

Top Tips

Marketing

-  **BRAND** - Develop a strong brand that is recognisable and appealing to your target audience. Remember 'brand' incorporates logo, design, colour, language and tone as well as your values.
-  **BUDGET** - Assign 5-10% of your budget to marketing at the outset of your project. An investment in creating professional-looking, high quality marketing collateral will appeal to future funders.
-  **PERSON CENTERED** - When promoting services to vulnerable people, include friendly images of 'you' on your materials. Be visible. Be your own brand.
-  **MESSAGING** - Don't tell people they're old and don't tell them they're lonely! Focus on connectedness and the joy to be had in the company of others.
-  **POSITIVE IMAGERY** - Choose authentic images that your audience will relate to... use 'real' people enjoying an active life and having fun with friends.
-  **KNOW YOUR AUDIENCE** - Spend time with your service users to understand the touchpoints in their day. This will help you identify the best platforms for your materials (e.g. radio, hyper-local advertising, community noticeboards).
-  **CHANNELS** - Identify your key audience's preferred communication channels. Boomers, whilst digitally adept, still prefer traditional routes including post and email. Social media should play a key role in targeting your wider audience.
-  **KNOW WHO YOUR FRIENDS ARE** - Work closely with partners, arts organisations, libraries and stakeholders to share stories and promote your activities to new audiences across established networks.
-  **MAKE AGE IRRELEVANT** - Target by intent. Focus on messaging about connectedness, togetherness, having fun, learning a new skill or taking part in an appealing activity.
-  **MAKE AGE RELEVANT** - As we approach the end of the Brightlife project, we have completed a fascinating communications journey which almost ends where we began: By Older People for Older People > Just Say Hello > Make Age Irrelevant > Make Age Relevant > Age-friendly.

The biggest lesson we've learned along the way? That we must embrace age, celebrate age, fight ageism and be #AgeProud.

Just ask Grandma Williams.