

Jewish Social Network Yenta911.com - Seeking Over 60 Focus Group



Released on: December 03, 2009, 01:05 pm
Author: KickStart Search Engine Marketing, LLC
Industry: [Internet & Online](#)

The online Jewish dating site, Yenta911 is now recruiting Jewish daters over the age of 60 as volunteers to evaluate their [online dating](#) service. The over 60 daters are being offered a three month premium subscription in return for their feedback.

Co-founder and CEO Alexandra Weiss believes that there is a real business opportunity in the online dating market for Baby Boomers. However, a closer look needs to be taken as this population is not a natural market for online dating. "We strive to understand how to better serve these people. We



see extraordinary potential in this vibrant group. The idea is to encourage this population to use the service, and most importantly to understand how we can better serve them."

Yenta911, is the first dating site to take a serious look at this demographic, and to develop a program that will expand this market and better understand it.

“If we need to develop a whole online dating system based on our findings, in order to better serve this group, we are certainly ready to do so. This is considered an untapped market, and we are more than ready to capture it.” says Ms. Weiss.

Yenta911 will briefly phone screen all candidates to determine eligibility. If interested please email Yenta911.com at: email@yenta911.com, with subject line: Over 60 Focus group.

Why? How? Where? When?

1. Why? Yenta911.com would like to reach and encourage the over 60 population to use online dating services/[social networks](#) to connect with people and potentially find a match. Research shows that this group has the highest percentage of singles, and yet, this is still considered an untapped market. Like any other group they are looking to connect with and meet other people who share the same interests and passions. However, they are also the least likely to use social network and online dating sites for their dating purposes. Yenta911.com will use the feedback from the over 60 volunteers, to better understand the needs of this population and their usage of this new media, and if needed, to develop a more tailored system to meet their needs.

2. How? To enroll in the program please send an email to: email@yenta911.com with the Subject line: Over 60 focus group. Write a short description about yourself, including: Age, Gender, City, State, Zip Code, Marital Status and the best way to contact you. Yenta911.com will reply with a special number for you to call, for the phone screening process. Eligible participants will be asked to sign a “terms and conditions” document. The document will delineate the rights and responsibilities of the participant. No money will be collected by Yenta911. The signed document will constitute a binding contractual agreement between Yenta911.com and the participant. Upon agreement, the participant will receive a promotional code for a 3 months premium membership, in return for their feedback over the next 3 months.

3. Where? Right now Yenta911.com is focusing this effort in the San Francisco Bay area of California as well as Portland Oregon. Based

upon the feedback of this focus group, Yenta911.com will assess the potential for expanding this endeavor into additional geographical areas. If you are NOT currently living in these areas, we kindly request that you not apply.

4. When? The enrollment process starts Dec 3rd 2009, and will continue all through the month of December. Interested applicants please send an email to: email@yenta911.com with the subject line: Over 60 focus group.

[San Francisco Jewish Singles](#) | [Portland Jewish Singles](#)

Release Submitted By:

KickStart Search Engine Marketing, LLC
2191 Pine St., Suite 3
San Francisco, CA 94115
PR Inquiries call: 415-230-0355
email@yenta911.com
<http://www.yenta911.com>

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)