age of majority

Influencer Marketing

Utilize the power of influencers to drive awareness, shift opinions and generate revenue with older adults.

Reaching and engaging adults 55+ is not an easy task

They are a diverse group of consumers with different wants and needs, just like their younger counterparts. Their consumer journey is also varied and brands need to look beyond traditional marketing channels to reach them, with Influencer Marketing a key part of the mix.

Why use social media to reach older adults?

Over 90% of adults 55+ are using a variety of social media platforms for a variety of reasons. They are staying connected with loved ones, but also seeking inspiration, practical advice and product information from people they don't know. We call these individuals influencers. By strategically utilizing these influencers, businesses can reach and engage this lucrative and active online community with their products or services.

Why Influencer Marketing?

Over 60% of older adults are following social media influencers, leading to increased brand awareness and interest, changes in brand perception, and the direct purchase of products and services - online or at retail. While many companies engage younger audiences through social media influencers, an opportunity is being overlooked to leverage their power to reach and influence older adults.

Besides staying in touch with specific people, more than half (52%) of adults 55+ are also using social media platforms to gather product information, recommendations and special offers.

Influencers are having a significant impact with older adults on their attitudes and/or actions associated with the brands they are supporting – from generating awareness, to influencing choices, to impacting opinions and driving sales.

How we put the power of influencers to work for you

We identify and build relationships with the right influencers to bring authenticity and credibility to your brand or organization. We work with them to create and amplify your brand messages to engage and motivate older adults in ways traditional advertising cannot.

While there are other companies that operate in the Influencer Marketing space, our ability to make an impact with older adults is second to none:

- Our focus and expertise is understanding and marketing to adults 55+ — who they are, what they want, and what drives their behavior
- We know how to use the right language, imagery and content that will resonate with older adults
- We build relationships with older influencers who bring authenticity, credibility and relatability to your brand
- We manage the entire process including:
  - Identifying and selecting the appropriate influencers based on your needs
  - Negotiating and managing influencer contracting
  - Developing creative (content) in partnership with each influencer
  - Amplifying creative/content in the applicable platforms

Find out more about our influencer marketing services online at: **ageofmajority.com**

RESEARCH REPORT:

Downloadable Report

Unlocking the power of influencers to reach older adults

In a rapidly evolving digital landscape, where marketing strategies are continually adapting to meet the needs of diverse age groups, one truth remains constant: social media's influence continues to grow.

Download our latest report today!

GET IN TOUCH

Contact us to learn how we can help you unlock the power of social media influencers to reach and engage adults 55+

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Age of Majority is a research-driven marketing agency that is uniquely positioned to help brands and organizations uncover unmet needs that make products and services more desirable, useful and marketable to boomers, seniors and older adults.
In addition to our consulting work, we identify and work with social media influencers to motivate and engage older adults to help drive purchase.