

# WHAT BOOMERS WANT

*A Quick Marketing Guide to the Boomer Mindset*



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***They didn't survive the 70s, build the 80s, and navigate the 2000s to be talked down to.***

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**Let's get something straight from the start:** Baby Boomers are not your grandparents or a fading and feeble "senior market." As a demographic, they have money ... a lot of it. Baby boomers are by far the wealthiest generation in the history of civilization, collectively holding over \$85 trillion in assets, and they have earned every dollar of it the hard way.

**If your marketing strategy treats them like fragile, technophobic retirees, you have already lost them.**

This guide exists for one reason: to help you stop leaving thousands, if not hundreds of thousands of dollars on the table. Understanding the Boomer mindset is not about demographics or data points. It's about respect and truth. And it starts with knowing who they actually are.

## **1. Know Who You're Talking To**

Boomers were born between 1946 and 1964. They came of age during the Vietnam War, Watergate, the oil crisis, double-digit inflation, the AIDS epidemic, the dot-com crash, and 9/11. They were not sheltered from the world; they were shaped by it.

They built careers before the internet existed. They figured out email, smartphones, and online banking without a tutorial. They launched businesses, raised families, and reinvented themselves multiple times. They are, by any honest measure, one of the most resilient and adaptive generations to ever walk the planet.



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***"The oldest Boomers are in their late 70s. They go to the gym. They travel internationally. They start businesses. Stop calling them old."***

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They are also, in many ways, one of the "youngest" oldest generations in history. Modern medicine, better nutrition, and sheer 'force of will' means today's 68-year-old Boomer is nothing like the 68-year-olds of two generations ago. Many are still working, by choice. Many are discovering new passions, new relationships, and new adventures.

They do not want to feel old. They do not want to be reminded they are old. And they absolutely will not tolerate being marketed to as though being an 'older person' is all they are.

## 2. The \$85 Trillion Generation

Let that number sit for a moment: \$85 trillion.

Boomers control more wealth than any generation before or after them. They are the dominant force in categories like real estate, financial services, health and wellness, travel and leisure, luxury goods, and alternative investments. They are not a niche. They are not a fragment or a slice – they ARE a behemoth market.

### What this means for you as a marketer:

- Do not use condescending language, oversimplified messaging, or assumptions about what they can or cannot understand.
- Do not assume price sensitivity, many Boomers will pay a premium for quality, trust, and service.
- Don't assume they're out of the markets or not up on financial news. Most monitor anything that impacts their nest egg, savings or portfolio.
- Do not assume they are not online. Most are. And many are very sophisticated digital consumers.



Treat them as the powerful economic force that they are. It's a reality, and your messaging should reflect it.

## 3. They Can Smell Inauthenticity a Mile Away

Boomers have been sold to for sixty years. They have seen every gimmick, every slogan, every bait-and-switch, CTA, and manipulative tactic in the book. Their internal BS detector is finely calibrated and nearly impossible to fool.

Cookie-cutter copy and formulaic design do not work. Vague emotional appeals don't cut it. Celebrity endorsements feel hollow. Slick production value without substance, emotion or relevance gets roundly ignored.

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***"What works is honesty. Specifics. Real claims backed by real evidence."***

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If you're selling retirement or investment products, show them the historical data. Share the charts. Explain the mechanics. Talk about inflation hedging and recession risks like they're the financially sophisticated people they are ... because they are. If you're selling health or anti-aging products, show them the research, the basis for claims, and the proven results. Be transparent about what your product does and does not do. Above all else, honor their intelligence.

The Boomer who trusts you will buy from you for decades. The Boomer who feels manipulated will never come back, and will tell everyone they know to avoid you.

### 3. Personalization Is Not Optional, It's the Price of Entry



Boomers do not want to be reduced to a cold, hard target audience. They want to be a people. They have spent their entire lives pushing back against categorizes, labels, and being sized and sorted. They carry that instinct into every, single consumer interaction.

Mass marketing to Boomers as a monolith is a mistake. A 62-year-old woman in Miami who just retired from running a tech startup has almost

nothing in common with a 72-year-old former steelworker in Pittsburgh. Yet both are "Boomers."

#### Individualization Means Everything:

- Address them by name and acknowledge their specific situation.
- Offer products and messaging that reflect their actual life stage and values.
- Follow up in ways that feel human, not automated.
- Remember what they told you, and always act on it.

Boomers do not want to talk to robots, auto-responders, or an hourly wage call center representative with no facts, answers or decision-making capacity. They want a human being who knows their account, remembers their preferences, and treats their time as valuable. Because it is. If your customer service model does not support this, fix it before you spend another dollar on trying to acquire baby boomer prospects.

### 5. Respect Is the Foundation of Every Sale

Before the product. Before the price. Before the offer. There must be respect for the boomer audience ... full stop.

Baby boomers grew up in a world where respect was earned and expected, at work, in business, and in commerce. They carried that expectation into the marketplace. When a brand treats them with genuine respect, it creates an emotional bond that price cannot break and that competitors struggle to replicate.

Respect in marketing looks like this:

- Speaking to them as equals, not as subjects of your campaign.
- Acknowledging their experience and wisdom in life rather than offering unsolicited and often misguided education.
- Being direct. Boomers appreciate people who get to the point.
- Honoring their time. Long phone holds, confusing websites, and endless upsell attempts will land as disrespect and you will lose them.
- Saying thank you, and meaning it. Say it often and in multiple ways.

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***"The Boomer who feels respected becomes a customer. The Boomer who feels respected and valued becomes an advocate."***

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## **6. They Want a Conversation, not a Pitch**

One of the most persistent mistakes made in marketing to baby boomers is treating every interaction as a transaction. Boomers do not want to be sold to; they want to be engaged. They want dialogue, storytelling and honest sharing. They want to ask questions and receive honest answers, not rehearsed rebuttals.

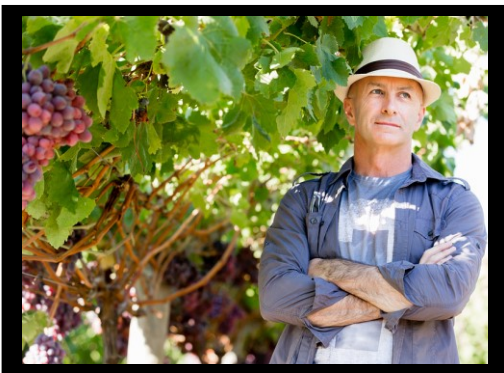
This is particularly relevant in categories like precious metals, financial products, and health supplements, where trust is the primary currency. Make no mistake ... boomers approach these purchases with skepticism and due diligence. They will research. They will compare. They will ask hard questions.

Your sales and customer service teams need to be trained to have those real conversations. Not scripts, but actual conversations. The ability to listen, acknowledge concerns, provide clear and honest information, and let baby boomer customers make an informed decision is more valuable than any sales technique ever developed.

When a baby boomer feels heard, they feel respected. And when they feel respected, they will buy. And when boomers buy and the product delivers a perceivable benefit, they will become your best marketing asset ever.



## **7. Their Values Are Non-Negotiable**



Boomers have a strong sense of values, personal integrity, hard work, self-reliance, fairness, and loyalty. These values show up in how they shop and who they buy from.

They want to do business with companies that stand for something. They tend to shun those who robotically rehearse corporate social responsibility talking points in favor of real values that are consistently demonstrated by how a company lives, behaves, shows up and interacts. They champion business entities that treat

employees well, stand behind products, make things right when something goes wrong, and tells the truth even when it's neither cost effective nor convenient.

Baby boomers are loyal to brands they trust, sometimes for decades. And they are merciless toward brands that betray that trust, sometimes publicly and permanently.

Your marketing should reflect genuine values. If your company has a story, tell it upfront, out loud, and often. If your product has limitations, acknowledge them. If you made a mistake, own it and fix it. This is not weakness to a baby boomer; it is exactly the kind of integrity that earns their loyalty and trust.

## 8. The Channels That Work

Boomers are often mischaracterized as digital laggards, techno dinosaurs and relics of legacy marketing channels. The data, however, tells a different story. The majority of Boomers use smartphones, shop online, use social media (particularly Facebook and YouTube), and consume digital content daily.

That said, channel preferences do matter. Direct mail still performs exceptionally well with baby boomers. To them, it signals that you've invested real resources in reaching out to them, which itself communicates respect. Email performs well when it's carefully written, and not canned, spammy or impersonal. Live, human phone calls remain one of the highest-converting channels for high-consideration products.

### What Boomers respond to across channels:

- Long-form content that respects their intelligence and gives them enough information to make an intelligent decision.
- Clear, readable typography, not because their eyesight is failing, but because it's simply easier to grasp.
- Video content featuring real people, real stories, real testimonials and real results, not actors reading scripts.
- Testimonials from people who look and sound like them.
- Clear, prominent contact information with a real human available to answer.



What does not work: pop-ups, autoplay video ads, templates, auto-responders, hidden pricing, confusing navigation, checkout processes that require creating an account, and any experience that feels like it was designed for a 25-year-old.

## 9. Hard-Earned Money Deserves Hard-Earned Trust

Boomers built their wealth through decades of work. Many of them know what it means to lose it too ... through recessions, subprime collapses, market crashes, fraud, and bad advice. They are not reckless with money. They are very deliberate.

When you're marketing investment products, health products, safety or security products or any other significant purchase ... you're asking a baby boomer to part with money that represents decades of savings, a lifetime of sacrifice, and many hard choices. To them, that is extremely sacred ground, and you must treat it accordingly.

The marketing approach that works is one that acknowledges this reality and understands a \$25,000 investment in alternative assets, an annuity, life insurance or a six-month commitment to a health program is not an impulse purchase. It requires trust, research, rigor, and the confidence that comes from knowing the person on the other side of the transaction is a partner and not a predator.

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***"Earn the trust before you ask for the sale. With Boomers, there is no other way."***

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## The Bottom Line



Marketing to baby boomers is not about nostalgia, speaking loudly, assuming they're inept, tech-impaired or slow on the uptake. Nor is it about shouting your value proposition over their questions, queries or offer resistance. It's about meeting one of the most formidable consumer generations in history on their own terms.

They have walked through fire, economic, political, and personal. They have survived 18% mortgage rates and double-digit inflation. They endured wars, assassinations, and dramatic social change. And through it all, they rebuilt, reinvented, and endured. As a result, baby boomers carry hard-won wisdom, and they spend their hard-earned money accordingly.

Give a Boomer honesty, and they will trust you. Give them respect, and they will reward you. Give them a genuine conversation, and they will tell everyone they know about you.

**When it comes to Boomers, stop marketing at them, and start talking with them. There is a difference. They will notice. And so will your bottom line.**

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