

# *Strategic Marketing Plan: Web Portals for Senior Citizens*

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# Web Portals

- *a Web site that provides a starting point, a gateway, or a portal, to other resources on the Internet or an intranet*
- *common features*
- *[TouchTown.us](#) is a portal for seniors*

# *Marketing Plan*

- *Situational analysis*
- *Objectives*
- *Strategy*
- *Tactics*
- *Budget*
- *Controls*

# *Situational Analysis*

- *Identify outside forces*
- *Aging population*
- *Increasing dependence on the Internet*
- *Information overload*
- *Competitive analysis*
- *Strengths and weaknesses*

# *Objective: Create a detailed user profile*

- *Consider current users*
- *Conduct a literature review*
- *Consider future users*

# *Objective: Create a versatile Product Offering*

- *Consider platform constraints*
- *Implement usability guidelines*
- *Determine pricing levels*
- *Perform iterative testing*

# *Objective: Develop an Effective Communication Plan*

- *Via existing portal site*
- *Gain new members*
- *Create value for stakeholders*

# *Budget*

- *Include all phases of the marketing plan*
- *Be specific, tie costs to tactics*
- *Value beyond this plan*

# *Controls*

- *Feedback and adaptation*
- *Cost-benefit analysis of users gained*
- *Iterative process*

*Questions?*