



## About Aging Avenues

### Aging Avenues Goal

To help seniors and their families navigate all the issues that develop as one ages with a “one stop” resource for information on aging issues, community resources and provider directory.

### The Unique Approach

- ◆ Aging Avenues brings together eldercare information, resources and services.
- ◆ We connect consumers, local and national agencies, employers and providers to learn about the range of solutions to solve real life issues.
- ◆ We create efficiency for caregivers through tools that inform on what to do, how to do it and what resources can help.
- ◆ We empower families through education to make informed decisions.

## The Aging Avenues Audience

The site delivers a highly valuable audience of consumers seeking eldercare products, services, and information.

### Our Target Audience Is

- ◆ Caregivers of seniors
- ◆ 45-75 years old
- ◆ 60% female and 40% male
- ◆ 44 million people caring for a loved one
- ◆ 30% of caregivers live away from their families
- ◆ Client base will increase by 10 million in the next few years

### Characteristics of Caregivers

- ◆ Want to make the right decision for their loved one, but worried they don't know how
- ◆ Unaware of resources that can help both the caregiver as well as the recipient
- ◆ Most caregivers are married, working or has worked, has a family of their own and is trying to manage care giving responsibilities at the same time
- ◆ Heavily relies on the advice from friends

## Internet Use

- ◆ 73.7% of Baby Boomers use the internet and are the largest growing segment of internet users
- ◆ 68% of Baby Boomers do research on-line before making an important health related decision
- ◆ Internet Key Word Search is the #1 way caregivers locate services they contract with
- ◆ All the information in one location is key to caregivers
- ◆ Boomers prefer internet information because it is up-to-date and available 24/7
- ◆ 19.2 million seniors use the internet



## Reaching the Audience

### Site Promotion

Local industry referral and promotion plays a key role in driving users to the site. Some of the sources that help do this are:

- ◆ Local hospital discharge planners
- ◆ Social workers
- ◆ Area on Aging Case Managers
- ◆ Senior industry professionals
- ◆ Senior Centers
- ◆ Traditional Search Engine Optimization
- ◆ Church Programs to Assist the Aging Population
- ◆ Pharmacies
- ◆ Hair & Nail Salons
- ◆ Seminars
- ◆ Tradeshows
- ◆ Speaking to groups and corporations
- ◆ Friends referring friends
- ◆ Libraries

### Engage with Caregivers

*AgingAvenues.com* provides targeted access to these key decision makers who are seeking eldercare information, products and services. We offer a range of innovative marketing strategies and tools designed to give you the targeted message delivery you need, including:

- ◆ Upgrade Listing options to help your services stand out
- ◆ Advertising Opportunities to build brand recognition
- ◆ Expert Advice Sponsorships that will make you an “expert” in your field
- ◆ On-line Seminar Sponsorships to be available to customers when they have time
- ◆ Email and text message puts you in contact with the caregiver immediately
- ◆ Preparing for the Future presentation available to give to employers and groups

## What You Gain

- ◆ Reaching decision makers that you couldn't identify before
- ◆ Increased referrals and new business
- ◆ Delivering up-to-date information
- ◆ The option to add a Specials or Coupon when business is down
- ◆ Not depending on one key source for referrals

## Opportunities to Feature Your Services

### Upgrade listings to get recognized

Options of bold type, link to your website, email request for additional information, logo, picture and link to Medicare Report card are available to help your business stand out.

### Advertising to build brand awareness

Make sure that your company is recognized when they later need your service by having an advertisement on a frequently visited page.