

# Underserved and Emerging Markets

ILTCi Conference 2017

Tracey Edgar, RN, BSN, CLTC



**17th Annual Intercompany Long Term Care Insurance Conference**

# 4 Small But Mighty Markets



- DINKS
- PANKS
- YUMMIES
- LGBT

# DINK-Dual Income No Kids



- Often have quite a bit of disposable income
- Average household income of \$100,000+
- Young and newly married
- Married and having children later or not at all
- Retirement age with children that have left the nest
- One of the Fastest growing demographics
- Posses a lifestyle and spending power that makes them a lucrative customer
- Spend an average of 19 hours per week accessing content on their computers (6 hours above the average)
- Describe their life as “hectic” or their lives as “very stressful”
- Early adopters of technology

# Marketing to DINKS



- **Make your offering as convenient as possible**
- **Appeal to their values of choice and freedom**
- **Make your product accessible on their mobile devices if possible**
- **Appeal to “lifestyle choices” as a way to connect.**
- **Try telling them what they need to do and where/when/how they need to do it, though, and you'll be the one who looks like a dink.**





# DINKS

## **Make saving for retirement and elderly care a main priority**

- Because DINK households have no children and normally have more discretionary money, they can run into the trap of feeling like they have less to be responsible for.
- Have a tendency to spend money on large ticket items like homes, boats instead of saving toward retirement
- This can make it more difficult to save for retirement because it may not seem as pressing of an issue as it is for families with children.
- Having less people to be responsible for now, is that there may be less people around later to help with elderly care. DINK couples need to seriously think about elderly care and where they would like to be if they have to live alone in their later years.

## **Make sure you address the need for Disability Income Insurance**

- Financial stability will be severely affected if them becomes injured or sick and cannot work.

**Help them think about what they want to achieve, set goals, and then put your financial plan in motion with them.**



## PANKS-Professional Aunts, No Kids

- Childless women who still had beloved children in their lives
- A small but sizeable segment of the population
- Usually in their 30's
- Multi-billion dollar demographic
- Either never married or divorced
- Have disposable Income
- Digitally connected Lifestyle





# Marketing to PANKS

- PANKs are great at sharing information on a wide range of products and services.
- In 2011, North American advertising and public relations trade and industry publications and blogs mentioned moms, mothers, or mommies in 569 articles. Aunts were covered in the same media over the same time period just seven times.
- They represent a significant, but often overlooked demographic that has yet to be tapped via marketing initiatives.
- Tend to both influence and be influenced by those they engage with on social networks.
- A surprisingly large number (34%) expect to help pay for a child's education. With more than six in 10 PANKs (62%) reporting that they do not feel understood by their financial services companies, there may be opportunity for banks and investment services to build a better rapport based on the needs of PANKs and their interests in the kids in their lives, starting with an educational savings program.
- Hot target for 529 plans, Life Insurance and other long term investments for children in their lives and themselves.



# Yummies-Young Urban Males

- Yummies are spending big bucks at an ever-increasing rate to impress others with all the products and services they're buying.
- As men wait longer to get married, they're spending money on themselves instead of on wives, kids and a mortgage.
- Yummies aren't stereotypical young men eating fast food and spending all day on the couch playing video games. Think of them more like the "metrosexuals" of 20 years ago. They're working out, eating healthy and investing in grooming products and services



# Marketing to Yummies

- Be active on the [social media platforms](#) where younger men hang out, and get your products or services deemed hip by the popular bloggers and influencers reaching this market.
- Target Yummies by talking to their lifestyle—always on the go, ready for the next adventure and willing to shell out money.





# LGBT-Lesbian, Gay, Bisexual, Transgender





# LGBT

- A nationwide Gallup survey estimates that 3.4% of the U.S. adult population has identified as LGBT, which is approximately 9 million people. Among that number, 76% are gay men and 87% lesbians, according to Community Marketing Inc. An estimated 7.7 households out 1,000 are same-sex couples in the U.S.
- While LGBT Americans are the smallest sized based on actual population, they have two to four times more buying power than their diverse counterparts.
- The total buying power of the U.S. LGBT adult population is currently estimated at \$830 billion.



# LGBT

- The LGBT community over-indexes in categories such as affluence and education level, they are carry less debt, have more savings and were less likely to be jobless with an unemployment rate of almost a point below the national percentage.
- 83% of gays and lesbians have attended and/or graduated from college.
- Gay consumers are extremely loyal to brands they see as gay-friendly.
- 23% higher median household income
- 24% more equity in their homes



# LGBT Marketing

- Consider an integrated advertising plan, including several different types of media vehicles and sponsorship of gay events, to get viable brand visibility.
- The market will appreciate subtle gestures, such as including “partner” in a print ad.
- Brands that feature gay imagery in their advertising are looked upon more favorably by the LGBT market.
- 71% of gay and lesbian consumers said they have a more positive impression of companies that run gay-themed advertising.
- Be sure you have a supportive business environment to back it up
- 68% of gay and lesbian consumers say they are more likely to buy from a company they consider gay-friendly - a perception based on advertising and word-of-mouth.



# Marketing to LGBT

- Due to increasing worldwide acceptance, and their growing purchasing power, corporations have begun to change their marketing strategies to compete for the LGBT niche market.
- Each individual within the LGBT community should be treated as a separate target market. Marketers should use different strategies for each segment of the LGBT community and do not stereotype.



## Things NOT To Do when working with the LGBT Market

- ***Insinuations about LGBTs.*** The first, and major, faux pas that can damage the bottom-line is to insinuate that being LGBT is a choice. Grace suggests avoiding the use of phrases such as “gay lifestyle” or “living the gay lifestyle”.
- ***Gender Assumption.*** Do not assume the gender of one’s spouse. It creates unnecessary awkwardness and could result in a lost sale.
- ***Politically incorrect words/phrases.*** The third is to insinuate that LGBTs have “alternative lifestyles” or are a “non-traditional family”. This is often seen in financial industry materials, even if the “traditional family” is on the decline.



# Products and Services for LGBT

- Finding LGBT friendly legal and financial services can be a challenge due to confusing and ever changing laws.
- Oftentimes, there is a long term relationship without a legal relationship
- Financial needs—including saving for retirement—for the LGBT community are the same as for the general population, but they often need to follow a different and more deliberate path to meet those same needs.
- Help them understand whether they have Social Security and Pension Survivor benefits and how their marital status will impact those benefits.
- Will's are important because if you don't have a legal relationship, there's no automatic safety net. According to the law, your estate goes to a blood relative.

# Products and Services for LGBT



- Advanced health-care directives are needed so they will know what each other's medical wishes are and can implement those wishes if the need arises for their partner.
- Power of Attorney: Allows a same sex couple to designate who will make decisions for them if they are physically or mentally unable to.
- In a recent study done by Prudential, respondents overwhelmingly said they need more financial knowledge to reach their goals and more than half said they'd likely work with a financial advisor whose company supported equal rights for employees.