

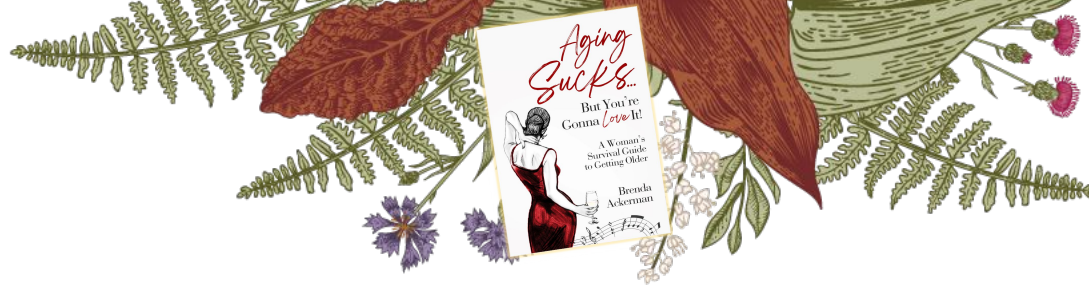
Aging Sucks

But you're gonna love it...

Agenda

- Introduction
- Problem Statement
- Objective
- PESTEL Analysis
- Competitive Analysis
- SWOT Analysis
- Key Findings
- Target Audience
- Statistics and Additional Information
- Recommendations
- Tactics and Solutions
- References





Introduction

Aging Sucks...But You're Gonna Love It! by **Brenda Ackerman** is a powerful and transformative book that fearlessly tackles the challenges women face as they age. With raw vulnerability and relatable storytelling, Brenda encourages women to embrace the aging process, shatter societal expectations, and discover the beauty within. Through her unfiltered truth, she celebrates the resilience and wisdom of women, fostering a sense of unity and support. This comprehensive **“Woman’s Survival Guide to Getting Older”** provides practical tools, free quizzes, and resources, inviting women to engage in meaningful conversations about menopause, ageism, and womanhood. Brenda’s unique voice and heartfelt message inspire hope and resilience for women on their journey of getting older .



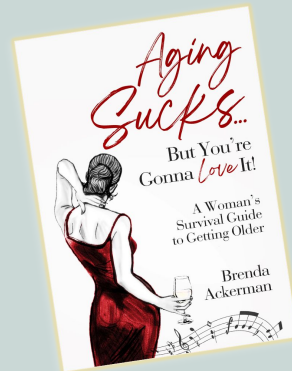
Problem Statement

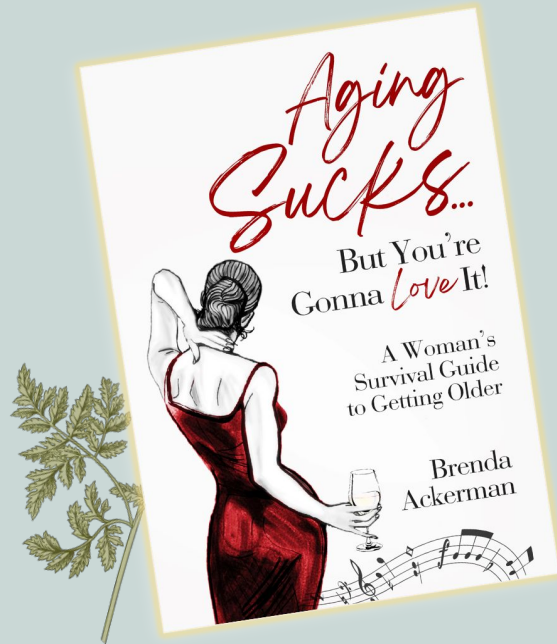


Brenda Ackerman, the author behind "**Aging Sucks... But You're Gonna Love It!**," requires a thorough digital marketing strategy to boost the visibility of her book. Ackerman acknowledges the significance of leveraging diverse social media platforms but seeks guidance on enhancing engagement and crafting compelling content tailored to these channels. Additionally, she aims to optimize her "Shattering Silver Ceilings" initiative, enhance the SEO for her Amazon page, update her website, and explore potential avenues in affiliate marketing.

Objective

The goal of this assignment is to utilize the power of empathy within the design thinking process to get deep insights into user behaviors and preferences of the book "**Aging Sucks...But You're Gonna Love It.**" We try to comprehend the wants, difficulties, and goals of our target audience by utilizing empathic approaches, strategic analytical tools like PESTEL, SWOT, and competition analysis, and synthesizing data. By going through this process, we will be able identify important topics and avenues for more research, which will eventually help us to improve the book's marketability, resonance, and relevance.





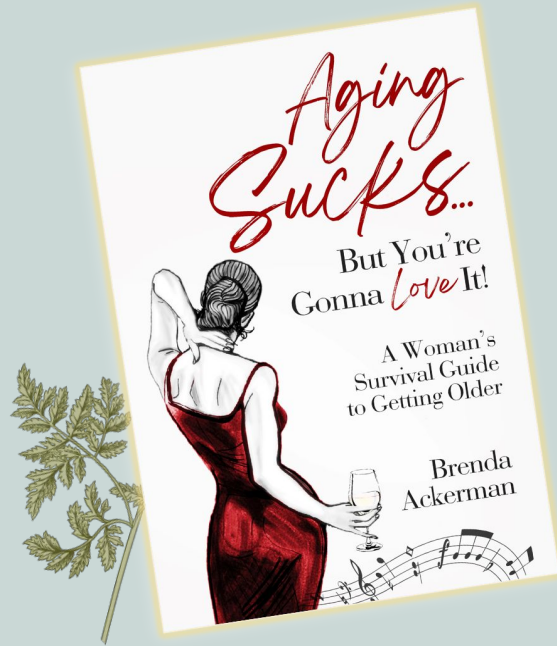
PESTEL ANALYSIS



We conducted a PESTEL analysis for Brenda Ackerman's book, "Aging Sucks But You're Gonna Love It," and we identified the following key external elements that could influence its promotional strategy:

Political Factors: Government policies on women's health, aging, and wellness can impact audience engagement. Digital marketing must also comply with regulations like GDPR, COPPA, and local data protection laws to avoid legal issues.

Economic Factors: The economic landscape influences consumer spending on wellness books. Depending on the economy's health, Ackerman might need to fine-tune her marketing and pricing approaches to keep up sales.



PESTEL ANALYSIS



Social Factors: There's a significant opportunity in the increased openness around women's health topics. However, varying cultural perceptions of aging and menopause require strategic marketing to engage diverse audiences effectively.

Technological Factors: The success of the book's marketing hinges on utilizing digital platforms and analytics to connect with the target audience, particularly women over 30, through their preferred online spaces.

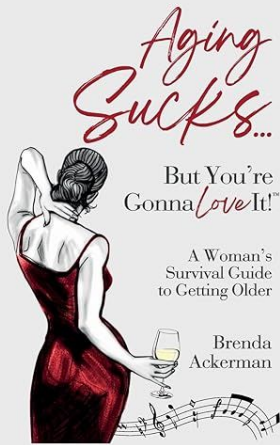
Environmental Factors: Emphasizing eco-friendly aspects, like the e-book format, aligns with consumer demand for sustainable products and can differentiate Ackerman's book in the market.

Legal Factors: Ensuring marketing materials comply with copyright, intellectual property, and data protection laws is vital to avoid legal issues and maintain a positive brand reputation.

Competitive Analysis

Aspect	Aging sucks (Brenda Ackerman)	If i knew then (Jane Arden)	The menopause manifesto (Jennifer Gunter)
Author	Brenda Ackerman	Jane Arden	Jennifer Gunter
Book	Aging Sucks...But You're Gonna Love It!	If I Knew Then	The Menopause Manifesto
Focus	Embracing the changes that comes with aging	Reflections on Aging	Information & guidance on menopause
Target Audience	Women	Women	Women
Content Approach	Humorous and candid approach to the challenges of aging from the writer's experience	Reflective and inspirational, offering personal insights and advice based on the author's experiences	Empowering women with knowledge about menopause, challenging traditional views of menopause as a disease, providing practical information
Unique Selling Point (USP)	Practical advice to encourage self-acceptance and joy in the aging process	Personal anecdotes and insights	Comprehensive guidance backed by research
Marketing Channels	Online retailers	Bookstores, online retailers, author's website	Bookstores, online retailers, social media, women's health and wellness platforms, author's website

S.W.O.T. Analysis



Strength

- **Positive Message:** Promotes the joy of aging, happy aging, and self-acceptance.
- **Unique Approach:** Addresses aging-related concerns directly, encouraging meaningful dialogues among women.

Opportunity

- **Expanding Market:** Growing popularity of books on aging and self-improvement due to aging population.
- **Online Communities:** Utilizing online resources and communities can expand the book's audience.
- **Collaborations:** Alliances with groups or personalities supporting women's welfare could increase exposure.

Weakness

- **Restricted Audience:** Primarily targets women, limiting its potential appeal.
- **First-Time Author:** Brenda Ackerman's status as a first-time writer may lead some readers to question her credibility.

Threat

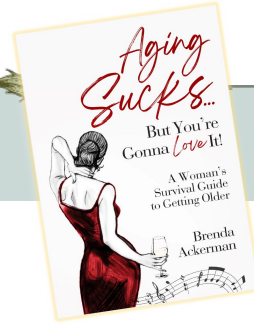
- **Competition:** Risk of being overshadowed by competing works in the saturated self-help genre.
- **Changing Trends:** Shifting trends in aging, wellness, and health may affect the book's relevance.
- **Negative Reviews:** Unfavorable reviews could harm the book's reputation and sales.

Key Findings



Market Positioning

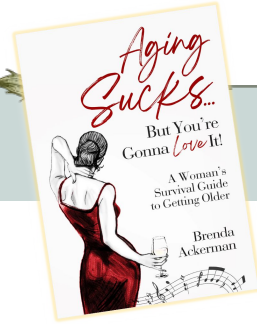
Brenda Ackerman's book "Aging Sucks...but You're Gonna Love It!" stands out for mixing humor with frank discussions on aging, providing practical advice for self-acceptance and joy, unlike more reflective or research-focused aging books.



Technological Leverage

The use of digital marketing and analytics will be essential in targeting and understanding the behavior of the intended audience. Platforms like Facebook and Instagram, along with online communities focused on women's health and wellness, are ideal for reaching women aged 30 and above.

Key Findings



Competitive Differentiation

The book lacks a social media presence and a sales channel on the author's website, limiting direct engagement with potential readers and personalized marketing opportunities compared to competitors like "If I knew then" and "The Menopause Manifesto."

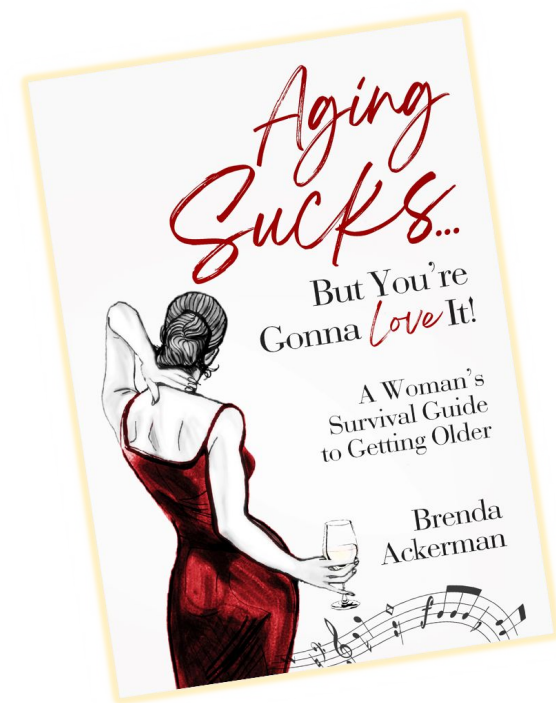


Content and Community Building

The "Shattering Silver Ceilings" initiative could foster a community around the book, offering support and sparking discussions on aging. Engaging content and interactive resources will also amplify this community-building effort.



Target Audience



Buyers Persona: Sarah Thompson

Sarah Thompson, a 35-year-old marketing manager with a bachelor's degree in Marketing, embodies the educated, ambitious mid-age woman in New York. As she approaches perimenopause, Sarah seeks reliable information and practical advice to navigate this transitional phase with confidence and grace while juggling her busy career and holistic lifestyle. She values self-care, prioritizes health-conscious choices, and actively engages with online communities for support and guidance. The book addresses Sarah's needs by providing evidence-based insights, personalized strategies, and relatable anecdotes, empowering her to embrace this new chapter of life with resilience and empowerment.



Customer Journey Map

AWARENESS

- Sarah sees online ads, social media buzz, or friend recommendations about a women's health book.
- The title & description pique her interest as relevant to her current life stage.

CONSIDERATION

- Sarah researches the book: reviews, website, and compares to others.
- Seeks a comprehensive, natural approach guide aligning with her values.

ACQUISITION

- Sarah purchases online (e.g., Amazon, author's website) after research.
- Awaits book & may sign up for author updates

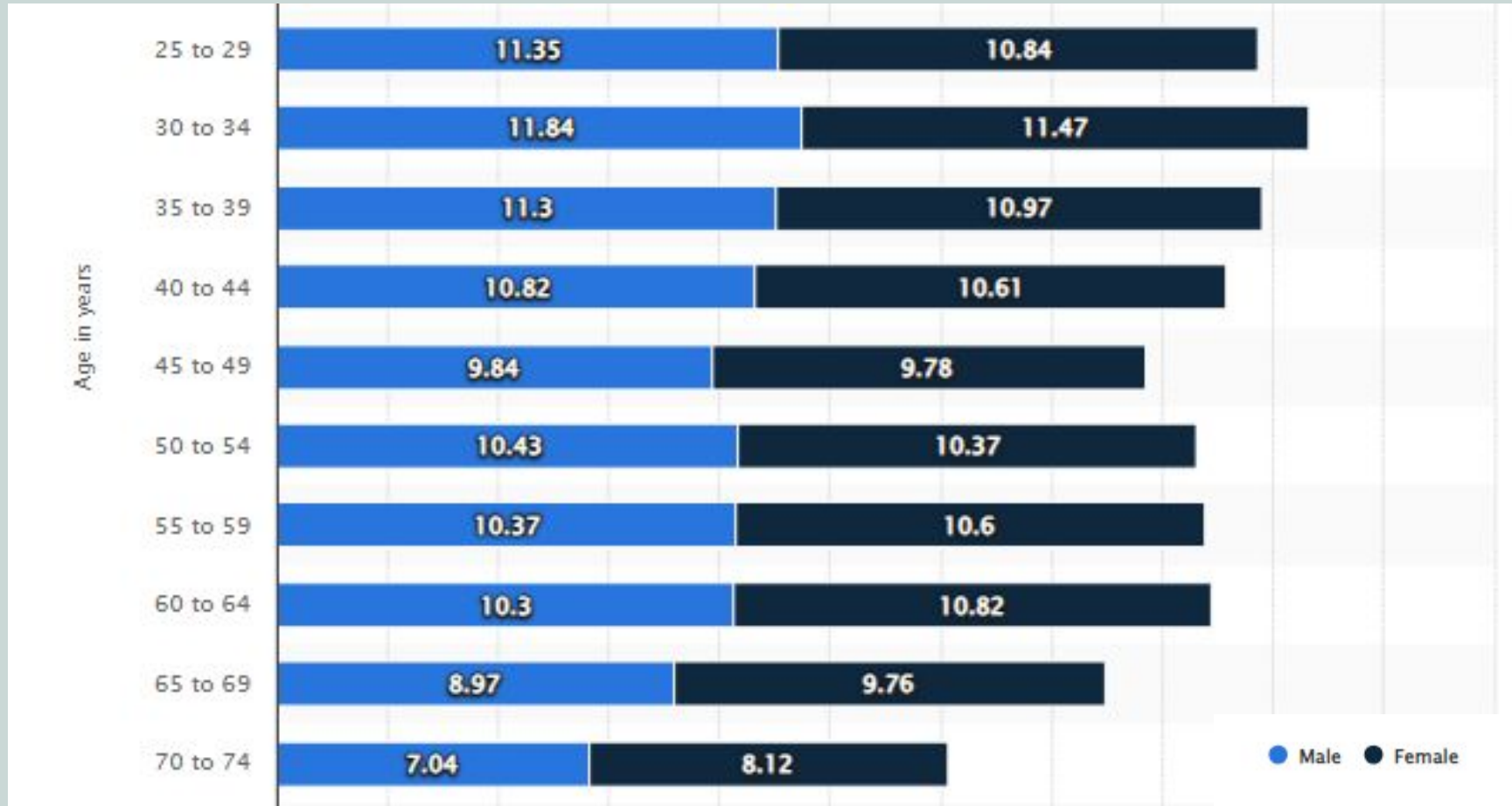
SERVICE

- Sarah reads, takes notes, engages, and immerses herself in the content/tips.
- Connects with the book's online community.

LOYALTY

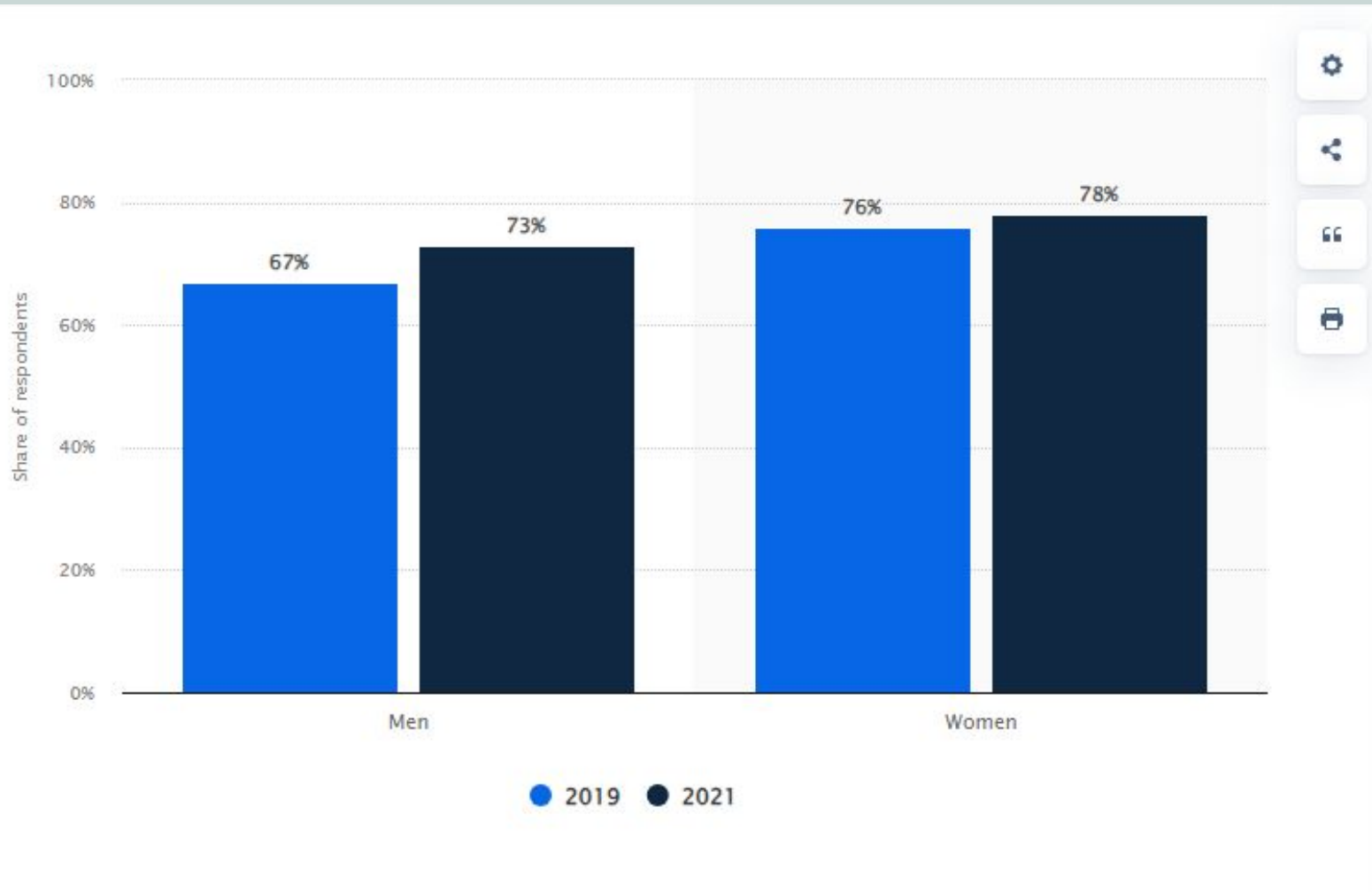
- As Sarah experiences positive changes in her understanding of perimenopause and her ability to manage its symptoms and challenges.
- Sarah then recommends the book to others (reviews, social media).

Resident population of the United States by sex and age as of July 1, 2022(in millions)



In the US alone, there are around 63.8 million women between the ages of 30 and 60.

Share of adults who have read a book in any format in the last 12 months in the United States in 2019 and 2021, by gender.



Of all of them, about 70% enjoy reading books in various different formats.

Additional Information



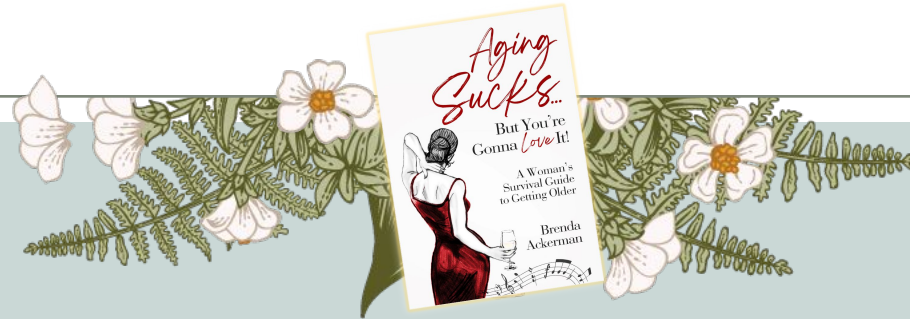
- There are about 84.38 million women in the US alone between the age 30 to 69 and 94% of women between the ages of 15-35 spend over an hour per day shopping online.
- 30 percent of women are encouraged to shop online if they receive text or email updates on product availability and about 58 percent of women report checking products and prices on Amazon.com before looking elsewhere.
- In the US, eBook revenue saw a growth of 11.7% in 2020 compared to 2019, and by October 2021, it had reached \$84 million, as reported by AAP.
- According to Statista, 54% of women in the US between the age of 35-44 regularly worry about the signs of aging.

Prototype Framework Selection



Web- Based Interactive Prototype	Share Your Story	Soundtrack Your Journey	Customizable Journaling Platform	Curated Spotify Playlists	Virtual Book Club Meetups
<p>Create a web-based prototype that mirrors the book's structure and content.</p> <p>Include interactive elements such as quizzes, clickable links, and multimedia (like the QR codes for musical interludes).</p> <p>Users can navigate through chapters, access resources, and engage with the content seamlessly.</p>	<p>Connect with others who are reading the book. Join online forums, book clubs, or social media groups.</p> <p>Share your insights, challenges, and triumphs as you navigate the complexities of aging.</p>	<p>Remember those QR codes for musical interludes? Create your personalized playlist.</p>	<p>Develop an interactive digital platform where readers can create their own digital journals.</p> <p>Readers can input personal reflections, memories, and insights directly related to the book's content.</p>	<p>Extend the musical interludes concept.</p> <p>Curate Spotify playlists based on different themes from the book (e.g., self-acceptance, resilience, joy).</p> <p>Readers can listen to these playlists while reading or during their daily routines.</p>	<p>Facilitate virtual book club sessions.</p> <p>Readers can discuss chapters, share personal insights, and connect with others.</p> <p>Invite Brenda Ackerman for occasional Q&A sessions.</p>

Recommendations



- ➔ Trademarked "Shattering Silver Ceilings" logo, enhanced website functionality, optimized social media use.
- ➔ Web-based interactive book mock-ups, digital journaling platforms, curated Spotify playlists.
- ➔ Digital Presence: Improve the book's visibility on search engines by optimizing the Amazon page and author's website with relevant keywords.
- ➔ Develop a Strong Brand Voice: Ensure that the book's unique voice of humor and candidness is reflected consistently across all marketing materials.
- ➔ Create an ecommerce section on the Author's website. constantly update the website with engaging contents such as reader's testimonials, and interactive elements like blogs and quizzes.
- ➔ Leverage Social Media: Create and tailor content for different social media platforms to engage audience where they are most active.
- ➔ Engage with the Community: Participate in online forums and social media groups where potential readers are active to build relationships and drive interest. (Reddit)

Tactics and Solutions



Visually appealing profile: Eye-catching photos & videos related to book themes.

Engaging content:

Share book quotes.

Share bits of your writings.

Host author interviews.

Run interactive polls & contests.

Using relevant hashtags like- #WomenOver40, #AgeingProcess.

Posting schedule: 2-3 times per week for consistent reach.



Tactics:

Utilize Twitter Spaces for in-depth discussions on book themes.

Share captivating quotes and behind-the-scenes glimpses.

Run interactive quizzes and polls.

Posting schedule: Consistent is key. Aim for 4-6 weeks of planned content.

Benefits: Real-time interactions, trendjacking for wider reach.

Constraints: Requires active monitoring of trends and audience engagement.



Tactics:

Create a closed group focused on book's themes.

Host discussions, Q&A with Brenda, and encourage reader testimonials.

Share exclusive excerpts and bonus content.

Timeframe: 3-6 months for consistent engagement (resource intensive).

Benefits: Dedicated space for community, discussions, and belonging.



Tactics:

Identify subreddits for Canadian women over 40 (book discussions, genre-specific).

Participate in discussions authentically, offering book-related insights.

Occasionally post about the book, avoiding excessive promotion.

Timeframe: Focus on value before promotion (building trust takes time).

Benefits: Targets niche community, positions Brenda as a thought leader.

Design Examples



Aging Sucks

Brenda Ackerman
★★★★★

More than just words on a page, "Aging Sucks...But You're Gonna Love It!" is an interactive and empowering experience.

Download Ebook
Aging Sucks

Available
on our website

brendaackerman.com

Empowering

Encouraging

fantastic

honest

enlightening

rating
★★★★★

Reviews

★★★★★

Great book that gives a glimpse of what to expect and prepare for as you get older. Overall a smooth and relatable read, easy to get through in a few sessions. Would recommend!

Sarah Isabelle

@brendaackerman

References



Share of U.S. women who reported being worried about signs of aging in 2017, by age. (2023, January 13). Statista.
<https://www.statista.com/statistics/1359303/us-women-worried-about-signs-of-aging-by-age-group/>

Population of the U.S. by sex and age 2022 | Statista. (2023, October 2). Statista.
<https://www.statista.com/statistics/241488/population-of-the-us-by-sex-and-age/>

Book readers in the U.S. by gender 2021 | Statista. (2023, March 13). Statista.
<https://www.statista.com/statistics/249781/book-reading-population-in-the-us-by-gender/#:~:text=In%202021%2C%20survey%20data%20on%20book%20readers%20in,from%20the%2067%20percent%20recorded%20two%20years%20earlier.>

References



Shibboleth Authentication Request. (n.d.-f).

<https://www-statista-com.fanshawe.idm.oclc.org/statistics/1380048/online-purchase-motivations-canada/>

Women's spending habits, statistics and trends for 2023. (2023, October 3). Lexington Law. Retrieved February 15, 2024, from

<https://www.lexingtonlaw.com/blog/finance/women-spending-habits.html>

Eye-Popping Book and Reading Statistics [2024]. (2023, October 4). Toner Buzz.

<https://www.tonerbuzz.com/blog/book-and-reading-statistics/>

