



Active Aging Week marketing matrix

Purpose:

Target audience	Message(s)	Internal methods	External audiences	External methods
Example: People with a specific health concern, such as diabetes management or obesity.	<ul style="list-style-type: none"> ✓ Have fun ✓ Feel better ✓ Safe ✓ Simple, not hard ✓ Free 	<ul style="list-style-type: none"> ✓ Staff referrals ✓ Written announcements ✓ Current participants invite individuals with condition 	<ul style="list-style-type: none"> ✓ Physicians, dentists and therapists ✓ Outreach coordinators at community clinics and hospitals ✓ Social workers ✓ Health plan managers ✓ Health reporters 	<ul style="list-style-type: none"> ✓ Letters to local physicians, medical providers, reporters ✓ Presentations ✓ Flyers ✓ Articles in newspapers ✓ Calendar listings
Example: All current participants in classes and wellness programs, such as field trips.	<ul style="list-style-type: none"> ✓ Have fun ✓ Try something new ✓ Bring a friend for free 	<ul style="list-style-type: none"> ✓ Posters ✓ Flyers ✓ Written and verbal announcements ✓ Word of mouth ✓ Incentive coupons ✓ Cross promotion 		