

## Our Population Is Getting Older. Is Your Marketing Holding Up?



It's predicted that by 2040, 80.8 million residents of the US will be over the age of 65 (currently, we're at 47 million). That's more than double the number in 2000. While we can wring our hands all day worrying about things like social security and healthcare as the population ages, an older demographic can also be a lucrative market to explore for your business. With more people staying active longer, they're more apt to make their own buying decisions as well. In the past, many seniors got to an age where younger relatives or caretakers were making their purchase decisions. That's no longer the case. Plus, many seniors are working longer. In some cases, this means more disposable income.

Here are a few things you can do to be more appealing to an older demographic.

### Online Marketing Tips to Attract Seniors

If you're looking to market specifically to seniors and other older demographics, here are a few tips to keep in mind:

**Ditch the fear.** Don't scare people into buying your product or service. It's not nice and you're better off promoting value or making it easy to buy from you. Seniors don't want any hassle. If you make them feel comfortable, you're more likely to get the sale.

**Use the right kind of social media:** Seniors are the fastest-growing segment on Facebook currently. In fact, half of seniors in the US are active Facebook users. Share pictures, articles, and clips. Stay away from asking for personal information. Many seniors are wary of this as they have friends who have been taken advantage of. Comment on posts and engage with your audience in a language that is understandable (lay off the made-up words and slang).

**Try a few marketing channels until you find the right one(s).** Facebook is the most popular, but some seniors are also on Instagram. A few are on Twitter or TikTok. A Facebook group may work for you too. Try different channels until you find the right level of interaction to make it worth your while. Many seniors won't buy directly from social, but you can still work on top-of-mind conversions and leading them into your physical business from online.

**Clear the clutter.** Seniors don't want to waste their time scanning through a lot of junk. Get to the point with clear content, appealing visuals, and a call to action. Don't hide content in weird spots on your site. They don't want to search for the info they need. Most seniors prefer clear headers and tabs to long, scrolling design. Make clickable areas large to help unsteady hands.

**Use video.** While we don't want to paint a picture of seniors as feeble bodies with bad eyesight, keeping some physical impairments in mind can help you make their online experience better. Clear, concise videos can help walk someone through a process, especially if they have difficulty reading. Chatbots can also help, although some seniors find this annoying and concerning.

**Black ink, please.** Light ink and fancy fonts are hard to read. Stick with black and get rid of scrolling fonts.

*Continued on page 2*

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#### Staff

**President:** Terri Schulz  
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#### Our address is

**315 S Main St**  
**Waupaca WI 54981-1745**  
**715.258.7343**  
**8:00a - 5:00p**  
**Monday - Friday**

# 2023 Presidents Club



Larger font size is also a good idea. When you use smaller print, people tend to assume you're hiding something.

## Attracting Seniors to Your Physical Business

To make your physical business location more appealing to senior citizens, you should consider the following strategies:

- Create an age-friendly environment:** Ensure your business premises are easily accessible. Make sure there are ramps or elevators for those with mobility issues, clear signage, well-lit areas, and comfortable seating. Wider aisles or space between seats is also advisable.
- Train your staff:** Provide customer service training to your employees specifically focused on understanding and meeting the needs of senior citizens. Sensitize them to be patient, respectful, and helpful toward older customers. Sometimes an older customer wants to tell you/your staff a story. If you want seniors to feel appreciated at your business, encourage your staff to listen.
- Offer senior discounts:** Implement a senior discount program to attract older customers. Offer a percentage off the total bill, special pricing on specific products or services, or loyalty programs tailored to seniors.
- Simplify your communication:** Make sure your marketing materials, signage, and website are designed with larger fonts and clear, easy-to-read text. Avoid using jargon or technical terms that may be confusing for seniors. Offer non-digital options. While many seniors enjoy technology, some do not. Duplicate your efforts online and off. Ask seniors their preferences and note them in your customer management system or list.
- Provide assistance:** Assign staff members to assist seniors with any specific needs they may have, such as carrying their bags, providing personal shopping assistance, or offering guidance on product selection.
- Offer educational workshops or classes:** Organize workshops or classes on topics of interest to seniors, such as technology training, health and wellness, or financial planning. Keep in mind, your event needn't be directly related to your business. For instance, a bookstore could host a chair yoga event to bring in more active seniors. You could also partner with another business to co-host an event or expo. This not only attracts older customers but also positions your business as a resource for their needs. They will connect with you and think of you as their first stop.
- Build community partnerships:** Collaborate with local senior centers, retirement communities, or other organizations that serve seniors. This can help you reach out to the senior community, establish trust, and gain valuable insights into their preferences.
- Incorporate senior-friendly products:** Stock your inventory with products that cater to the specific needs and preferences of seniors. This could include items like ergonomic furniture, assistive devices, comfortable clothing, or health and wellness products.
- Seek feedback and adapt:** Actively seek feedback from your senior customers to understand their experience and identify areas for improvement. Incorporate their suggestions to continuously enhance your business's appeal to our aging population.

Remember, today's seniors aren't the grandparents of yesteryear. (George Clooney is 62 and Denzel Washington is 68!) When you remove causes of death due to accidents, drug use, and suicides, people are living longer and more active lives. Keep in mind that people over 65 are a diverse group, and their preferences may vary. It's important to listen, be flexible, and continuously adapt your approach to meet their changing needs.

*Christina Metcalf is a writer/ghostwriter who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She loves road trips, hates exclamation points, and resembles this article in more ways than she wants to admit.*

Twitter: @christinagsmith  
Facebook: @tellyourstorygetemalking  
LinkedIn: @christinagsmith

## *Congratulations to Our Investor's August Anniversaries*

Community Insurance & Associates	1928
Fletchers Jewelry	1937
Sunny Day Child Care & Preschool, Inc.	1970
Waupaca Buyers' Guide	1972
Wisconsin Glass Plus, Inc.	1975
L & L Propane	1988
Cellcom	1987
Hyer Standards, LLC	2005
Amazing Cleaning Services	2007

Send your anniversary date to  
[Kathy@WaupacaAreaChamber.com](mailto:Kathy@WaupacaAreaChamber.com) to be recognized.

## Welcome New Investors!

### ZenBusiness

Ellen Sartin  
5511 Parkcrest Drive, Suite 103  
Austin TX 78731  
(512) 765-4985  
[www.zenbusiness.com/wisconsin-llc](http://www.zenbusiness.com/wisconsin-llc)



ZenBusiness makes it easy to start, run, and grow your business. They are a small business that is excited about helping other entrepreneurs realize their dreams of creating and growing a successful business. By making business formation easy and affordable, they hope to foster a small business community where owners can connect on a local and national level and help each other grow.

### Alternative Edge LLC

203 N Main Street  
Waupaca WI 54981  
(715) 942-2042  
[www.alternativeedgellc.com](http://www.alternativeedgellc.com)



Alternative Edge LLC is a CBD and Hemp specialty retail store. They have products for your health home and body.

## Your Chamber \$\$ Working for You in July!

**138 Gift Certificates were sold at  
the Chamber totaling \$3,630.**

**Yearly total \$19,020.**



Visit [WaupacaChainOLakes](https://www.WaupacaChainOLakes.com)

**18,477 Reach**

**75,516 YTD Reach**

Visit [WaupacaAreaChamber](https://www.WaupacaAreaChamber.com)

**3,995 Reach**

**38,417 YTD Reach**

Visit [WaupacaAreaChamber.com](https://www.WaupacaAreaChamber.com)

Page Views **4,588**

**23,147 YTD**



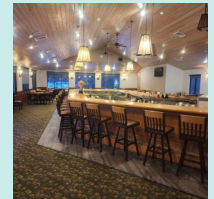
Visit [WaupacaChainOLakes.com](https://www.WaupacaChainOLakes.com)

Page Views **13,171**

**62,971 YTD**

### Tee Time Lounge

Mark McCoy  
604 Water Street  
Iola WI 54945  
(715) 445-2284



Located inside the Club House at Glacier Woods Golf Club the Tee Time Lounge is open every day and begins serving lunch at 11:00 a.m.



The **Waupaca Police Department** is the recipient of the Forward Together Waupaca Area Grant, offered by the Tim and Joy Neuville Family Fund within the Waupaca Area Community Foundation. The grant, for \$39,986.38, will fund the purchase of an Axon Air DJI Matrice 30T drone, the software and maintenance for five years, and training and licensing for three operators.

*You are Invited*

# Business After 5 Annual Summer Cookout



at the  
Chamber Parking Lot  
316 S Jefferson Street  
August 22, 2023  
5 - 7p  
Social Hour and Networking

*Thank  
You*

Co-Sponsors  
Keller Inc  
Waupaca Foundry

Food and Beverage Sponsors  
King Berry Farm  
General Beer - Northeast, Inc. (Central Division)  
Neumann's Piggly Wiggly  
Niemuth's Steak & Chop Shop  
Turner's Fresh Market



**WAUPACA AREA**  
CHAMBER OF COMMERCE

## Free to the Public Foundations Fest

**Saturday, August 19th**  
**From 10:00 a.m. until 2:00 p.m.**

Foundations for Living  
1421 Churchill Street, Waupaca.

Free School Supplies, Bounce House for the Kids, Free cookout and more!



They are currently taking donations for school supplies.

Notebooks, highlighters, backpacks, pink erasers, scissors, pencils, crayons, Ziploc bags, paper towels, color pencils, dry erase markers, loose leaf paper, glue sticks, water color paints, washable markers, pens, rulers, glue, folder, post it note, and more!

Please have donations to Foundations for Living by August 1.



### 2023 Business After 5 Line Up

August 22	Chamber
September 26	<b>OPEN</b>
October 24	Strongwood, Inc.
November 28	Danes Hall

Contact Terri at the Chamber office to host a Business After 5 for 2024 or Sign-Up online at [www.WaupacaAreaChamber.com](http://www.WaupacaAreaChamber.com)!



Friday, August 18  
7:30 - 8:30 a.m.  
Aquamos Coffee Collaborative

### Check Out this Networking Event!

Bring a friend, grab a coffee, and come network with us! Learn about what's happening with the Chamber and each other.

Use this opportunity to promote your business and educate yourself with the offerings of other Chamber Investors. Each attendee will have 2 minutes to talk about their business/organization or something happening that they want to share.

Please note that beverages are on your own.

This is a Chamber event held the third Friday of every month at Aquamos Coffee Collaborative.



## Get connected with Youth Apprenticeship & Inspire WI

Join Inspire Waupaca County and CESA 6 to learn more about Youth Apprenticeships and how your business can benefit from them. Youth Apprenticeship and Inspire are great tools to create connections with your future talent pipeline.

August 15, 2023  
11:00-11:45am  
Waupaca Area Chamber of Commerce

Register Here



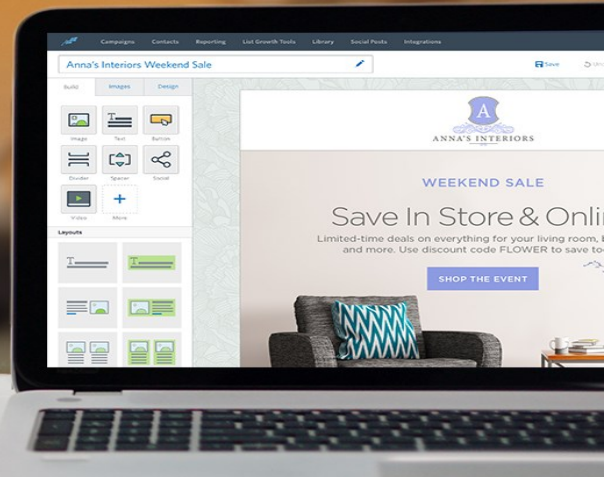


## Thank you King Berry Farm & Raspberry Connection for hosting the July Business After 5



50/50 Raffle winner Linda Burr, Heartland Merchant Services.

Send great looking emails that  
get big results for your business.  
Powerful stuff.



**Constant Contact**

Try It Free

Use this link to sign up and get the special Chamber Member rate.

<http://www.constantcontact.com/signup.jsp?pn=waupaca>

Special deal for our chamber members.  
Because you are a valued member, you can

# August 2023

Waupaca Area Chamber of Commerce

315 S. Main Street, Waupaca, WI 54981

Phone 715-258-7343

Office Hours: 8:00a - 5:00p Monday - Friday

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 <b>Business &amp; Workforce Development</b> Chamber Office 7:30a	2	3	4 <b>Investor Support Committee</b> Chamber Office 7:30a	5
6	7	8 <b>Ribbon Cutting</b> Community First Splash & Play 10a	9	10 <b>Rising Leaders</b> Indian Crossing Casino Networking 5:30p	11	12
13	14	15 <b>Youth Apprentice &amp; Inspire WI</b> Chamber Office & Online 11a	16	17	18 <b>Connect For Success</b> Aquamos Coffee Collaborative 7:30a	19
20	21	22 <b>Business After 5</b> Chamber Parking Lot 5p 	23	24	25	26
27	28	29	30	31		

**Reminders:**

1. The deadline for the newsletter advertisement submission is the 15th of each month.
2. The Board of Directors usually meets on the second Tuesday bi-monthly.
3. Business After 5 usually takes place on the fourth Tuesday of each month.

Note: The Waupaca Area Chamber of Commerce is a non-secular organization. Holidays listed are legal holidays and are posted for business convenience only.

Find information on  
Community Events at:  
[VisitWaupacaChainOLakes.com](http://VisitWaupacaChainOLakes.com)

# 12th Annual Chain O' Lakes Blues Festival

October 6 & 7, 2023



Lil' Ed & The Blues Imperials - Photo Credit: Andy Lyons

## FRIDAY, OCTOBER 6

7p-8:30p Reverend Raven & The Chain Smokin'

Altar Boys featuring Westside Andy

9p-10:30p Dave Weld and the Imperial Flames

## SATURDAY, OCTOBER 7

3p-4:30p Michael Murphy & the Men of Blues

5p-6:30p Alex Wilson Band

7p-8:30p The Mighty Ms. Erica and the  
Sound Production

9p-10:30p Lil' Ed & The Blues Imperials



Held at the Historic Dance Hall

**Indian Crossing Casino**

E1171 County Q, Waupaca, WI

Full service bar and restaurant. Not a gambling facility.

## TICKETS

Friday, October 7 - \$20 advance / \$25 at door

Saturday, October 8 - \$25 advance / \$30 at door

**BEST VALUE Weekend - \$30 advance / \$35 at door**

Advance tickets will be "Will Call" at the Door and are available through  
October 6 at 12noon. Must be 21 years or older to attend. I.D. required at door.

Order tickets online at:

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

or by calling 715.258.7343

Information about area **lodging, dining, shopping, etc.** can be found online at:

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

Complimentary shuttle service between local lodging facilities and music venue.



Sponsored by:

**WAUPACA AREA**  
Convention & Visitor Bureau

**L&L PROPANE**  
Serving Central Wisconsin  
Locally Owned & Operated Since 1988

Community Insurance - Faulks Bros. Construction, Inc. - Neuville Motors, Inc. - Waupaca Community Arts Board