

6.0 Digitalization

In a fast-paced, ever-changing digital world, Blackmores needs to up its game in digital marketing—which is a good way to stay ahead of the competition and effectively connect with customers. It is very founded in the suggestions that a powerful social media marketing strategy is adopted by the brand. This entails the creation of highly engaging and educational content on such platforms as Facebook, Instagram, and TikTok, which are currently very popular in Malaysia. Health influencers and experts can be used for marketing a new range of Joint & Mobility to earn trust and authenticity from the consumer.

Alternatively, another move that could be taken by Blackmores is to come up with a mobile app on personalized tips around joint health, reminders on product use, and incentives on purchases of the products on a regular basis. The app will also be able to collect feedback from the customers so as to keep track of the user experience for improvements.

Adding e-commerce features to the app and website will simplify the buying process and drive sales as well.

These digitalization measures will boost the visibility of the brand and enable it to attract younger consumer segments by promoting customer loyalty through an online convenient, informative, and interactive experience.