



Coming of Age

The 50+ Marketing Agency



About Coming of Age

Established in 1991, Coming of Age is a full-service advertising agency. We are generation marketing experts, problem solvers and creative professionals skilled in integrated online and traditional advertising/marketing to Baby Boomer and older customers.

We identify Baby Boomer and senior customer needs, values and purchase motivators inherent in their stage of life. Combined with the latest in communications technologies and performance management tools, we generate effective and efficient creative and messaging not readily available, and at a competitive price.

Developing and executing marketing strategies, we guide clients to avoid potentially costly and unproductive traditional and online marketing strategies and improve our clients' ability to capture and keep Baby Boomer and senior customers.

The Coming of Age **Difference**

Ageless Marketing - An Innovative Marketing Paradigm

An implicit presumption in marketing is that customer minds—at least adult customer minds—process communications more or less the same way. However, behavioral research tells us that the general character of people’s worldviews, values, views and needs change by season of life.

Ageless Marketing is a marketing platform that draws on well-established tenets of developmental psychology. Our Ageless Marketing approach employs new insights into the workings of the brain that are unraveling some of the most hallowed traditions in marketing practices.

Ageless Marketing provides us access to Baby Boomer and senior customers’ purchase motivators. Behaviorists tell us that all behavior has its roots in some aspect of survival needs or values. Equally basic to Ageless Marketing is the proposition that root motivators and survival values evolve over life and the manifestations are predictable.



Knowledge of the timetable and nature of these developmental changes enables us to presume much about a customer, giving us guidelines for developing promotional messages that are richly in tune with customers’ unique situations. In essence, Ageless Marketing provides guidelines for fashioning marketing messages that customers process according to life development stages.

Ageless Marketing Delivers. When we know the nature of customers’ purchase motivators and values – no matter what customers might say they are – we can design communications to arouse the customers’ deepest and most compelling motivators. This allows the creation of effective and efficient marketing strategies, motivating communications and performance-based management that secures the interest of Baby Boomer and senior customers with the best chance of converting that interest into a sale.

Go with the Grain of the Brain

In marketing to Baby Boomers and senior customers, understanding how they think is just as important as what they think. The whole business of marketing is about getting information into people’s brains and persuading their minds to purchase products and services or take a desired action. But how a 30-year-old mind processes the contents of an online image or message is markedly different from how a 50- to 70-year-old mind processes the same information.

We understand how they think, and we know where to reach them.

Coming of Age **Services**

Online

- SEM
- SEO
- Social Media
- Email Marketing
- Web Design
- Conversion Optimization
- Ecommerce Management
- Web Analytics
- Display Advertising
- Mobile Marketing
- Digital Public Relations

Offline

- Print
- Direct Response
- Radio
- Television
- Outdoor
- Media Planning / Execution
- Events
- Public Relations
- Video Production
- Branding
- Collateral

Market Research

Keynote Speakers

The Coming of Age **Approach**

Customized Marketing Strategy:

Collaborative campaigns designed around client goals and budget

Motivating Creative & Messaging:

Communications connect with Baby Boomer and older life stage, values and purchase motivators

Integrated Approach:

Digital and traditional communications integrated to assure campaign success

Campaigns Beyond the Conversion:

Primary and secondary Key Performance Indicators (KPIs) developed to identify how channels can influence additional website metrics

Advanced Analytics:

Not just providing the data, but transforming it into insights and actionable strategies. Constantly evaluating performance. You can't argue with performance.

Vast Multi-Industry Client Experience:

Brings knowledge of various industry marketing approaches and experience to clients

Media Independent:

Experience with a variety of marketing technologies provides insight into the most appropriate channels for each client

Media Planning & Placement:

Efficient and effective digital and traditional media planning and placement, designed to connect with Baby Boomer and older customers and reduce CPL

Want to learn more?

We'd love to hear from you.



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