

# Marketing to the Mature Market

the right way



**Understand the individuals in your target market and their unique attributes**



**Treat them with respect and honor their life stage**



**Optimize product design to align with their evolving needs**



**Focus on substance and communicate it clearly**



**Help them maintain their lifestyles and independence**

five tips to maximize potential



# Marketing Strategies For The Mature Market

**Euehun Lee, Anil Mathur, George  
Moschis, Jennifer Strautman**



## **Marketing Strategies For The Mature Market:**

Marketing Strategies for the Mature Market George Moschis, 1994-09-29 Using the strategic framework familiar to marketers information is organized and presented as it may apply to specific stages in the strategic marketing process key issues are raised and information is presented to address them This volume is intended for the busy marketer who needs access to state of the art knowledge and its implications for marketing strategy development      **Marketing Strategies to the Mature Market** Meaghan Kennedy, 1994      **The Manager's Guide to Competitive Marketing Strategies, Second Edition** Norton Paley, 1999-04-30 The ability to think strategically is permeating every level of successful organizations particularly among senior executives and line managers responsible for maintaining a competitive advantage for their products and services Above all Manager's Guide to Creative Marketing Strategies is a pragmatic examination of a 21st century manager The second edition of this popular book will update you on the latest techniques for developing competitive strategies It examines how to apply strategies and tactics in a confusing global mixture of hostile competitors breakthrough technologies emerging markets fickle customer behavior and diverse cultures You will gain practical information about what strategy is how competitive intelligence contributes to successful strategies and how to put it all together The book is an all in one resource for analyzing planning and developing competitive strategies a workbook with checklists and forms and a reference with numerous case histories Features      **The Marketing Plan** William M. Luther, 2001 Packed with recent case history thumbnails all new information on Internet marketing and a thorough updating throughout the third edition of The Marketing Plan outlines a comprehensive systematic approach that guarantees results      **The Marketing Strategy & Planning Workbook for the Successful Business** James W. Taylor & Marjolein Towler,      **How to Develop a Strategic Marketing Plan** Norton Paley, 2017-09-29 Two thirds of rapid growth firms use written business plans according to Price Waterhouse Coopers 1998 Trendsetter Barometer The survey also states that firms with written plans grow faster achieve a higher proportion of revenues from new products and services and enable CEOs to manage more critical business functions How to Develop a Strategic Marketing Plan is both innovative and pragmatic in its approach It explains how to combine the strategic vision of long term business planning with the action oriented thrust of a short term marketing plan Planning forms and guidelines for customizing your own Strategic Market Plan SMP are available for download from the CRC Press website Just go to the download tab located with the book's description Actual case histories from companies such as Campbell Soup Co Texas Instruments Inc and Quaker State Corp illustrate how business building opportunities translate into strategies and tactics They demonstrate the compelling relationship between internal organizational functions and external market conditions the long and short term strategic marketing issues and the advantages of developing an SMP Strategic market planning shapes the future of business In its broadest dimension it sets in motion actions that impact long term prosperity How to Develop a Strategic Marketing Plan gives you the tools to generate a credible strategic marketing plan so your

organization can survive in the 21st century      **Business for Higher Awards** David Needham,1999 This student text offers full coverage of the core units for Business HNC D reinforcing the theory with case studies and activities to develop students knowledge and understanding      *The Maturing Marketplace* Euehun Lee,Anil Mathur,George Moschis,Jennifer Strautman,2000-04-30 The buying habits of baby boomers really do differ from those of their parents The authors show how marketers can use each group s consumption patterns to reach both markets most effectively Another insight buying habits of these groups differ according to the product or service offered By analyzing each cohort s buying habits in various purchasing situations the book dramatizes the need for customized marketing strategies Based on two national surveys conducted by the Center for Mature Studies Georgia State University the book will be essential for marketing professionals and their academic colleagues Moschis and his coauthors concentrate on food products apparel footwear drugs and cosmetics housing technology products and telecommunications services health care travel and leisure and financial and insurance services They cover preferences for selected products and services patronage habits methods of purchasing motives for preferences for specific brands and services and for payment methods and reasons for buying direct Each chapter addresses a specific product or service category and includes analyses of survey respondents by demographic and lifestyle characteristics and media use habits The book concludes with a discussion of the implications of their research and the ways in which it will lead marketers to design more effective strategies not only today but in the future      **The Mature Market** Bernadette L. Voelker,1995      *Marketing to Older Consumers* George Moschis,1992-10-23 Marketers interested in designing effective strategies to tap the increasingly lucrative mature market presently must look for relevant information in several disciplines and need the background to translate it into a decision making framework This book systematically organizes information scattered among various fields of scientific inquiry it interprets and presents information making it easier for the busy decision maker to find out how older consumers behave and why By presenting and interpreting relevant information in a marketing decision making context the book provides the bases for developing effective marketing strategies Next the author discusses both specific and general aspects of behavior that have implications for marketing strategy Specifically the book helps the reader understand how changes in mental processes in late life might affect the way an older person responds to marketing stimuli and how lifestyles of mature persons can form the bases for designing effective marketing strategies Finally the author discusses specific aspects of older consumers consumption and behavior in the marketplace including mass media use expenditure and consumption patterns shopping habits product service acquisition process as well as behaviors following purchase At the end of each chapter the author outlines several implications of the material presented that will be of interest to marketers retailers advertisers social workers public policy makers and students of human behavior The book ends by summarizing key points drawing conclusions and making recommendations to various groups interested in serving the mature market The results of hundreds of studies are reviewed and presented in such a way

that they can be used by practitioners The book begins with an examination of the older consumer market and its characteristics Age related changes in late life and theoretical explanations for them are discussed next to help the reader understand human behavior in general and consumer behavior in particular *Marketing Management* S.H.H. Kazmi,2007 Marketing is of interest to students of marketing or marketers of tangibles or non tangibles Competitive Business Strategy for Teaching Hospitals James Langabeer,John Napiewocki,2000-08-30 Without new ways to think and manage itself strategically academic healthcare faces terminal deterioration Heightened competition and changing dynamics have brought turbulence to teaching hospitals and the main impact has been financial Langabeer and Napiewocki give health care executives the tools and concepts of strategic management they need and ways to strengthen analytic skills all based on up to date empirical research cast in language they can grasp and relate to and specially tailored to help teaching hospital administrators cope successfully with today s marketplace challenges Board members trustees and others with decision and policy making responsibilities will also find the book essential as well as their teaching colleagues and students on their way up in the hospital industry The authors maintain that if nonprofit teaching hospitals are to compete successfully with private for profit hospital chains not only must they learn the terrain of the playing fields they must also learn how the game itself is played Langabeer and Napiewocki offer that knowledge and in doing so have written the first book of its kind to address comprehensively the entire realm of strategic management aimed clearly at teaching hospitals and major academic medical centers With findings from primary empirical research into a large sample of teaching hospitals and focusing on the statistical relationships to economic performance they provide crucial insights into why certain hospitals are more effective than others Their book will also help healthcare executives relate strategy research on industrial organizations to their own teaching hospital environments In doing so their book fills a void in the literature on business strategy that for too long has caused consternation among healthcare administrators and aspirants alike **Marketing Decisions for New and Mature Products** Robert D. Hisrich,Michael P. Peters,1984 **The Marketing Casebase** Brian MacNamee,Ray McDonnell,1995 Marketing business handbook featuring examples of well known and international companies and brands

Gerontographics George Moschis,1996-08-23 A unique and highly useful model to help marketers segment and successfully target the important mature consumer market **The Mature Market Marketing Plan for CB & T** Randy Clinton,1993 *Harvard Business School Core Collection*, 1998 Baker Library,1998 This guide lists approximately 3 500 books recent titles of general interest to the business reader that Harvard Business School faculty researchers and students consider central to their work Revised and updated annually it includes the full bibliographic record for each book and features an appendix of publishers addresses as well as indexes by title author core classics and notable books **Strategic Marketing Management Cases** David W. Cravens,Charles W. Lamb,1993 Segmenting the Mature Market Carol M. Morgan,Doran J. Levy,1996 People over age 50 account for 43 percent of all U S households and half of all discretionary

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