

Marketing to more mature & older demographics



About Me

Jacqueline Hooton

Her Garden Gym

**Online and Face to Face
Personal Training
for women**

Female Health Expert



HERGARDENGYM



JACQUELINE HOOTON

HEALTH/FITNESS/WELLBEING

136,000
INSTAGRAM FOLLOWERS

@HERGARDENGYM



ABOUT ME

I'm 59 years old and work as a personal trainer, fitness presenter, and content creator. I help women in their 50s and 60s get strong, fit, and healthy, avoid physical decline, and enjoy optimal ageing. I have created a strong online presence and loyal following by addressing common concerns midlife women have, such as ageism and the health implications of menopause.

I have collaborated with a number of brands to create content that aligns with the interests of my audience, as well as creating bespoke content for brands to target their audience.



Jacqueline@hergardengym.co.uk

www.hergardengym.co.uk

07708 839330

Brand Collaborations & Content Creator

Women's Best
FRÉ Skincare
Mentholatum
Linwoods
JD Williams
Sleep & Glow
Proviz



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What's My Secret?

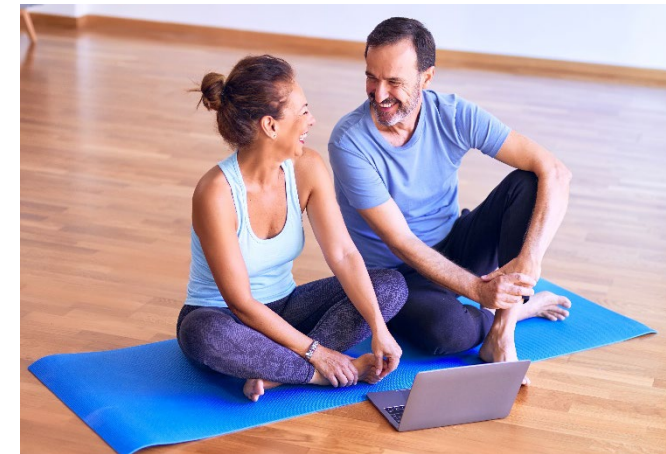
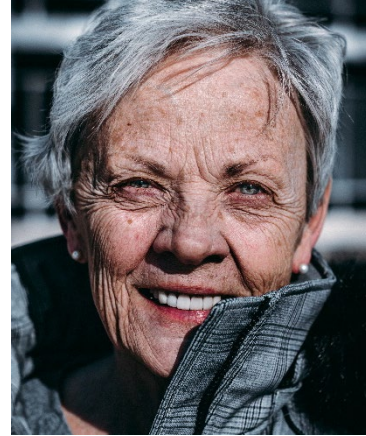
Speaking to a demographic that feels largely ignored, patronised or misunderstood.



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Marketing To More Mature & Older Demographics

- What do we mean by mature/older clients
- Our ageing population
- Exploring age bias
- Marketing mistakes to avoid
- Key take-home points



What do we mean by mature/older clients

Over 50s?

Retirement age?

Baby boomers?

Action: Consider the terminology used when describing this client group

NHS England

How old is an older person?

Generally, someone over the age of 65 might be considered an older person. However, it is not easy to apply a strict definition because people can biologically age at different rates so, for example, someone aged 75 may be healthier than someone aged 60.



Our Ageing Population

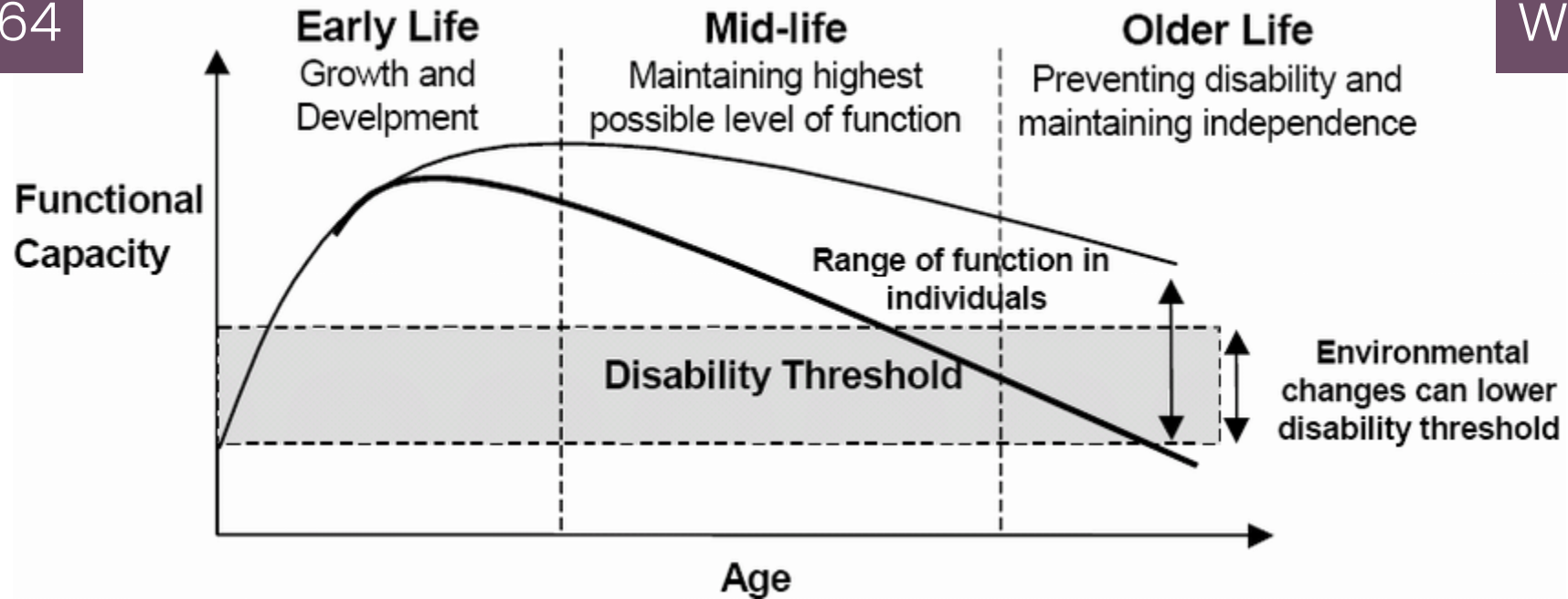
- More than 1 in 5 are over 60
- The number of people over 60 is expected to increase from 14.9 million in 2014 to 18.5 million in 2025 (ONS, 2015)
- By 2039 1 in 4, 24% of the population will be over 65
- 75% of 75 year olds in the UK have more than one long term condition, rising to 82% of 85 year olds
- 36% of people aged 55 and over are currently inactive
- There is huge diversity in the capabilities of over 55s



HEALTHY LIFE EXPECTANCY VS LIFE EXPECTANCY

Men 63
Women 64

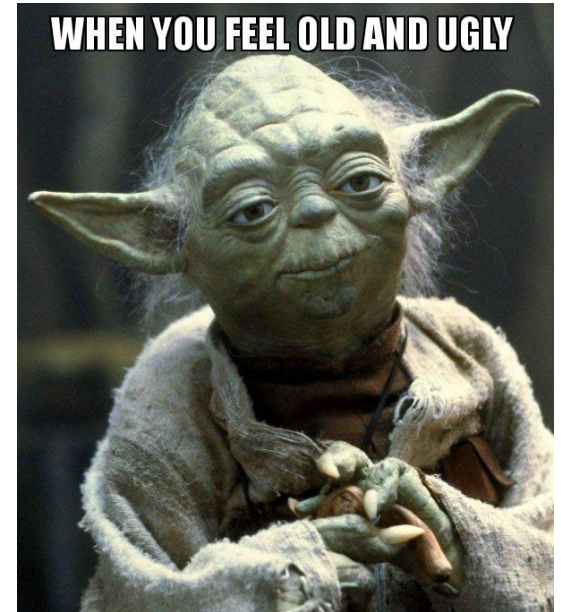
Men 81
Women 84



Ageism

Ageism refers to the stereotypes (how we think), prejudice (how we feel) and discrimination (how we act) towards others or oneself based on age.

According to the World Health Organization, *ageism* is the most widespread and socially accepted prejudice



Ageism – Age Shaming – Ageist

- Good for age
- Ageing like fine wine
- Dirty old man
- Acts like an 'old woman'
- Age appropriate clothing
- Women over 40/50/60 shouldn't wear a bikini/shorts

Ageism – Stereotyping

- Won't understand technology
- Doesn't have social media
- Not interested in fitness fashion
- Not interested in supplements
- Low intensity exercise
- Will have many medical conditions
- Won't have anything in common with younger people





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justkass • Original Audio

hergardengym Please can we stop 🚫 saying 50 is the new 30 👤

50 is the new 50

We've been 30, we've been 40. We can enjoy 50 and be proud of this decade.

Those years of women being coy about their age are over. Because we don't buy into that narrative of being 'past our best' (best before dates are for food not women)

Fit and healthy in our 50s and only half way through is the attitude we need. Investing in our health in midlife for the future is essential.

For this we are

- 🏋️ strength training twice weekly as a minimum
- 👣 engaged in regular cardiovascular activity
- 👤👤👤👤👤 and enjoy a variety of different physical activities
- 🧠 supporting our brain health by being lifelong learners
- 🤪🤪👤 and doing fun things like channeling our inner cowgirl 🤠

So yeah 50 is the new 50 or 58 is the new 58 in my case.

Love this new sassy attitude to ageing? Want more healthy ageing support and advice? Be sure to follow me @hergardengym for daily fitness inspiration for women in their 50s and 60s

Are you loud and proud about your age?

#50inthene50style #50isthenew50 #50isnotthenew30
#50isnotthenew40 #fitover50 #strongover50 #fitforlife #thisis58
#sassyattitude #cowgirlvibes #daisydukes

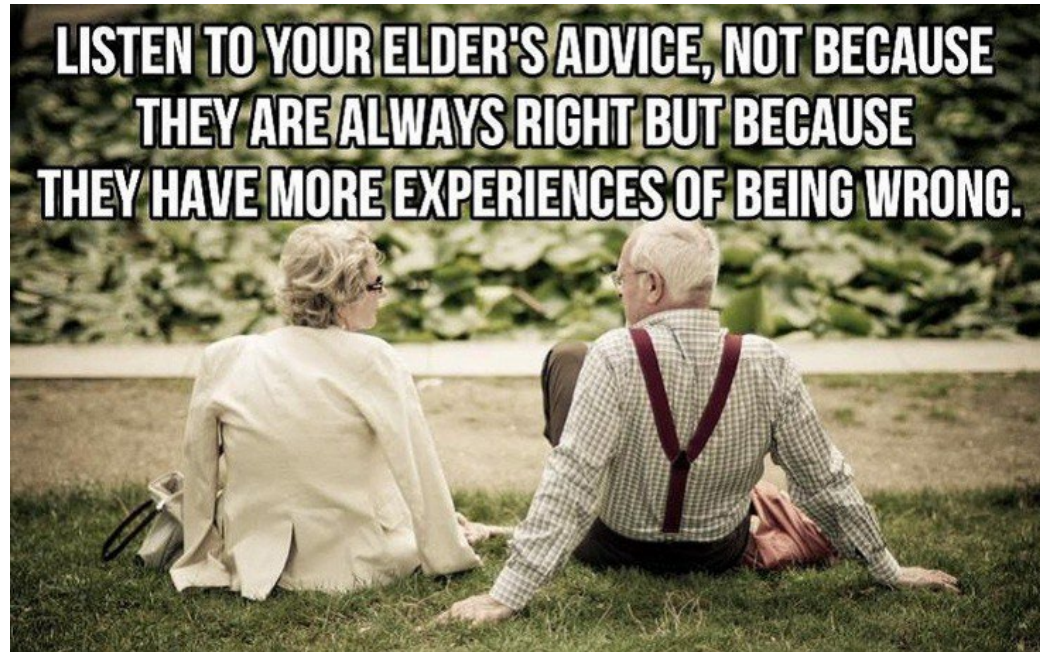
🤍 🔍 📌

👤👤👤 Liked by saff_fit and 270,141 others

How I Created A Viral Reel With Over 10 Million Views

But in the process discovered how entrenched ageism is in society





General Medical Council

Treat older people as individuals

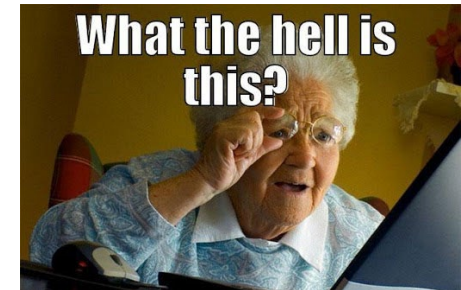
Older patients don't want to be treated differently because of their age. They want to be treated as individuals, feel they are being listened to, have the opportunity to ask questions and have access to the information and support they need to make their own decisions.



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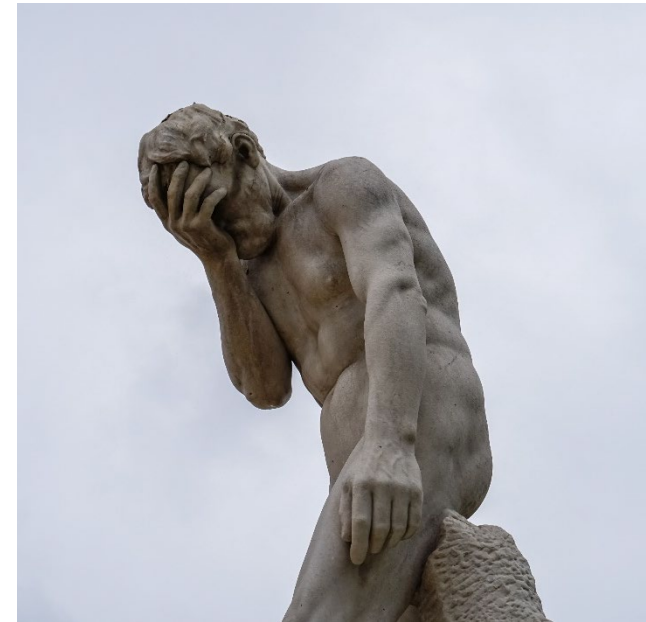
Marketing Mistakes To Avoid

A study by Gransnet and Mumsnet showed that 78% of those aged 50 or over feel under-represented or misrepresented by advertising, with 49% saying they actively avoid brands who ignore them. An additional 69% suggested they would be more receptive to brands if their advertising represented over-50s more accurately.



Marketing Mistakes To Avoid

- Ignoring this demographic (unless your product/service is only suitable to a particular age group – like prom dresses for prom!)
- Infantilising older people
- Terminology that could cause offence – e.g. Elderly, frail
- Failing to differentiate between 50 year olds and 80 year olds
- Bias and making assumptions based purely on age





Key Take Home Points

Defining services by age alone is problematic

Champion age inclusivity

Be aware of ageism and be alert to ageist assumptions

Consider age inclusive versus age defined

Focus on benefits of services or what you offer

