

# Encouraging Reviews from Senior Citizens

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 [start.youreview.us/encouraging-reviews-senior-citizens/](http://start.youreview.us/encouraging-reviews-senior-citizens/)



The up and coming demographic on social media is, drum roll please . . . senior citizens! That's right, as an ideal way to connect with friends and family, far and wide, **those 65 years and older are 39 million strong on social media sites like Facebook, Skype, and Twitter** with the 74+ age group leading the pack as the fastest growing demographic on these social sites. But it doesn't end there; US seniors are also growing users of email, Google, and YouTube. **Encouraging reviews from senior citizens will prove to be invaluable to attract more like-minded customers.** But, the fact of the matter is that if you want reviews from aging adults, you are going to have to meet them where they are technological.

## Get Ready for Baby Boomer Retirees

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Baby Boomers make up 26% of the total population in the US. In fact today approximately 10,000 Baby Boomers turned 65 – happy birthday, Boomer! With an estimated 10,000 Baby Boomers entering retirement age every day from 2011 until 2031, **online marketing in all forms will be greatly influenced by this incredible generation.** With these enlightening statistics from Pew Research, we can be certain that the online connectivity for older adults in the **baby boomer generation will provide relevant reviews that will carry great influence for others**, across the generations.

## Provide Seniors With an Experience That is Easy to Navigate

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According to Pew Research, **34% of seniors say they have little to no confidence in their ability to perform online tasks** on electronic devices. But, up to 87% of seniors and Boomers who are 65+ regularly use email. **When asking your senior customers to leave**

**a review, email is the way to go.** Keep in mind that from start to finish, **an experience that is easily accessible and easy to follow through with is essential.** A customized email with easy instructions for usability and large font is the ideal way to **get valuable customer reviews from your valuable senior customers.**

## Customize Your Review Request Email for Seniors

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**YouReview Online Reputation Management** offers a fully automated process to request, gather and publish customer reviews and star ratings. **Customizable features will allow you to address different demographics for the best results possible.** The first issue to tackle will be your **email subject line; timing will play a big role here, try to reach out the same day with your company name in the subject line** to instantly grab their attention. It is a good idea to remember that seniors and Baby Boomers place great value on honesty and being upfront, **keep your request concise and be sure to keep it short and sweet.** Take a look at the following email example, customized for **YouReview**:



Hi Martin,

Thank you for choosing Fat Cat Design. We would like to ask if you would take a few minutes to leave us an online review?

The link below makes it easy:

**[Click Here to Write a Review](#)**

Or copy and paste this address in your online browser: <https://www.youreview.us/fatcatdesign/>.

We honestly appreciate your support and your feedback will let others know about your experience with us. Thank you for your time today and thank you for your business.

**Jamie Ross**

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## Leveraging Valuable Senior Reviews

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From the Greatest Generation to the Baby Boomers, we often turn to our elders for wisdom and advice in person, now a written ***testimony about your products or services can have immense reach through online reviews***. **YouReview** is proud to offer ***an affordable and easy to use the dashboard*** to help build and maintain your online reputation. Features include:

- Unlimited **Review Source Tracking**
- **Review Invitations** for Text (SMS) & Email
- User-Friendly **Customized Landing Page**
- **Auto-Publishing** to Your Website
- **Auto-Sharing** for All of Your Social Media Accounts
- **Daily Monitoring**
- New **Review Notification**
- Review Response **Workflow Tool**
- Easily Import **Customer Lists**
- On-Location **Kiosk Mode**
- **Custom Reporting**
- [Click Here to Learn More](#)

## **Monitor, Manage & Grow Your Business Online**

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The current need to meet seniors who have not, and probably will not fully adopt a tech lifestyle will evolve with the emersion of tech-savvy Baby Boomers, as they continue to enter retirement age. While senior ***endorsements for your business through online reviews and star ratings can earn new customers*** now, the influence of senior citizen reviews is inevitably creating an online marketing trend, with vast potential, that cannot be ignored. If aging adults are a part of your target audience, you need to meet your customers where they are now to ***encourage reviews from senior customers***. What are you waiting for? [Contact us](#) for a ***free, no obligation 14 day trial*** or to schedule a demo of our **YouReview reputation management dashboard** to show you how we can help you ***leverage valuable senior customer ratings and reviews to improve your online reputation and increase your bottom-line***.