

Holistic Bros. Fitness Strategic Communications Plan

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**Business Letter**

Matthew Tyler

General Manager

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Dear Valued Customer,

Are you doing everything you can to keep yourself and your family healthy?

I would like to take an opportunity and introduce our company Holistic Bros Fitness, a cutting-edge dietary supplement company that strives to help you become your healthiest you.

We provide high quality dietary supplements that are certified organic and use whole food ingredients as much as possible. Our products are guaranteed pesticide free and come with a freshness guarantee. Most importantly, our formulas are backed by research and are endorsed by medical professionals so you will never be stuck with some mystery powder you found on the discount rack at your local supplement store. So please take the 15% off coupon included in this letter and see why our products are so natural you can feel the difference.

To your health and wellbeing.

Sincerely,

Matt Tyler

### **Executive Summary**

Cancer, heart disease, and complications due to obesity are at an all-time high. Furthermore, food is less nutritious than ever before and full of chemicals that cause inflammation. To help combat disease and to live a healthier life, consumers spend nearly \$278 billion worldwide per year on dietary health supplements. While a nutrition supplement can play a useful role in one's diet, many products are deceptively labeled, containing little to no active ingredients, not to mention contain heavy metals and occasionally even banned steroid compounds.

Holistic Bros Fitness seeks to offer a line of organic dietary supplements with a quality guarantee and that are backed by science and medical professionals.

Our products are geared toward the 'food as medicine' shoppers who keep educated on health and are comfortable taking care of themselves. They know the importance of organic foods and the dangers of pesticides so they are comfortable spending more for something locally produced and guaranteed fresh.

We market to our customers through our health and fitness website along with several social media channels. Through collaboration with medical professionals and industry thought leaders we are able to expand our market considerably.

## **Introduction**

Gone are the days of a company drafting a one-sided advertising message that is broadcasted by one of few major traditional media including television, radio, and print. Thanks to the rapid two-way communication made possible by the internet, a company's communication messages have moved from a message to a conversation, making thorough and well-planned public communication campaigns more important than ever. According to Rice and Atkin, "Public communication campaigns are campaigns that use the media, messaging, and an organized set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time" (2001, p.5).

## **Background**

By the year 2024, the dietary supplement industry is projected to reach \$278 billion worldwide (Grand View Research, 2016). According to the Food and Drug Administration, "The law defines dietary supplements in part as products taken by mouth that contain a 'dietary ingredient.' Dietary ingredients include vitamins, minerals, amino acids, and herbs or botanicals, as well as other substances that can be used to supplement the diet" (FDA, 2015, para.1). The United States is currently the largest nutritional supplement purchasing country in the world with sales accounting for 28.5% of market share (Forbes, 2015). This figure is over one-half a percent of annual GDP, with a payout of over \$38 billion in wages and an annual job creation of 754,645 (Nutraceuticals World, 2016).

Holistic Bros. Fitness is a health and fitness start-up focusing on nutritional counseling and in-person personal fitness training. The company has been a registered Limited Liability Company (LLC) for the past year and currently consists of its two co-founders, three personal

trainers, a nutritionist, and a social media specialist. Over the last four months the company has been successfully growing an online clientele through Skype sessions both for nutrition counseling and live as well as recorded physical fitness training. Through Facebook advertising with a cost of about \$.75 per new lead, affiliate marketing, targeted blogging, and a monthly newsletter, client interest in supplementation has been gauged to be high. Until recently, Holistic Bros. Fitness only recommended affiliate supplements with a minuscule return on client purchases. The company very recently created two of its own dietary supplements and sold out quickly.

### **Situation Analysis**

“It is not enough to discover the attitudes, values and beliefs of a segmented demographic public; we must interpret those in terms of the issue or problem at hand and predict future behavior” (Wilson & Ogden, 2015, p. 15). A shift from “looking good” (fat loss, muscle building) to health and wellness is occurring and finding much traction in the supplement industry. Currently, the industry is experiencing strong traction in selling products that favor natural sweeteners over artificial, a high increase in the sales of adaptogens which help ease the effects of mental and physical stress, clean labeling which is the use of natural, whole food-derived ingredients, and finally carbon friendly products which help reduce the carbon footprint via improved manufacturing and the use of locally-sourced ingredients over products and ingredients shipped internationally. Holistic Bros. Fitness promotes an all-natural, holistic way of achieving optimal health and is in the process of creating dietary supplements that cater to the current shift occurring in the industry.

The opportunity for natural, healthful nutritional supplement sales both in the United States and abroad is strong. With initial success in the local manufacture and sales of custom dietary supplements, Holistic Bros. Fitness is ready to expand by creating scalable products that keep pace with growing demand and expand as quickly as the overall company. The potential difficulty begins with navigating the state, federal, and international laws of shipping dietary supplements. Secondly, the issue of ingredient sourcing and manufacturing is an obstacle that must be overcome. This challenge is two-fold as a demand for pure ingredients means cheap foreign sourcing is less of an option; additionally, the issue of stockpiling supplies based on perceived demand must be balanced with capital available for research and development.

### SWOT Analysis

Situation being analysed: Developing and marketing/selling a nutritional supplement product line

criteria examples	Strengths	Weaknesses	criteria examples
Advantages of proposition? Capabilities? Competitive advantages? USP's (unique selling points)? Resources, Assets, People? Experience, knowledge, data? Financial reserves, likely returns? Marketing - reach, distribution, awareness? Innovative aspects? Location and geographical? Price, value, quality? Accreditations, qualifications, certifications? Processes, systems, IT, communications? Cultural, attitudinal, behavioural? Management cover, succession? Philosophy and values?	<p><b>Brand/Marketing</b></p> <p>* Our product brand is very aligned with the message of natural health and wellness. We use fancy white cursive font laser screened on a glass bottle. Our ingredients are few and all are pronounceable and have proven benefits in statistically significant amounts.</p> <p><b>Staff/HR</b></p> <p>* We are a family business which means the rules of HR do not always apply. Joking aside, the ease of communication and deep conviction for health shared by the cofounders means we put in many uncompensated hours and wake up and go to bed thinking about growing our brand. Passion is so important to an organization's employees but it can be rare.</p> <p><b>Finance</b></p> <p>*Our biggest strength is the lack of overhead product creation and storage costs at the moment.</p> <p><b>Operations/Management</b></p> <p>*The management experience and</p>	<p><b>Brand/Marketing</b></p> <p>* We are currently in the process of a/b testing a new product based on appearance and target markets. Currently, our marketing and brand right are under experimental analysis but we are excited to have a wealth of marketing insights upon evaluation.</p> <p><b>Staff/HR</b></p> <p>*We are a start-up with only two part-time employees as well as two cofounders. This means we have a need for a range of diverse talent but currently do the majority of the work ourselves, or we outsource it with mixed results.</p> <p><b>Finance</b></p> <p>*With one cofounder saving for a wedding and the other a bit too preoccupied with his student debt, Holistic Bros' growth is limited by capital.</p> <p><b>Operations/Management</b></p> <p>*A lack of corporate hierarchy and formal profit-sharing means we need to take these extra steps or risk a great</p>	Disadvantages of proposition? Gaps in capabilities? Lack of competitive strength? Reputation, presence and reach? Financials? Own known vulnerabilities? Timescales, deadlines and pressures? Cashflow, start-up cash-drain? Continuity, supply chain robustness? Effects on core activities, distraction? Reliability of data, plan predictability? Morale, commitment, leadership? Accreditations, etc? Processes and systems, etc? Management cover, succession?

	<p>fitness credentials of the cofounders means we are running a pretty efficient team.</p> <p><b>Market</b> *As the supplement industry continues to grow at a red-hot international pace, more reports are emerging about chronic widespread mislabeling. Market-share leaders of health supplements are facing criticism as more independent quality-control tests reveal little to no actual product advertised on the label. People are hungry (pun intended) for products that do good for their bodies, opposed to just offering an expensive placebo effect. We place consumer confidence and customer service as an extremely high priority for this reason.</p>	<p>deal of potential headaches (or worse) if we keep running of shared assumptions.</p> <p><b>Market</b> *A lack of organic certification on our products means we are always facing an uphill battle, in a manner of speaking. There is little organic reason for a consumer to trust us over any other supplement company.</p>	
<p><b>criteria examples</b></p> <p>Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation? Global influences? New markets, vertical, horizontal? Niche target markets? Geographical, export, import? New USP's? Tactics: eg, surprise, major contracts? Business and product development? Information and research? Partnerships, agencies, distribution? Volumes, production, economies? Seasonal, weather, fashion influences?</p>	<p><b>Opportunities</b></p> <p><b>Brand/Marketing</b> *The natural foods and supplements industry is multi-billion dollar and growing. The main opportunities lie in the youth and international markets. Children historically have not made much of an impact in overall health supplement sales but as youth nutrition becomes worse due to a mostly processed diet, all sorts of attention, learning, and health problems are occurring across the country.</p> <p>International markets for health and wellness supplements are only beginning to hit their stride. With the ease of turn-key international shipping as well as translation-out-of-the-box plug-ins for our website/blog, the barriers to entry are relatively low.</p> <p><b>Staff/HR</b> * With a great product and a couple of co-founders who live their brand, our passion and excitement has a tendency to inspire others to want to be a part of what we are building. There is no doubt we can easily and cheaply recruit talented individuals to join our team, however, current time restrictions of the cofounders as well as a push for reinvesting profits into research and development opposed to hiring new staff is our current priority.</p> <p><b>Finance</b> * Although the company is not growing as fast as it could, we are growing it according to our values and by not taking outside funding we are free to take our company in the direction we want. This is vital as creativity and</p>	<p><b>Threats</b></p> <p><b>Brand/Marketing</b> The main threat to the North American market is the current overhaul in government regulation of supplements. Laws are changing but no one knows to what extent. A second threat is the high cost of organic certification, making the major organic brands more appealing due to a big boost in consumer confidence.</p> <p><b>Staff/HR</b> *A lack of current HR regulations in the books leaves us open to potential trouble once we grow and recruit more employees.</p> <p><b>Finance</b> *As more consumers learn about widespread fraud in product labelling, a new industry of "provably healthy" supplements is currently gaining market traction. We need to grow and capture market share or drown.</p> <p><b>Operations/Management</b> *As our business grows we are rapidly reaching the point where we need to push aside other responsibilities or risk stagnating.</p> <p><b>Market</b> * New federal restrictions will likely mean more money required for certifications and/or licensing.</p>	<p><b>criteria examples</b></p> <p>Political effects? Legislative effects? Environmental effects? IT developments? Competitor intentions - various? Market demand? New technologies, services, ideas? Vital contracts and partners? Sustaining internal capabilities? Obstacles faced? Insurmountable weaknesses? Loss of key staff? Sustainable financial backing? Economy - home, abroad? Seasonality, weather effects?</p>

	<p>personal freedoms are very high priorities for us both.</p> <p><b>Operations/Management</b>                  *We are currently in discussions with an operations manager as well as a digital marketing specialist willing to work for less now for the chance to earn more latter, based on our efforts.</p> <p><b>Market</b>                  * As trust must be built, we welcome the challenge. Every comment, complaint, and order is an opportunity to build our reputation.</p>		
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**Core Problem/Opportunity**

To penetrate the dietary supplement industry with a line of all-natural, healthy products that bring results and exceed customer expectations.

**Goal**

Successfully launch and grow a line of all-natural, organic dietary supplements

**Objectives**

- Engage in internet marketing for the next six months to grow brand awareness of target market by 500%
- To get 1,000 people to sign up for the Holistic Bros website mailing list to receive a free supplement guide within 6 months
- Train team of 5 employees for live chat and video to answer website visitor’s questions and to offer health and fitness education by the end of the year
- Write 4 articles/press releases each quarter and ensure they appear in at least one fitness magazine/journal

- Expand sales to international marketplace (3 countries) within 6 months .

### . Target Market/Key Public

1. **"Food as Medicine" online shoppers/enthusiasts.** These are the individuals who view food as medicine and “are especially likely to be mid-lifers: 56 percent of shoppers between the ages of 30 and 70 are ‘Food as Medicine’ shoppers” (Gilbert, 2000, pg.22).

**Self-Interests:** Managing their health, reading food labels, interested in non-traditional health care practices, learning about health and nutritional issues, disease prevention.

**Relationship:** Highly interested in health education, frequents health and disease prevention websites, purchases dietary supplements to bolster health and prevent disease.

**Opinion Leaders:** Peers, family, medical professionals, health publications, nutritionists, fitness trainers.

**Channels:** Health food stores, health publications, health bloggers, social media, mass media.

**Objectives accomplished:** To get 1,000 people to sign up for the Holistic Bros website mailing list to receive a free supplement guide within 6 months. Expand sales to international marketplace (3 countries) within 6 months

2. **Health Bloggers/Social Media Opinion Leaders.** These individuals command a large audience >10,000 followers on their health blogs and/or social media channels.

**Self-Interests:** Collaboration with other health influencers, sponsorship, increased exposure, free dietary supplements

**Relationship:** Opinion leaders, dietary supplement ambassadors.

**Opinion Leaders:** Other top bloggers, health and fitness publications, universities, professional fitness models

**Channels:** Email, blogs and social media, mass media.

**Objectives accomplished:** Engage in internet marketing for the next six months to grow brand awareness of target market by 500%

3. **Customer-Service/Writing Staff.** These are the knowledgeable and qualified individuals that will work with the public to expand the organization, create satisfied customers, and “live” the mission statement.

**Relationship:** Looking for employment/portfolio building opportunities in the health and fitness industry.

**Opinion Leaders:** Mass media, universities, health blogs

**Channels:** Email, telephone, internet, mass media

- **Objectives accomplished:** Train team of 5 employees for live chat and video to answer website visitor’s questions and to offer health and fitness education by the end of the year. Write 4 articles/press releases each quarter and ensure they appear in at least one fitness magazine/journal.

### **Primary and Secondary Messages**

1. "Food As Medicine" online shoppers/enthusiasts

Primary Message: Holistic Bros Supplements are made from organic, whole-foods with a purity and freshness guarantee.

Secondary Message:

- Dietary supplements are a great functional food to help take extra care of yourself
- "Food as Medicine" shoppers cite *grown without pesticides* as the most important label claim (Gilbert, 2000).

- 93 percent of shoppers agree that it is important to eat foods that are naturally rich sources of key vitamins and minerals (Gilbert, 2000).
2. Health Bloggers/Social Media Opinion Leaders
- Primary Message: Teaming with Holistic Bros supplements means being part of a cutting-edge team rooted in nutrition that works
- Secondary Message:
- Partner with medical doctors and fitness nutritionists to be the face of a rapidly growing dietary supplement company.
  - Total organic food sales in the United States have gone from \$18-\$37 billion between 2006-2015 (Organic Trade Association, 2016).
3. 3. Customer-Service/Writing Staff
- Primary Message: Work at a nutrition start-up with sizeable growth opportunity and room for advancement.
- Secondary Message:
- The field of organic dietary supplements is growing rapidly and Holistic Bros is approaching a large product line launch
  - Training includes subsisted personal fitness certification as well as enrollment in the *Holistic Bros University*
  - Creative freedom in article writing. If you can discover a need for a health and fitness topic you can write it.

## Strategies

### 1. "Food as Medicine" online shoppers/enthusiasts.

- a. Strategy:** Motivate online “food as medicine” shoppers/enthusiasts through online community building to sign up for the Holistic Bros newsletter to gain insight into preventing disease and managing one’s health.

This strategy appeals to the key public’s demographics "Food as Medicine" shoppers because they are “extremely confident in their ability to manage their health. They are highly information oriented and interested in non-traditional health care practices.” Their beliefs and needs are satisfied as they say that the most important label claim is *grown without pesticides* and 93 percent of these shoppers agree that it is important to eat foods that are naturally rich sources of key vitamins and minerals (Gilbert, 2000).

Motivators for this key public are that by signing up for a newsletter they are receiving valuable health and fitness education as well as discounts for whole-food supplements which they view as functional medicine.

- b. Channels:** Social media

This is the best channel to use reach the key public because the internet is the easiest and cheapest way to locate and engage food as medicine enthusiasts. The reach of social media is massive with 1,870 million active users on Facebook, 600 million users on Instagram, 317 million Twitter users, and 150 million Pinterest users it is clear that locating key publics through social media is a smart move (Chaffey, 2017). As the objective is to drive online traffic to the Holistic

Bros newsletter landing page it only makes sense that the main channel will be the internet.

c. **Alternative Channels:** Health and fitness publications

This is the best alternative channel for reaching the key public because of the large readership of select publications (*Yoga, Muscle & Fitness, Outside, Holistic Living*) and as a result is likely to reach the target market. As the key public spends money to subscribe to and/or purchase these magazines, they are more likely to sign up to Holistic Bros and eventually become paying customers.

d. **Tactics:**

- a. Free dietary supplement report for signing up to newsletter
- b. Discount on supplements for referrals
- c. Community building to be a resource for health and fitness education
- d. Publishing health articles to be viewed as an authority in the field
- e. Work with translators to reach international markets
- f. Offer health competitions/giveaways via social media to build following and funnel key public to newsletter signup.

2. **1. Health Bloggers/Social Media Opinion Leaders**

- a. **Strategy:** Motivate online health and fitness opinion leaders to collaborate with Holistic Bros Fitness for the purpose of increased exposure and receiving free goods.

This strategy appeals to this segmented key public because a brand is everything to influential health and fitness bloggers/social media leaders. By collaborating the exposure to the key public will increase. Second, receiving free

health supplements is a plus to any online persona. By receiving and promoting free all-natural organic and healthful dietary supplements that are backed by medical doctors, this market can be seen as promoting cutting-edge, truthful dietary supplements.

**b. Channels:** Email, blogs and social media

This is the best channel to use reach influential health and fitness bloggers as their world is an online one. These people make a living (or aim to) by creating and building their individual brand and curating content and building a community of followers. They are quick to respond via online queries and tend to be eager to collaborate as they realize the powerful synergy of working together.

**c. Alternative Channels:** Mass media

Mass media is a good alternative channel because the majority of health and fitness thought leaders read at least one media publication. As the opinion leaders of this segmented public are fitness models, it makes sense that mass media is a good choice because this is where the paid modeling occurs. By advertising in one or more major publications Holistic Bros Fitness will gain more credibility with the segmented public opposed to online advertising alone.

**d. Tactics:**

- a. Offer free supplements
- b. Offer free clothing and other brand related materials
- c. Offer affiliate marketing incentives to give a percentage of sales to bloggers who promote Holistic Bros dietary supplements

### **Evaluation Criteria**

**Objective One:** Engage in internet marketing for the next six months to grow brand awareness of target market by 500%

**Criteria:** Brand awareness is measured primarily by social media followers, likes, and shares. With 500 followers on Facebook and 3,000 on Instagram, the goal is to increase both these figures five-fold within six months.

**Tool:** Original social media data will be compared to growth numbers six months from now.

**Objective Two:** Get 1,000 people to sign up for the Holistic Bros website mailing list to receive a free supplement guide within 6 months

**Criteria:** The Holistic Bros newsletter currently has just over 200 followers. Through internet marketing and influencer collaboration this number will be increased.

**Tool:** The newsletter program MailChimp has analytic data including new followers, email open rates, shares, etc. This data will be used to measure the success of this objective.

**Objective Three:** Expand sales to international marketplace (3 countries) within 6 months

**Criteria:** Product sales are currently underway in the United States and Canada.

**Tool:** By translating sales materials into three other languages and receiving right to sale certifications from three countries.

**Objective Four:** Be seen as an expert in holistic nutrition

**Criteria:** Teaming with a medical doctor and registered dietician

**Tool:** Published health materials endorsed by medical professionals as well as a reader-submitted expert advice column ran by one of our hired medical doctors.

**Objective Five:** Train team of 5 employees for live chat and video to answer website visitor's questions and to offer health and fitness education by the end of the year.

**Criteria:** There is currently one customer service employee and she has not been fully trained in health and fitness information.

**Tool:** Customer service satisfaction surveys will be given to each customer following an interaction with a customer service employee.

**Objective Six:** Write 4 articles/press releases each quarter and ensure they appear in at least one fitness magazine/journal

**Criteria:** No fitness articles have been published in magazines/journals to date

**Tool:** Excel spreadsheet to track completed/submitted/accepted articles

### **Conclusions and Recommendations**

With whole-food organic supplements taking a bigger chunk of total dietary supplement sales each year, developing and marketing a supplement line has strong income potential for Holistic Bros Fitness. It is recommended that the company first secure a reliable and scalable source for custom supplements, then from here it is all marketing and community building. It is a good idea to further research key publics and markets to create greater segmentation and as a result, more precise messages. Online collaboration with trendsetters and early adopters in a

smart use of time as even low-level influencers often have a massive following that would be costly and less precise to reach via television or other traditional mass media.

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