

Excerpt of story published in *Selling to Seniors*

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Story of the Week

Direct Mail Still Works for the 65+ Demographic

With the proliferation of social media and electronic advertising, some marketers who specialize in the senior market feel pressured to abandon their tried-and-true direct-mail advertising in favor of new media. But an expert in senior marketing advises these marketers to resist the pressure because direct mail is still working for this demographic.

"Sometimes you feel like you're the nerd of the marketing world because so many people are saying that direct mail doesn't work," **Kathy Mills, CEO of Factix Research** in Greensboro NC, tells *Selling to Seniors*. "I agree that it doesn't work with younger consumers. But it really does work for this audience still."

Mills says that many of her clients use a variety of media -- such as newsletters, ads and radio -- to reach the 65+ market, but direct mail still gives them the best return on investment.

Read the rest of the story at <http://www.seniornews.net> (subscription required)