

B2B Marketing Matrix

	NAME	HI	HEALTHY INDULGER	HH	HEALTHY HERMIT	AO	AILING OUTGOER	FR	FRAIL RECLUSE	Medium Watering Hole
ADVISOR <i>Financial</i> CFPs, CPAs/Tax Advisors, Private Bankers, Investment Advisors Legal Estate Planning, Elder Law Attorneys										M
										WH
										M
										WH
										M
										WH
BUSINESS <i>Financial Products</i> Life settlement, Annuity, LTC, Estate plan, Community bank, Investment products Non-financial Vehicles, Security devices, Homes, Home repair, Expressive consumption, In-home care, Health- related services										M
										WH
										M
										WH
										M
										WH
COMMUNITY Social Workers, Hospitals, Consumer credit counselors, Housing organizations, NGOs (non-gov orgs.)										M
										WH
										M
										WH
										M
										WH
FRIENDS/ FAMILY Executors of wills/ Living Trust, Faith- based, Neighborhood businesses, Social circles, Informal networks										M
										WH
										M
										WH
										M
										WH

D2C Marketing Matrix

	NAME	HI HEALTHY INDULGER	HH HEALTHY HERMIT	AO AILING OUTGOER	FR FRAIL RECLUSE	Medium Watering Hole
SPECIAL INTEREST						
Financial						M
						WH
						M
						WH
Home-related						M
						WH
						M
						WH
Health						M
						WH
						M
						WH
Security						M
						WH
						M
						WH
Others						M
						WH
						M
						WH
SOCIAL / FAMILY						
						M
						WH
						M
						WH
						M
						WH
						M
						WH
						M
						WH
						M
						WH