

Resources and services available to providers of services and products to the affluent seniors market.

### **1) Co-Op Postcard Campaign**

Three times per year, our group produces a direct mail campaign to affluent senior households with a co-op postcard stack. The group of individual postcards from different businesses is mailed to affluent senior households. The postcards in the stack are from businesses and professionals who offer services and products to seniors. Each business participating in the co-op mailing has an exclusivity for their type of business. The average fee to participate is \$399.00.

### **2) Senior Lifestyles Magazine**



This monthly magazine is targeted to affluent seniors and includes topical editorial content on lifestyle, health and financial subjects. We publish individual editions for each of the 45 markets in the USA that we operate in so that you can target only the geographic areas that you want. We offer a new advertiser special program - \$199.00 for a full-page ad for one month.

### **3) Educational Conferences**

We produce a series of educational conferences and events for affluent seniors and their families

- Seniors Education Day
- Conference for Children of Aging Parents
- Financial Planning and Retirement Strategies for Affluent Seniors

You can participate with an exhibitor booth (\$499.00) or as an exhibitor and speaker (\$599.00) in your area. Please contact us for information on any of these conferences and schedules for your market.

### **4) Seniors Resource Guide**

We publish and mail a resource directory for affluent seniors that features businesses and professionals that serve this market. Each business that participates in the resource guide receives a two-page spread. One page is for editorial content such as an article or Q and A interview. The other side is a full-page advertisement. The typical fee for the two-page spread is between \$299.00 and \$399.00.

### **5) On-Line Senior Education Presentations**

This is a new program that enables you to go where the seniors are at – in their homes. You can sign up to be available for questions and discussion or you can make a presentation to seniors and their families via

a Zoom session. They can follow-up with a request for a private appointment. You can have four sessions per month scheduled for three months – twelve sessions in total for only \$399.00 as the only business presenting sessions in your category during that period of time.

## **General Services for You**

Our group offers individual services for businesses and professionals to assist them in generating new clients.

### **1) We Can Create Your Marketing Materials**

Our team can create flyers, brochures, post cards, signs, email templates, ads, graphics for social media and more. We also offer full-service printing.

### **2) Email Campaigns**

We can create an effective email communication for you to send to your prospects and/or existing clients. We can also create a prospect database and send your custom email to these new prospects.

### **3) Direct Mail**

Our group offers complete direct mail services from creating your piece, securing the mailing list, printing, bundling and mailing.

### **4) Custom Newsletters or In-House Publications**

Use newsletters or publications to engage and educate your current base or utilize these as a marketing tool to generate new business. Our company publishes our own newsletters and publications in 45 markets in the United States and we are available to offer our turn-key publishing services to you, from content to final publication in digital or print format.

### **5) Podcast Production**

Do you want to have your own podcast? We can help you develop content and scripts, train you on how to do it, provide the software and equipment, get it listed for download on the proper apps, produce it and even promote it and sell advertising for you.

### **6) Seminar Production and Promotion**

Our group can develop a seminar program for you to make presentations and we can assist you with marketing your seminars to your target market.

### **7) YouTube Channel Production**

Do you want to have your own YouTube Channel? We can help you develop the format, produce your episodes and then promote the channel and help you build audience and subscriptions to your programming.

## **Contact Us**

Please email us at [clientservices@rjwcommunications.com](mailto:clientservices@rjwcommunications.com) or call us at 888-670-2228 for further information on how any of our services can help you connect to your market.