

Digital Marketing for Seniors

Work From Home Ideas For Senior Citizens

MINDMAP

Chapter 1 Benefits of Working from Home

- No commute time
- Stay sharp / productive / engaged
- Learn new skills
- Keep up with technology
- Income (supplemental or main)
- Flexibility
- You own your own time
- Work at your own pace
- Work at your own terms

Most Common Work at home opportunities for Senior Citizens

- Virtual assistant
- Customer care representative
- Freelancer
- Blogger
- Translator
- Business Consultant
- Tax Accountant or Bookkeeper
- Online Tutor
- Online Seller
- Virtual Juror
- Graphic Designer
- Offline jobs
- Cook, Baker and Caterer
- Childcare
- Pet sitter
- Painting/ Hand crafting
- Auto repair
- Gardening

Virtual assistant

- Tasks include answering emails, scheduling meetings and making travel arrangements.
- Required skills and qualifications include proficiency in computer programs and applications, solid writing, good communication, critical thinking, and the ability to work under tight, constantly changing deadlines
- Must also be detail-oriented, and organized
- Key to success is SPECIALIZATION

Customer care representative

- Common requirements
 - o Customer Service,
 - o Resolving Conflict,
 - o Analyzing Information ,
 - o Multi-tasking
 - o Documentation Skills,
 - o Listening,
 - o Quality Focus,
 - o Problem Solving,
 - o Product Knowledge,
 - o Market Knowledge,
 - o Phone Skills,
- Earn more through upsell inbound sales

Earn Extra Income as a Freelancer

- Most common are graphics designers and writers
- Use online tools to increase your writing quality
- Specialize to earn more

Earn online as a Blogger

- Perhaps the ultimate work from home job where you can be your own boss is blogging.
- Blogging does not require specific training or educational attainment
- Anyone can start his/ her own blog
- Key is Niche Selection
- Create a Distinct Brand
- Learn to drive traffic to your blog

Translator

- Seniors or retirees who are bilingual or fluent in multiple languages may consider applying as a translator.
- You'll need to demonstrate your fluency, such as by passing a proficiency test.
- Sell through your own website (higher pay) or go through an agency platform (lower pay)
- Best income potential: specialized translation (medical / legal / etc)

Online Business Consultant

- Make money off your own business experience
- Make more money selling pre-recorded content
- Charge top dollar for 1:1 consulting

Tax Accountant or Bookkeeper

- Use platforms or sell your services through your own site
- Build a brand for top rates

Online Tutor/ Teacher

- Sell your service through your own site or through a platform
- Earn more by specializing

Online Seller

- Common forms: ebay / Amazon / etc
- Best for starters: dropshipper
- Dropshipping defined

Virtual Juror

- Big demand from law firms looking to ‘test out’ their case in front of statistically representative jurors
- Earn part time

Other Work at Home Opportunities

- Cooking, Baking and Catering
- Childcare
- Caring for Pets
- Painting/ Hand crafting
- Auto repair
- Gardening

Where to Get Online Jobs

- 3 sources
 - Go your own way
 - Microsourcing/1 task platforms
Pros (job-specific) / Con – competition / price sensitivity
 - Job Matching Platform
Pro (clients post projects) / Con – competition /price sensitivity

Digital Marketing Basics for Seniors

Start a blog to promote your service

- address basic questions
- offer buyers’ guide
- create online resources that address users’ needs

Create a sales funnel with your content

- your blog content must lead to sales
- info pages > selection pages > conversion pages
- you must aim to convert, convert, convert

Promote your content on social media

- find social media sub-sections (pages / groups)
- create social media accounts
- share your content on your accounts
- promote your social media account content on sub-sections
- curate third party content on your sm accounts
- use automation software to draw eyeballs and publish

Promote on Quora

How to do it

Pro / Con

Promote via Guest Posts on Blogs

How to do it

Pro / Con

Promote on Reddit

How to do it

Pro / Con

Promote on Forums

How to do it

Pro / Con

Promote on Facebook comments plugin-powered blog posts

How to do it

Pro / Con

Promote on Pinterest

How to do it

Pro / Con

Promote on Blog comments

How to do it

Pro / Con

FB page comment

FB group

Paid options