



Playbook

The Ultimate Guide for Marketing to **Seniors**

SheerID 



Seniors are a profitable audience for many brands. They have a large amount of disposable income and are increasingly tech-savvy, making it easy to engage them online.

One of the best ways to win and retain seniors is to give them a special offer. When given an exclusive offer, 62% would use it to try a new brand, and 80% would shop with that brand more frequently.

\$1.5T

in global
spending power¹

364M

consumers globally
are 65+²

46M

consumers in
the US are 60+³

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Demographic Insights

The size and wealth of the senior audience make it a lucrative audience to target. **In the US, one in three adults are 55+ years-old, and Baby Boomers spend more than \$70,000 annually¹.** When you win a senior, it's easy to increase their CLV: 80% are highly brand loyal² and tend to stick with the brands they trust.

DEMOGRAPHIC INSIGHTS

Seniors 55+ years-old

make 33% of all online purchases

Seniors 50+ years-old

purchase more than half of all consumer goods

10k

adults in the US turn 65 every day

32%

of adults in the US are 55+ years-old

889M

50+ year-olds globally

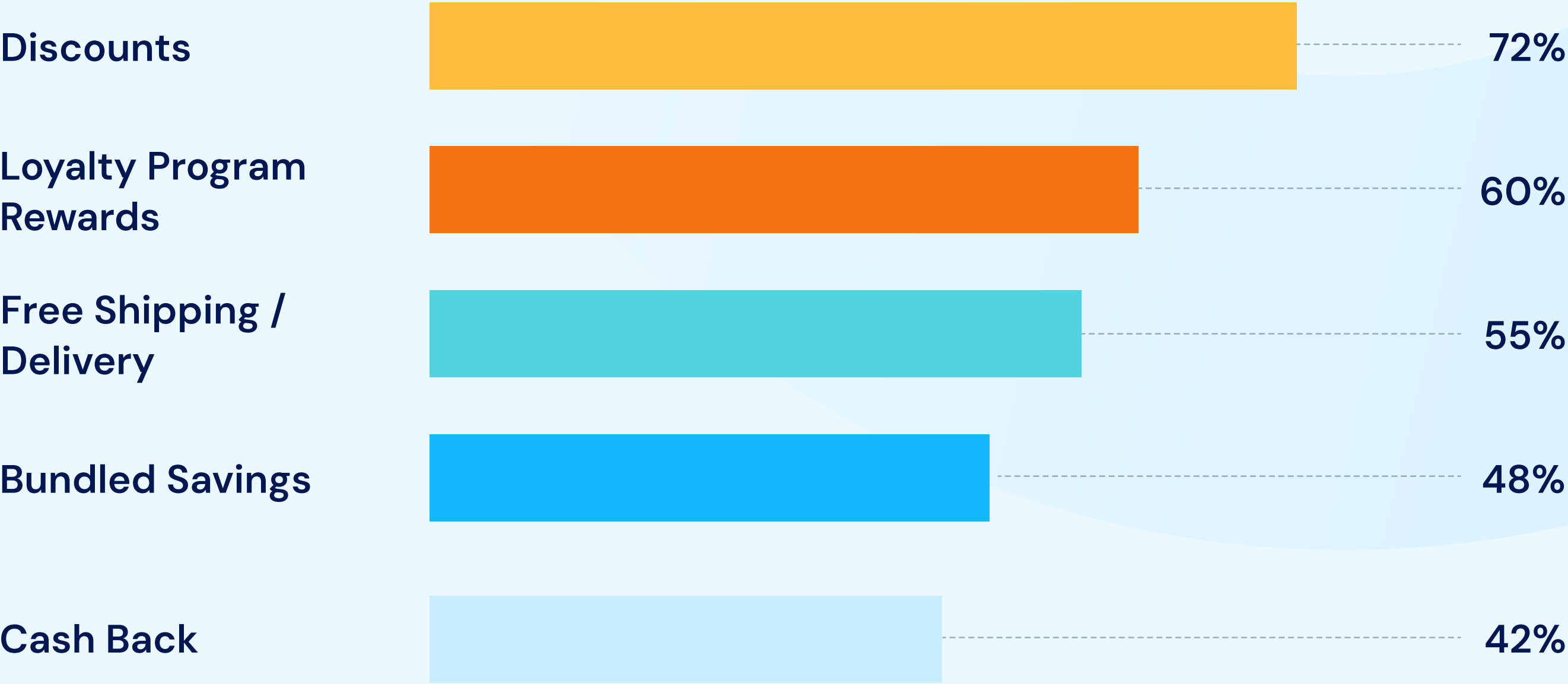


Offer Preferences

99% want to hear from brands about special offers designed for them. You can make your senior offer stand out by considering their preferences below.

You can see the success our clients are having with exclusive offers to their key audiences [here](#).

OFFERS SENIORS FIND APPEALING



PRO TIP

Featuring testimonials from other satisfied seniors can make your offer even more appealing, especially if they speak to your offer’s value or benefit.

OFFER PREFERENCES

Customer Example

Michaels



Register through your Michaels Rewards account to use your Senior discount online and in store every day. [start saving.](#)

Senior Discount
10% OFF
Entire Purchase Including Sale Items

Must be 55 years or older.
Some exclusions apply. [See details.](#)

GET STARTED - As Easy as 1-2-3

Michaels has seniors **enroll in Michaels Rewards to redeem their discount and then uses their permissioned data to drive their loyalty.**

OFFER PREFERENCES

Customer Example

PVOLVE



SPECIAL PRICING

Get **15% off new member bundles**, for access to our low-impact, science-led, fitness method.

- [I'm in the Military](#) →
- [I'm a Nurse](#) →
- [I'm an Educator](#) →
- [I'm a Student](#) →
- [I'm a Medical Professional](#) →
- [I'm a First Responder](#) →
- [I'm a Senior](#) →

For Seniors: No-cost memberships are available through select Medicare fitness programs. See if you're eligible for a no-cost membership.

Exclusions apply. Offer applies to new members only.

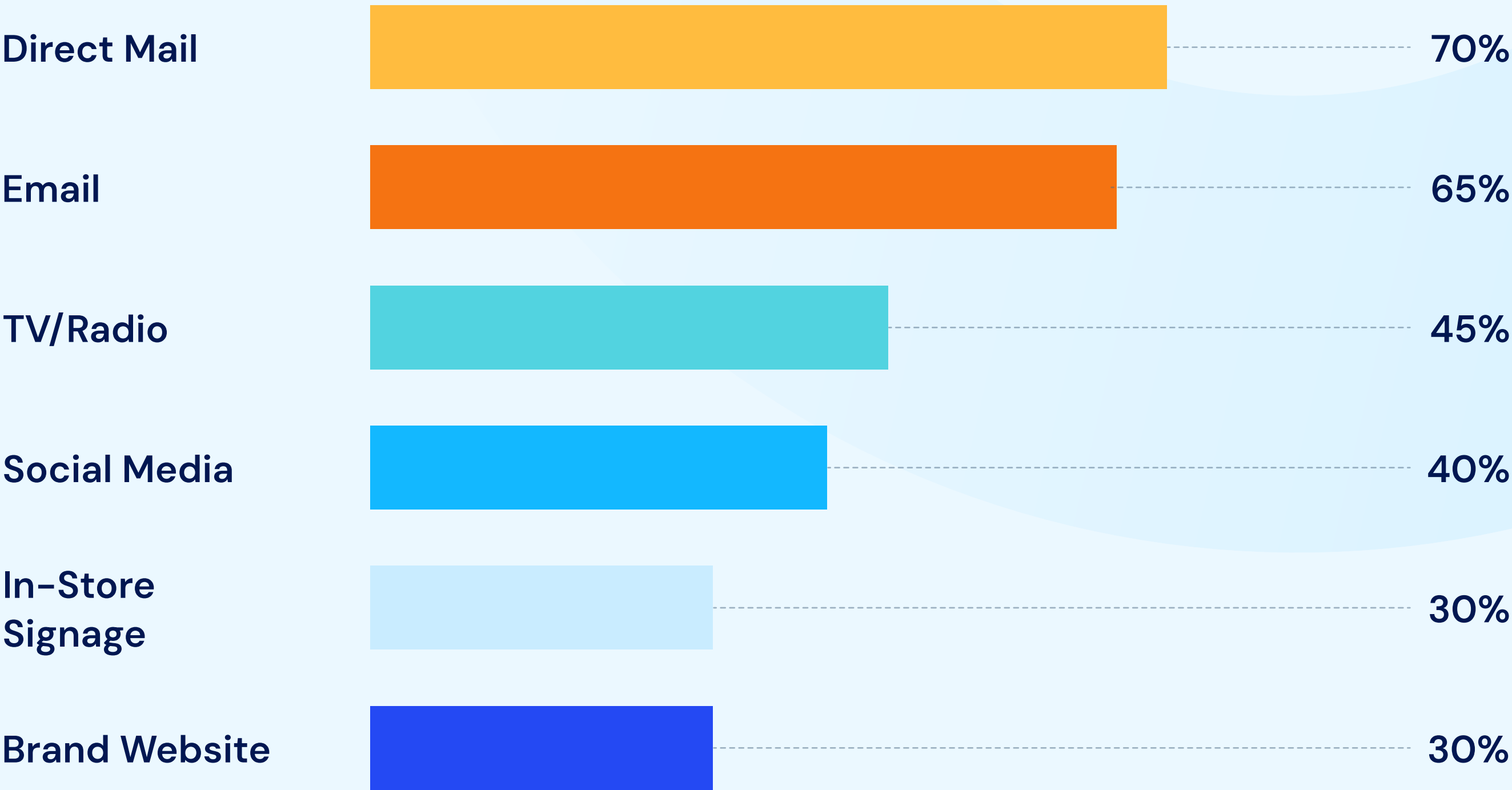


Pvolve's senior discount appeals to the scores of seniors who want to remain fit.

Channel Preferences

A mix of channels is the best way to reach seniors, but be sure to include one-on-one outreach. **Seniors want to hear from you most by email and direct mail.**

HOW SENIORS WANT TO HEAR FROM BRANDS ABOUT SPECIAL OFFERS

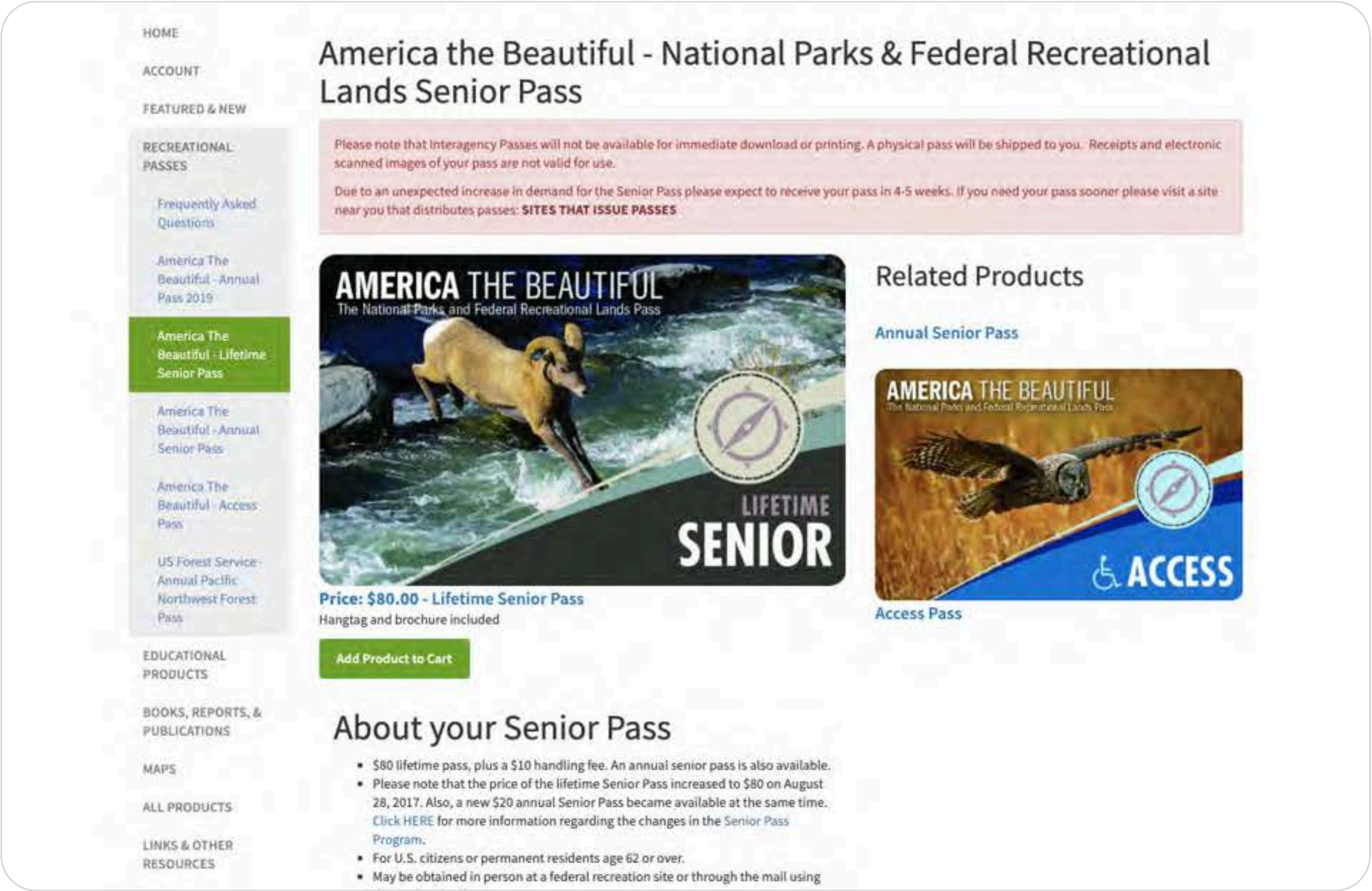


PRO TIP

When marketing to seniors, be sure your emails are optimized for mobile. More than 90% of adults ages 50+ own a smartphone.

Customer Example

National Parks



The USGS taps into seniors' love of travel with a **generous discount on a lifetime pass to the National Parks Service.**



Offer Verification

Verifying eligibility for your senior offer is critical to its success. **It prevents discount abuse, which protects your margins and increases your campaign ROI. And it keeps your offer truly exclusive, which makes it more appealing.**

The ideal verification process is instant, reliable, and privacy-friendly. It should occur as a natural extension of your brand experience, and give you full control over the data you collect.

SheerID's Audience Network uses 200K+ authoritative data sources to instantly verify seniors as a seamless step in your purchase process. Seniors enter privacy-friendly information, like their email address and date of birth, and you own all the data you collect. Our Audience Network appends it to 400+ martech platforms so you can use it to re-engage seniors to nurture their loyalty.

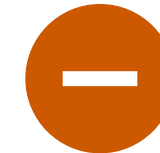
OFFER VERIFICATION

The Impact of Verification Experiences on Seniors



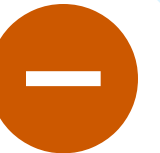
75%

of seniors said **being instantly verified and knowing their data won't be shared** with other brands has a positive impact.



61%

of seniors said a verification process that **takes longer than five minutes** would have a negative impact.



31%

of seniors said **having to create an account on a senior deals website** to get verified would have a negative impact.



Creative Guidelines

You can build a strong emotional connection between seniors and your brand if you **create authentic promotions that honor their lifestyle**. Below are some tips for making your campaigns a success.

- Use imagery that reflects their wide range of ages and ethnicities and depicts their active lifestyle.
- Speak to them in a straightforward and respectful tone that avoids jargon.
- Leverage peer testimonials that support the value of your offer and evoke a sense of community.
- Make content easy to access by using clean layouts and intuitive navigation.
- Engage them where they are, such as senior centers, health fairs, and through the AARP.

Customer Examples

CorePower Yoga

Verify your status to get special pricing

Students

Young Adults

Medical

Teacher

Seniors

Military

First Responders

Company Partners

SPECIAL PRICING

STUDENTS • FIRST RESPONDERS • MILITARY • SENIORS • HEALTHCARE • YOUNG ADULTS • TEACHERS

Seniors

Includes:

- 55+ years old at time of signup

VERIFY & SAVE

*Discounts apply to NEW purchases only. Existing members are not eligible. You must use this page for all discounted purchases. Questions about eligibility, [contact us](#).

CorePower Yoga’s offer landing page has a **clean layout with clear instructions for redeeming its senior offer.**

Social Media

Seniors aren't digital natives, but they're not as shy around technology as you might think. And they're increasingly engaged on social media¹, **with 58% of seniors 65 and older using Facebook and 60% using YouTube.**

To drive more conversion, be sure to promote your offer on the platforms they most use.

SENIOR SOCIAL MEDIA PLATFORM PREFERENCES



1. FACEBOOK



2. YOUTUBE



3. INSTAGRAM



4. PINTEREST



Paid Ads

When it comes to growing the CLV of seniors, paid ads have untapped potential. **Seniors have the highest loyalty of all age groups, but only 15% of digital ad budgets target them.**

To effectively reach seniors, prioritize channels like Facebook and YouTube. These are the platforms seniors most use, and they offer broad reach and the ability to precisely target prospects based on demographics and interests.

Transparent messaging is the most successful with seniors. Don't have fine print or hidden fees, and clearly state all terms and conditions upfront. Establish credibility by offering real reviews from their peers and endorsements from trusted experts.

Seniors often have a longer conversion process, so focus your ad strategy on nurturing their interest rather than creating urgency. Use retargeting campaigns that offer friendly reminders and educational content underscoring the value of your offer. This builds trust, guides them to purchase at their own pace, and will foster long-term brand loyalty.

PAID ADS

Customer Example

Michaels

<https://www.michaels.com> › Discount Pages

Get Your 10% Off Senior Discount | Michaels

Register via your **Michaels** Rewards account to use your **Senior discount** online and in store every day to get 10% off your full purchase including sale items.

Senior Discount

Limit one senior discount per product. Limit one senior ...

[More results from michaels.com »](#)

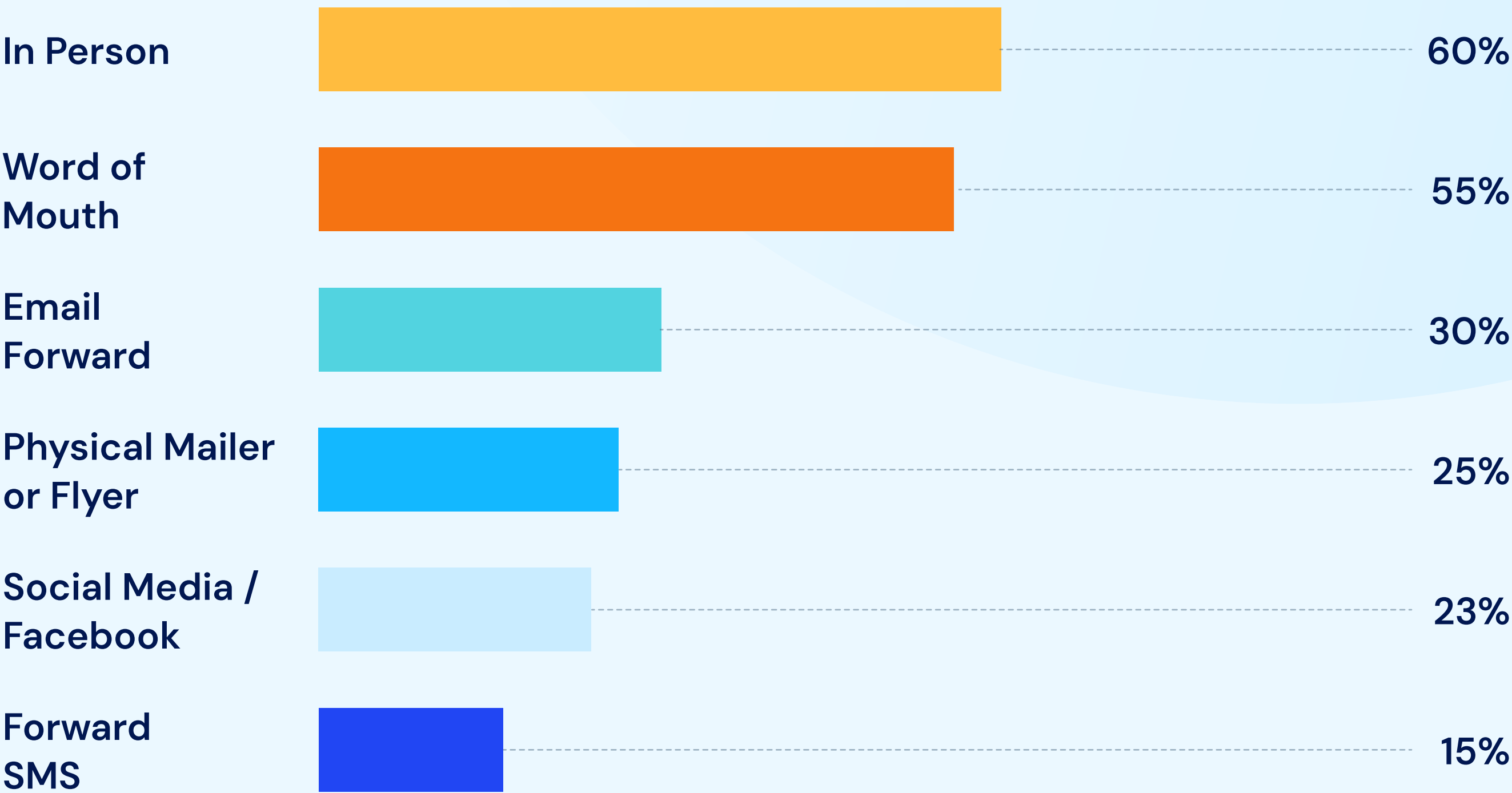
Michaels' ad presents its senior offer in **straight-forward terms without any jargon.**

Word of Mouth

Seniors love to spread the word about a good deal: **more than 90% will share an exclusive offer with other seniors.** And seniors strongly value recommendations from family and friends, so word-of-mouth marketing can be highly effective, often more so than traditional advertising.

You can activate this word of mouth by promoting your offer in the channels below. **Social media sharing lags behind direct personal methods, so be sure to use emails so seniors can easily forward them.**

HOW SENIORS WILL SHARE AN EXCLUSIVE OFFER





Senior Events and Holidays

Seniors love to be singled out with special offers year-round, but if you really want to endear them to your brand, **use a special offer to recognize their life experience during holidays that are uniquely theirs.** This kind of personalization will help you stand out from competitors and keep your brand top-of-mind.

2026 Calendar

	January	February	March	April	May	June
United States						
Canada						
Europe						

	July	August	September	October	November	December
United States		National Senior Citizens Day August 21, 2026	Grandparents' Day September 13, 2026			
Canada				National Seniors' Day October 1, 2026		
Europe		World Senior Citizens Day August 21, 2026		International Day of Older Persons October 1, 2026 Grandparents Day October 4, 2026		

Ready to Launch Your Own Senior Program?

Contact us and we'll help you strategize for maximum success.

Let's Talk

