

Driving Growth for Health & Nutrition Brands during 2022 Macro Trends & Strategies for Effective Audience Engagement

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Abstract

In 2022, a focus on 'effectiveness' is the key to business success, regardless of the sector or the action. As brandholders and marketers in health and nutrition, understanding and responding to macro and microaudience and stakeholder needs, is at the core of effective business and marketing strategy, designed for building brand awareness, reputation, audience engagement and commercial growth.

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The Landscape

As we enter the third year of the pandemic, the shift in audience behaviour, not least of all the self-empowerment of consumers spending hours online whilst in lockdown searching for health and nutrition protocols and ingredients to support their immune health, has added a new dynamic to health and nutrition marketing. Coupled with the meteoric evolution to digital-first, the landscape is that much more competitive. Smart, effective marketing strategies that listen to audience-needs first, is imperative for business growth and success.

Macro Trends in Audience Behaviour

1. **From B2C (Business-to-Consumer) to B2H(Business to Human):** We must think of our audiences as human beings, not customers, as we have needed to get to know more about them as all our worlds of work and home have merged. This means we have looked beyond the front door where brands have perhaps not entered before, and enabled us to connect though our vulnerabilities, our deeper personal experiences. Audiences connect well with emotion. It becomes a grittier, more relatable and authentic experience. This has redefined the way we segment our audiences and how we engage with them.
2. **Audience-centric needs [1]:** Humans are under pressure, with hopes and fears which are now more evident and openly discussed, than ever. Authenticity and vulnerability are the new norm. Understanding customers' wants and needs, and discovering patterns in their behaviours, is the key driver of audience engagement, loyalty and retention. When mapped out well, both online and offline, brands can grab attention, hold it and drive customer love in a way that keeps them coming back for more. The key is to take time to understand what it is that matters to them and to evolve marketing strategies accordingly. We need to carefully consider the cognitive factors influencing our customers' behaviour when creating brand experiences - is it fear, anxiety, hope or possibility and what problem do we need to solve for them? What messages, or experiences do they need to experience, at each touch point of the user journey?
3. **Empowered wellbeing:** Health is at the front of the agenda across all facets of life including business and personal; consumers have been actively searching how to build immunity, be healthier and thus are far more knowledgeable about wellbeing. Food as Medicine as a health strategy is at an all-time high. Brands must elevate their story-telling to inform and empower effectively and sufficiently for the audience to consider purchasing. Explain

why ingredients are nutritious; share the mode of action of endogenous antioxidants and how those can be supplemented through healthy foods and nutraceuticals as they start to decline. Educating our target audiences is key to success.

4. **Mental wellbeing matters for everyone and everything [2]:** Millions are operating with always-on mild anxiety and a coping mindset, as the uncertainty and stresses - economic, relationships, work related -during the pandemic continues. Brands focused on understanding the sentiment of audiences, the state of their mental wellbeing, with appropriate messaging, tone and timing of communication will build true partnership through trust, on their health journey during these challenging times. They are the ones who will win. The amplification of mental wellbeing support for audiences provides an opportunity for product innovation. Incorporating formulations which support sleep, stress and anxiety reduction strategies as well as immune health, will form an essential part of business growth with the likes of adaptogens such as ashwagandha, energy production and mitochondrial support, such as ubiquinol, are on the rise.
5. **Digital-first is non-negotiable [3]:** Digital is now table stakes, leading the way for product search, discovery and purchase. Online grocery shopping, even from farmers for local produce, has grown substantially. The phone is now a store and the bridge between the online and offline worlds. For many brands this has become a challenge, as digitisation is now no longer a nice-to-have, but an imperative for commercial survival. For others, it's the trigger for super-growth. Customers' actions in making purchasing decisions in the digital world are influenced in virtually the same way as they are for offline interactions and experiences. Getting digital right, over the long-term is imperative to attract, engage, nurture audiences.
6. **Seeking value:** Meaningful content provides a value-exchange. It leaves the audience feeling empowered with knowledge that will help them better understand the science of wellbeing, along with practical, relatable strategies they can adopt to support

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