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NUTRIMOST

Wellness & Weight Loss

Marketing Presentation





Marketing Strategies

#Content

Digital Marketing Strategies

(recommendations)

- 904thin.com
- LinkedIn Business Page
- Twitter
- Facebook (Business)

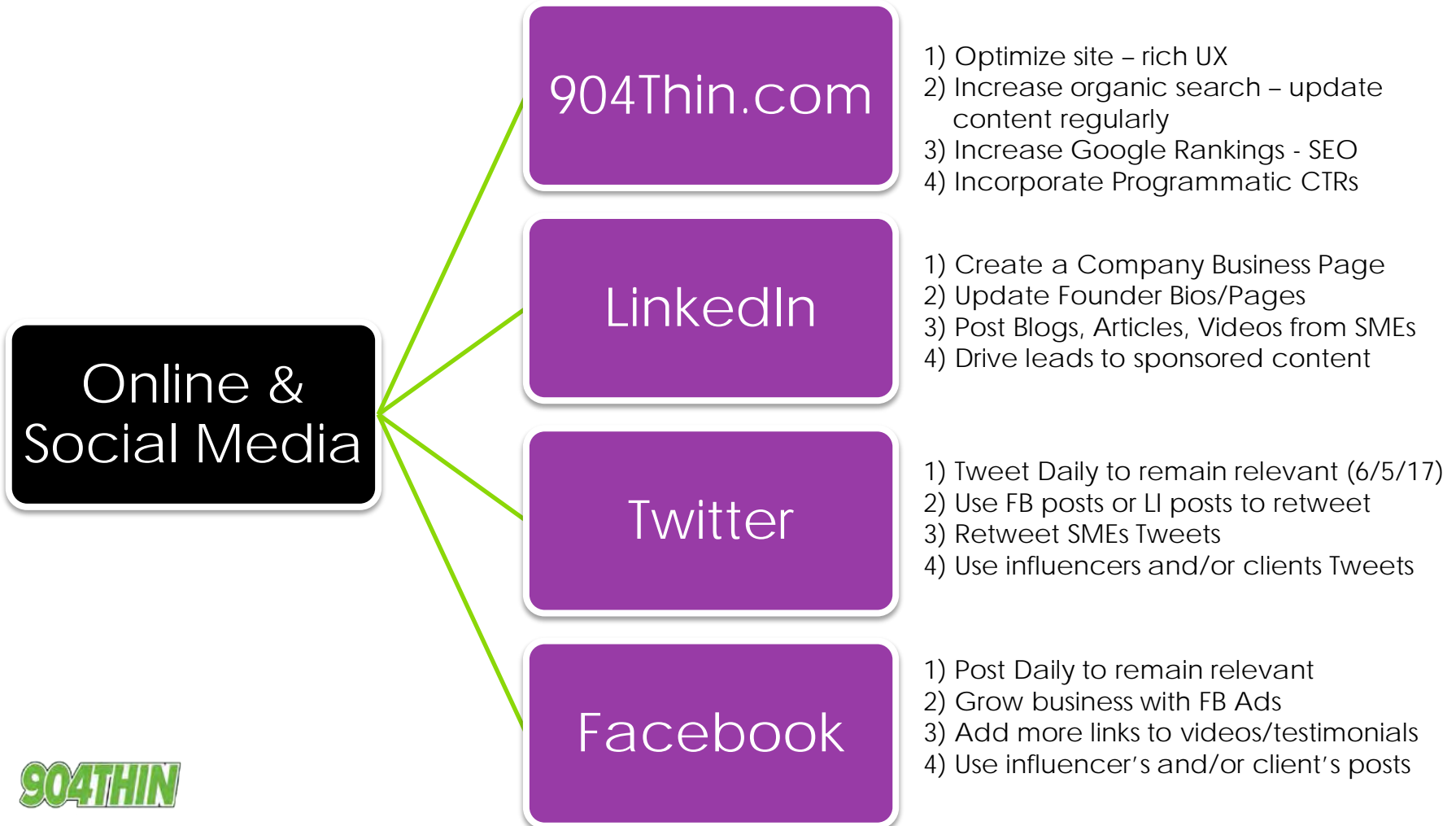
Partnerships & Sponsorships

- Florida Blue Retail Centers
- American Diabetes Assoc.

Expansion Opportunities

- Multicultural/Hispanic Market
- Weight loss program targeted for Hispanics

Digital Marketing Strategies



Partnerships & Sponsorships



Florida Blue Retail Centers

- Promote Nutrimost Wellness & Weight Loss
- Lunch & Learns: Dr. Foss/SME
- HSAs: Employees can use HSAs* or FSAs* to help pay for Nutrimost program

(*Health Savings Accounts/Flexible Spending Accounts)



Sponsorships

- Company reps can create a team
- Become a sponsor at like events that promote health and wellness
- Use social media to promote company's participation in community and lifestyle events



Expansion Opportunities

Targeted Weight Loss Program

- Leverage Hispanic celebrities or influencers as spokesperson/s
- Appeal to vanity: feeling younger, sexier and more confident
- Change the mindset: love your curves as long as you are still in a healthy weight range
- Provide tools where Hispanics can lead healthier lives while still being able to enjoy their unique culture



Plus-size model, Denise Bidot

FACTS*:

- More than 77% of Latino adults are overweight or obese
- Reducing health disparities among Latinos in this country can save billions of dollars in healthcare costs
- Latinos are disproportionately affected by Diabetes: with 13.2% over the age of 18 having diabetes vs. 7.6% of Whites in the same group
- Yankelovich reports that 43% of Hispanics say they are currently trying to lose weight, and 5% say they are currently using weight loss programs such as Jenny, Weight Watchers, Curves, Atkins, etc.

SOURCES: <https://www.mediapost.com/publications/article/166129/tantas-curvas-but-wheres-the-weight-loss-indus.html>

<http://stateofobesity.org/disparities/latinos/>