

The logo for RJW, consisting of the letters 'RJW' in a white, bold, sans-serif font, centered within a solid black rectangular background.

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

## **RJW | Seniors Network Membership Program**

Our seniors network membership program offers providers to the senior market with on-going market touch points to affluent seniors who may need their services or products.

Our objective is to put our members in front of the seniors consistently so that when the seniors have a need, they think of one of our members to contact to assist them. In other words, we are a turn-key marketing platform that a business, professional or healthcare practice can plug in to and benefit from our innovative business development activities in addition to whatever marketing and business development they are conducting on their own.

Our activity for our members includes:

### **Referral Relationships Set-Up**

When a business, professional or healthcare practice becomes a member, we set up a profile to determine what type of other businesses or professionals who serve the same senior clients, are in a position to make referrals to them. Our staff then contacts these targets to discuss setting up a mutually beneficial relationship on behalf of the member. We do not just give the member a name and number when there is an interest by the other party. We initiate the call ourselves with the member and the interested party and follow-up with both to establish the relationship if possible. This is an on-going activity each month for our members.

### **Senior Referral Program**

Our group operates a separate platform for seniors and their families offering direct referrals to our members of seniors who need their services or products. We promote this referral service through continual direct mail, advertising, social media, outreach to churches and other senior organizations.

### **Monthly Ad in Our Senior Lifestyles Magazine**

We publish Senior Lifestyles magazine in the markets that we operate that is targeted to affluent senior households. Our network members can place a half-page ad each month in their local edition that reaches thousands of seniors.

## **Senior Education Day & Expo Events**

Our group produces a senior event every quarter in each of our markets. Included in the network membership is an exhibition table for the member to participate (there are also speaking opportunities that are available).

Our Senior Education Day & Expo event targets affluent seniors and their families, With this event, we connect seniors with businesses and professionals all under one roof who can assist them with current or future needs. This event is free to seniors and their families. We hold these events in upscale facilities that are conveniently located to the affluent senior population in each market. The events commence at 9:00 am and ends at 2:00 pm

We promote the event though advertising, social media, community outreach and direct mail.

We expect about 200 senior attendees at these events and that is the right number to keep the event personal and intimate.

Even though the event is free for the seniors to attend, we still require them to RSVP with us by telephone. When they contact us to register for the event, we preach to them that they do not know what they do not know and that if they take the time to attend the event, that they should visit with each vendor because they will no doubt learn new information that might be helpful to them. If they are looking for specific assistance that one of our vendors can assist with, our staff offers to connect them with that business presently so that they do not have to wait for the event.

We also use an incentive technique to encourage attendees to visit each vendor table. When the seniors register when they arrive, our staff gives them a card with the name of each vendor [in the order of the vendor table location]. If they visit each table and have the vendor put in their unique vendor ID number with each table visit, and they have all these spaces filled in by the vendor, they turn these in when they leave and receive a free swag bag filled with gift certificates from both participating vendors and outside businesses such as restaurants, salons, etc. This has proven to be a great incentive to have seniors visit with each vendor.

We will have staff on hand to assist you in setting up your booth space.

## **Monthly Direct Mail Brochure**

Each month we send out a full color introductory brochure promoting our local senior network members to 5,000 affluent senior households. Each member has their own feature space that includes their business description, website and direct contact information as well as an image or logo.

## **Quarterly Senior Industry Networking Events**

Our members are invited to attend our quarterly senior industry networking event which connects providers to the affluent senior market to each other to meet and establish relationships. Our industry networking event is a fun evening and a “bring your business cards” meet, greet and socialize event with food, beverages and a cash bar.

## **Monthly Marketing Workshops**

Each month one of our professionals who are experts in marketing to the affluent senior market holds a webinar on various tactics and methods for our members to learn new ideas and techniques that they can apply in their own marketing and business development activities.

## **Membership Rates**

We are currently offering an introductory rate to become a member in our Seniors Network Program

Three Months \$349.00 (regular rate \$449.00 per quarter)

Six Months \$529.00

Twelve Months \$ 949.00 (\$79.00 per month)

Please email us at [seniorsnetwork@creativedevelopmentworks.com](mailto:seniorsnetwork@creativedevelopmentworks.com) or 888-670-2229 for further information or to become a member.