



Nutrition and Aging Resource Center

Digital Marketing Basics for Senior Nutrition Programs

In today's digital age, senior nutrition programs can leverage effective marketing strategies to expand their reach, attract participants, and achieve sustainability. Digital marketing encompasses various cost-effective methods to increase visibility, engage partners and decision-makers, and drive participation. Programs can build a solid digital presence and make a substantial impact by starting with these fundamental strategies and tailoring them to their local communities' specific needs and interests.

Social Media Marketing

Social media marketing involves using platforms like Facebook, LinkedIn, and X to promote your program and engage with your audience. The goal is to build community, increase visibility, and fostering interaction by regularly posting engaging, relevant content.

Getting Started: Create accounts on relevant 1-2 platforms and post content such as event announcements and success stories. When picking platforms, consider where your audience is active and meet them where they are.

- **Example 1:** Share stories of individuals benefiting from your program, encouraging community interaction.
- **Example 2:** Host weekly live video sessions discussing healthy eating habits for older adults.

Email Marketing

Email marketing involves sending emails to a group of people to promote your program, share updates, and maintain engagement. The goal is regularly communicate with your audience, providing valuable information and updates about your program's activities and successes.

Getting Started: Collect email addresses to ensure you have permission to email your list. Create an account for an email campaign service like Constant Contact or Mailchimp. As you encourage people to sign up for emails, clearly explain what kinds of content they can expect to receive.

- **Example 1:** Send monthly newsletters highlighting events, articles, and tips from a dietitian.
- **Example 2:** Distribute emails with nutritious recipes tailored for older adults.

Other Content Marketing

Content marketing is creating and sharing online material, such as blogs and videos, that stimulates interest in your program. The goal is to provide informative and engaging content that highlights the value of your program and educates the audience.

Getting Started: Start a blog or a YouTube channel focusing on topics like nutrition advice and program impacts. Remember to start small. These products can involve a significant investment of time, so it's often best to start with a quarterly commitment.

- **Example 1:** Publish blog/vlog (video blog) posts about healthy eating for seniors with participant testimonials.
- **Example 2:** Develop infographics (still or animated) on balanced diets and share them online.

Search Engine Optimization (SEO)

SEO is the process of optimizing your online content to appear as a top result for searches of specific keywords, making it easier for people to find your program. The goal is to increase your website's visibility by leveraging common search terms, trends, and regular content updates.

Getting Started: Ensure your website's content includes relevant keywords and is mobile-friendly.

- **Example 1:** Write blog posts using keywords related to senior nutrition.
- **Example 2:** Update your website regularly with articles about community events using locally appealing keywords.

Digital Community Engagement

Digital community engagement involves interacting with local communities online through forums, social media groups, or digital events. The goal is to build relationships, increase program awareness, and engage with your audience by participating in online communities.

Getting Started: Start by creating a list of potential regionals/local online groups or forums, and then prioritize those groups based on where your target audience is most likely to hear your messaging. Start with just one engagement and adjust for any lessons learned.

- **Example 1:** Host virtual Q&A sessions about senior nutrition and wellness.
- **Example 2:** Offer advice in online health forums or community Facebook groups.

Using Analytics

Utilizing analytics involves collecting, analyzing, and interpreting data from digital marketing activities. The goal is to understand and improve the effectiveness of program marketing efforts, enabling you to make data-driven decisions.

Getting Started: Use tools like Google Analytics to monitor website and social media performance. If you do not have the resources to measure everything, start with just one marketing strategy (ideally, the one you believe will most effectively reach your audience) and focus on those analytics.

- **Example 1:** Check social media post engagement to refine your content strategy.
- **Example 2:** Monitor email open and click-through rates to tailor future email content.