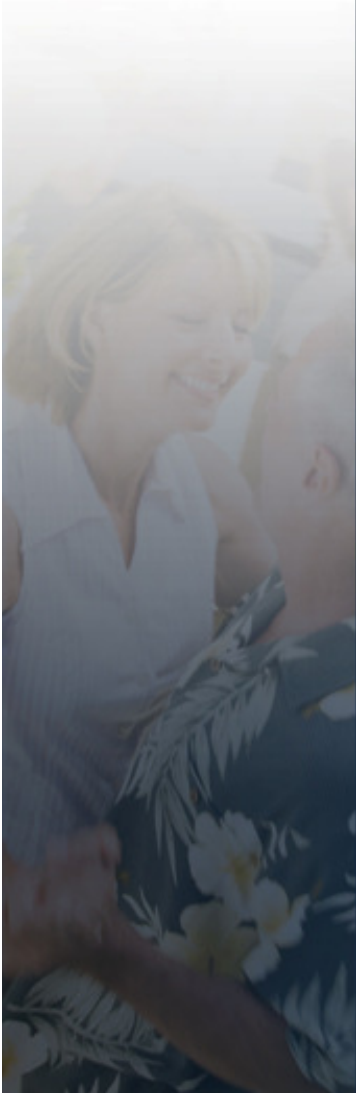




Benchmarks & Best Practices

Top 10 sites for 50+
PC Magazine, 2008

BoomerTowne.com
IRememberJFK.com
tbd.com
BoomerGirl.com
aarp.org
RetiredBrains.com
Boomj.com
Boomer411.com
Eons.com
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Resources

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- [MarketingSherpa.com](https://www.marketingsherpa.com)
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