



Boomer Women Engagement Framework



The Boomer Women Engagement Framework

A communications strategy* for building and converting awareness and interest into desired action



This is a model that has been designed from analysing the behaviours, habits and attitudes of over 50 Boomer Women research participants across a range of tasks and activities over a period of 3 months.

It is an adaptation of a classic marketing funnel in order to represent the typical ways in which Boomer Women as a cohort experience, consider and engage with communications on causes and issues that they feel matter, and the charities and organisations behind them.

This model provides direction on Media Choice, Media Tactics and General Media Narratives for this audience. It should be used in combination with the **Communications Cheat Sheet** which provides more specific guidance on **how to talk** to Boomer Women.

*Note: 'Offline' media such as a high street presence, community hubs and programmes are not included in this model but are an effective part of a media mix for many Boomer Women.

How to use the **Boomer Women Engagement Framework**

Each stage of the funnel provides guidance on Media Selection, Tactics and Relevant Narratives

	Primary Media	Media Tactics	Narrative	
What to consider	Details the most relevant media to engage Boomer Women at each stage of the funnel. This includes social media, traditional media, owned channels and media and PR.	These are the tactics that Boomer Women are most likely to respond to, at each stage of the funnel. They include the use of individuals, expert voices and credible sources and other important interventions to gain attention & traction.	This guidance is designed to aid the development of tone of voice and how best to pitch communications at each stage of the funnel.	Boomer Women Comms Cheat Sheet More specific recommendations and detail on each of the above guidance can be found in the Comms Cheat Sheet in the 'Talk to Boomer Women' section.
Why it matters	Explains why this media is important to Boomer Women based on their behaviours and attitudes.	Explains why these tactics are effective with Boomer Women based on their behaviours and attitudes.	Explains why these narratives are influential with Boomer Women based on their behaviours and attitudes.	

AWARENESS

How to **create and raise awareness** for causes with Boomer Women

What to consider

Primary Media

Traditional news media such as radio, TV and newspapers is effective at drawing attention to new or prominent causes, e.g. the rise of mental health in recent years. Advertising in these spaces also clearly has a role to play as a result. Facebook is the primary social media platform where new causes or needs are discovered, and information is shared. YouTube is an interesting digital medium where the opportunity for serendipitous discovery is potentially highest.



Why it matters

News still forms the backbone of many daily routines and is seen as a trusted source. It features frequently in their daily lives. This generation is not afraid, nor unsavvy, when it comes to social media – they just show a huge preference for Facebook. With Twitter feeling too polarised, and Instagram sometimes frivolous, the mainstay of the format hits the right balance. Boomer Women love their hobbies, and Youtube/ Insta tutorials are brilliant at feeding their informational desires. This can open up pathways to new discoveries through related content.

Media Tactics

Media personalities can garner increased trust over organisations. Specific journalists or media figures can be seen as credible, whereas an outlet may be perceived to hold a bias. For example, partnering with a Martin Lewis or David Attenborough can carry more weight than leaning purely on the BBC brand. In a similar vein, partnerships with established, trusted British brands can create trust, and therefore an opportunity to get your message across: M&S, John Lewis, Boots



There is comfort in familiarity and media faces who've been around for a while hold more sway. They've witnessed so many falls from grace in their time, either at a personal or corporate level, that they have greater respect for those who've stood firm with their values over time – and therefore they hold a greater chance of messages cutting through. They're dubious of social media influencers and unfamiliar sources they can't readily verify. Whilst they might spark initial awareness, this can die off if they don't have confidence in the person.

Narrative

Factual. Authentic. Bold.

There is no doubt that emotional appeals have the ability to create awareness, but there needs to be substance behind the message. It cannot be emotion for emotions' sake – there needs to be a genuine raison d'être.



There is a feeling that there's simply too much polarisation and confrontation in media cycles these days. Boomer Women want a break from all of that. They want a message they are positioned to give them the chance to make up their own minds, without the sensationalised headlines.

INTEREST

How to **meet a need for information that reassures** Boomer Women when considering support for a cause

What to consider

Primary Media

Traditional news media (TV, radio, newspapers) continues to play a role in providing useful context around an issue. However, Google, Youtube and crucially a cause's own website are prominent once Boomer Women are aware of a cause, and start to think about supporting it. They may shy away from general social media at this stage as sources are difficult to verify – unless information is being shared directly from a cause's official Facebook accounts.



Why it matters

Boomer Women have born witness to a number of high profile scandals and failures in ethics when it comes to causes and charities over the years. As a result, they are eager to ensure that any support they may offer to going to a cause they deem worthy. This means ensuring that its leadership has integrity, that funds are overwhelmingly allocated towards beneficiaries, and that there are plenty of case studies from those who've benefitted first-hand.

Media Tactics

The use of experts and trusted personalities remains important as they set about reassuring themselves on the facts of an issue. Facts and figures relating to proven impact and how a charity is run help to build trust and confidence. Third-party verification of figures adds to a feeling of peace of mind they're looking for. Finally, transparency over a charity's long-term strategy, goals and how they plan to get there indicate a commitment to the cause beyond just immediate donations.



One of their biggest fears is feeling like they've had the wool pulled over their eyes when it comes to supporting a cause. They've seen it before and so have become more wary with investing in a cause. That's not to say cynical – they believe in the importance of charities – but they want to feel like they've done their due diligence before taking the plunge of committing support.

Narrative

Impassioned. Committed. Impartial.

There is a balance to be struck between being passionate about a cause, and simply being sensationalist. Boomer Women want to see a track record of belief in something whether it's from a person or an organisation. If a credible case can be built, then they're willing to keep listening.



The media landscape is harder and harder to navigate in the age of social media and increasingly noisy headlines.

Acting as a calm, principled voice amidst the storm can come as a welcome relief.

SUPPORT

How to **convert support into desired actions** with Boomer Women

What to consider

Primary Media

When it comes to triggering support, social media (primarily Facebook) can step effectively into the limelight. With aware and interested Boomer Women, posts and comments relating to a cause act as effective reminders to take action. However, most action is taken on a cause's website. It's where they feel most comfortable making a decision with all the information to hand. Alongside this, physical touchpoints such as shops, community hubs or outlets can also work in a similar way to a social media prompt at this point.



Why it matters

Once armed with sufficient information for a cause, the need to verify through social media is removed. Therefore, it becomes a more effective space to engage once this right is earned. But they still feel most assured when dealing directly with the voice of the cause, whether that be on an official website or through an official outlet. This direct access provides the final stamp of approval they need that they've chosen a cause worthy of their support.

Media Tactics

The principles of good UX design become the most important factor to focus. Clearly demarcated calls-to-action (CTAs) actions that are reinforced by the impact those actions will have are the most effective. The use of price anchors can influence these outcomes, particularly when paired with customised outcomes e.g. £8 will pay for X resources, 1 hour of your time will create Y benefit. Reinforcing the impact of support becomes key.



An easy-to-use, seamless process to complete an action reinforces the reassurance loop that Boomer Women are looking for. It speaks to the professionalism and confidence they are looking for when donating to a cause as this supports the feeling they have by this point that their efforts will be used responsibly and effectively.

Narrative

It all counts. Upliftment. Empowerment.

Boomer Women have likely contributed to many causes at this stage of life, to varying degrees. It's important to remind them that every effort makes a difference, no matter the size. Alongside this, they want to be reminded of the positive light they're helping to cast, rather than placing the focus on victims and their often-times severe plight.



Many feel that they've done their bit in their lives, whether with their time or money. And they're at a stage of life where the might need to be watching their pennies. Therefore, it's important to avoid venturing into a guilt-trodden path but rather focus on the upliftment their efforts can provide to keep them motivated to contribute.

ON-GOING ENGAGEMENT

How to **encourage repeat and expanded support** with Boomer Women

What to consider

Primary Media

Boomer Women want to be kept in the loop, and ideally with as many specifics as possible in terms of how their donations have helped. Email campaigns, newsletters and social media updates are all viable options for maintaining contact.

The impact is heightened when the impact is localised as much as possible. Highlighting the positive influence being made on local communities through media is persuasive and more likely to create consideration around increased charity involvement, whether it be in volunteering or perhaps even campaigning.



Why it matters

Boomer Women can lose themselves in the nostalgia of what may be perceived as 'older values', such as looking after those in your community on a more personal level. Being able to show how their efforts are improving the lives of those around them is a way to build connections between them and the cause in a more tangible and personal way.

Media Tactics

Whilst it's not always possible to directly prove a donation's direct impact, the feeling that Boomer Women are searching for is that wherever possible, their donations are making the maximum possible difference to beneficiaries. They're aware of the need to pay salaries and keep lights on, but the motivation for on-going involvement relies on prompting them with facts, figures and indeed case studies and stories that continually bring this positive impact to life. Using data or personalisation wherever possible can enhance the tangible feeling of this process.



Boomer Women don't spend much time thinking of their own legacy. They believe this will live on in the lives of those around them by the values and influence they espoused. Therefore, they want to feel like those lives are being positively influenced at every opportunity. Some scepticism towards bigger charity brands means that stories they can more readily relate to have a stronger chance of landing with them.

Narrative

Educational. Responsible. Transparent.

The key to maintaining, and growing support, lies in transparency. This is the cornerstone of building trust with a cause, and once that trust develops, there is more scope to ask Boomer Women to consider more regular giving, volunteering or campaigning. They want to know that if they are going to invest more (time or money), they are doing so with an entity who respects that investment.



The core value of 'mutual respect' resonates strongly with Boomer Women as an audience. And central to that is being open and honest about all aspects of you operate, alongside having the confidence to responsibly educate the audience on where and how support could prove most beneficial to those in need.