



Social Networking: Using Facebook, Blogs and New Media to Market 50+ Communities

One-third of adult Internet users have a profile on a social networking site, and baby boomers are one of the fastest growing demographics embracing social media. Find out how an effective social media marketing program can help increase your leads, build advocates and increase brand awareness.

Learning Outcomes:

- Better understanding of available social media tools and how to utilize them for a competitive advantage
- How to target 50+ homebuyers through effective use of social media.
- Steps to launch an effective social media program and/or ways to improve an existing one.

Program Notes:

Just the Stats

More on Blogging

Lead Follow up and Conversion

References:

Boomers

Source: US Census Bureau

http://www.census.gov/Press-Release/www/releases/archives/facts_for_features_special_editions/006105.html

- 78.2 million baby boomers (born between 1946 and 1964)
- Boomers comprise almost 28 percent of the US adult population

Acceptance of Social Media

Source: The NPD Group/Entertainment Trends in America, Wave 4, March

http://www.npd.com/lps/Entertainment_Trends2009/

Social media is now widely accepted by boomers ages 44–61

- 41% of baby boomers have visited social networks, such as MySpace or Facebook.
- 61% have been to sites with streaming or downloadable video.
- More than 57% of Web users overall have stopped at social networking sites in the past three months.

2009 Facebook Demographics and Statistics Report

Source: istrategy labs

<http://www.istrategylabs.com/2009-Facebook-demographics-and-statistics-report-513-growth-in-55-year-old-users-college-high-school-drop-20/>

- 513% growth in 55+ users during 2009

Boomers zero in on social networks

Source: USA Today

http://www.usatoday.com/tech/webguide/internetlife/2009-03-26-boomer-social-networking_N.htm

An interesting article about what the various generations do online.

Senior, Social, Savvy

Source: Assisted Living Federation of America with data from comScore

<http://www.alfa.org/assnfe/Article.asp?clArticleID=239&SnID=1855639133>

Only 10 percent of Americans age 65 and older participate in social networks, but that number is quickly growing. In June, the media measurement firm comScore reported that Internet use was growing nearly twice as fast among people 65 and older than any other age group.

Seniors are Spending More Time Online

Source: The Nielsen Company Online Study

http://blog.nielsen.com/nielsenwire/online_mobile/six-million-more-seniors-using-the-web-than-five-years-ago

- Those age 65 and older are spending more time online. An increase from 52 hours per month in Nov. 2004 to over 58 hours a month in 2009.
- The 65+ demographic represents 13% of the population, they now represent almost 10% of all Internet users.

How to Reach Baby Boomers with Social Media

Source: Read Write Web with data from Forrester Research

http://www.readwriteweb.com/archives/how_to_reach_baby_boomers_with_social_media.php

- More than 60% of Baby Boomers actively consume social content such as blogs, videos, podcasts and forums.
- Increases in usage from 2007 – 2009
 - Ages 43 to 52 increased from 46% to 67%
 - Ages 53 to 63 increased from 39% to 62%

Information on the Presenters:



Carol Flammer, MIRM, CAPS, CSP
Managing Partner, mRELEVANCE

The author of *"Social Media for Home Builders: It's Easier Than You Think,"* Carol can walk you step-by-step through building an effective social media program. The visionary behind the nationally-ranked and award-winning www.AtlantaRealEstateForum.com, Carol's launch of the site in 2006 led the new media movement in the Atlanta new homes market.

With 20 years of experience, Carol has established herself as the "go to" for real estate and construction products public relations and social media. Carol is president of Flammer Relations, Inc., and managing partner of mRELEVANCE, LLC, an Internet Marketing, Social Media and Public Relations firm with offices in Atlanta and Chicago. The agency has worked with a variety of active adult home builders and continuous care retirement communities.

Carol has spoken at a number of tradeshows including the International Builders Show, REtechSouth, New Media Atlanta and the Southern Building Show. She speaks frequently to Sales and Marketing Councils and PR groups and teaches social media seminars at home builders associations around the country.

Carol holds a BA in Business and Behavioral Science from Oglethorpe University. A member of the Greater Atlanta Home Builders Association, Carol was honored in 2008 as the HBA Associate of the Year. Carol is a member of the Atlanta Apartment Association, Urban Land Institute, National Association of Real Estate Editors and Professional Women in Building. She serves on the *Sales and Marketing Ideas* Editorial Advisory Committee and the Board of the Atlanta HBA's Sales & Marketing Council. Reach Carol at 770-383-3360 x20 or www.mRELEVANCE.com.



Meredith Oliver, MIRM, MCSP
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Meredith Oliver is an Internet sales and marketing expert. She is a professional speaker, consultant *and* founder of Meredith Communications. Meredith is a three-time presenter at the 50+ Council Housing Symposium and a ten-time presenter at the International Builders Show.

Meredith Communications works with a number of active adult builders, developers and communities nationwide providing web design, search engine marketing and eLead follow-up training and consulting.

Meredith holds a Masters Degree in Communication Technology from the prestigious Rollins College and the MIRM designation (Member of the Institute of Residential Marketing). Meredith recently served as the Internet marketing content expert for NAHB's brand new Marketing to the Active Adult educational course debuting at the 2010 International Builders Show. You reach Meredith at 321-285-1660 or www.CreatingWOW.com.