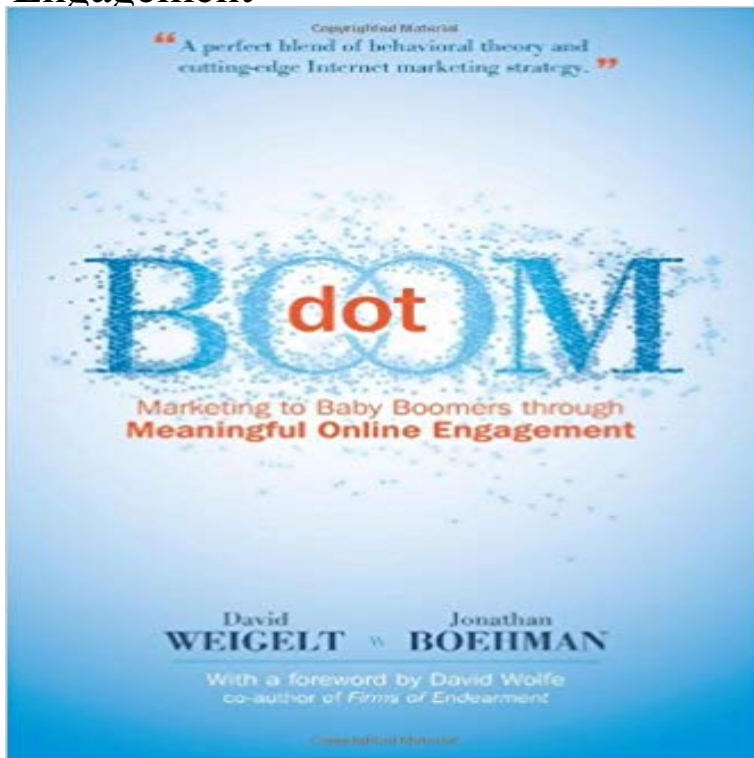


Dot Boom: Marketing to Baby Boomers Through Meaningful Online Engagement



Today, more than ever, marketers need a way to increase the return on their marketing investments. Baby boomers continue to be the most powerful, vibrant consumers in the marketplace, despite an increasingly challenging economy. And the Internet provides both the most effective and efficient method to connect with these consumers. Dot Boom: Marketing to Baby Boomers through Meaningful Online Engagement provides the actionable framework you need to strategically plan engaging boomer-focused online campaigns. Dot Boom examines consumer behavior through the lenses of Developmental Relationship Marketing and a Meaningful Online Engagement model specific to mature adults. This book shows you how to build integrated, online campaigns that optimize the multi-touch-point, emotional, and experiential marketing techniques most effective with these consumers. Authors David Weigelt and Jonathan Boehman are the founding partners of Immersion Active, the only U.S.-based Internet marketing agency focused solely on the 50-plus markets. Together, they provide the insight you need to forge profitable, lasting relationships between your brand and the powerful boomer consumer.

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