The target market for our calorie tracker comprises a broad range of individuals across various age groups and demographics. There has been an increase in awareness about health and having a balanced eating, which has helped grow the target market of calorie trackers. The target market comprises various categories of users, like people who are using the calorie tracker for weight management, fitness enthusiasts, who want to optimize their nutrition to aid their training and help with recovery, people with medical conditions like Diabetes who need to monitor their diet, people with specific dietary restrictions like Vegans, gluten-free who want to make sure they are meeting their nutritional needs while adhering to their specific diet. We also have dietitians/nutritionists who use calorie trackers to help their clients stick to, and achieve their goals, and corporate wellness programs implementing healthy eating for their employees.

Due to the calorie tracker having various categories of users, ads specifically targeting a particular user base won’t be optimal, so instead we will be focusing on our product and its features more in our marketing rather than on the user needs. We are planning on using various digital marketing platforms to market our product as digital marketing is relatively cheap and allows us to collect information on what works best for us so that we can solidify a future marketing strategy.

In today's digitally-driven world, choosing digital marketing as a strategy for promoting our calorie tracker offers numerous advantages and opportunities to connect with our target audience effectively. With the widespread use of smartphones, social media, and online platforms, digital marketing provides a cost-effective and measurable way to reach health-conscious individuals, fitness enthusiasts, and those seeking to manage their weight and improve their overall well-being. By leveraging channels such as social media, email, content marketing, and influencer partnerships, we can engage with our audience in real-time, deliver personalized messages, and showcase the unique features and benefits of our calorie tracker. Digital marketing also allows us to track and analyze campaign performance, gather valuable insights into consumer behavior, and refine our strategies to maximize results. Additionally, with the ability to target specific demographics, interests, and behaviors, digital marketing enables us to reach the right audience with the right message at the right time, driving user acquisition, engagement, and ultimately, the success of our calorie tracker.