

Selling To Seniors

Introducing an Online Network for 50+ Marketers

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The world of online professional networking has reached 50+ marketers with the introduction of Mature Market Experts, launched by Tom Mann (<mailto:trmann@verizon.net>), president of TR Mann Consulting (<http://www.trmann.com>), a marketing firm focused on real estate, media and the senior marketplace.

Mature Market Experts is designed to help professionals involved in the 50+ marketplace meet and communicate with each other online and accelerate their careers and businesses through referrals from other members.

“I’ve been in the industry a long time, and most of my connections came from conferences I attended,” says Mann, who spent 15 years in advertising at Erickson Retirement Communities. “I figured there had to be a better way to connect people.”

Mann’s goal is to bring together professionals from a wide spectrum of disciplines – not just marketing and advertising, but also operations, investment, social work, medicine and other areas. “That’s where the real synergy comes from,” he contends. He’s searching for bloggers from these varied disciplines to offer depth to the group.

On the group’s current blog (<http://maturemarketexperts.wordpress.com>), contributors include Mann and:

- Mark Miller, who writes Retire Smart, a weekly newspaper column syndicated by Tribune Media Services, and publishes RetirementRevised (<http://retirementrevised.com>), the online companion to the column.
- Dan Rexford, partner, Equity Partners Inc., (<http://www.equitypartnersinc.com>) and former executive vice president of marketing at Erickson Retirement Communities.
- Jodi Rudick, author of an upcoming book to be published by Human Kinetics (<http://www.humankinetics.com>) focused on programming/marketing recreation services to boomers.

So far, there are 90 members signed up for the free Mature Market Experts group, Mann tells *STS*. Other features of the network include upcoming event dates, presentations and new insights into the 50+ market.

To join Mature Market Experts, visit Mann’s LinkedIn profile (<http://www.linkedin.com/in/trmannconsulting>) and scroll down to the Mature Market Experts badge. Click on it and send an e-mail explaining that you’d like to join and what your connection is to the 50+ marketplace.