



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