

One of the core weaknesses of the company is digital marketing, where Blackmores is seen underperforming as compared to most competitors. It is highly critical for Blackmores to shift its focus towards the young customer segment that is using the web to learn and purchase health products. Blackmores needs to take a great leap into digital marketing by designing a solid social media strategy that includes:

Content Marketing - Regular posts on joint health, the benefits of the product range, user testimonials, and lifestyle tips. The educational content builds trust and positions Blackmores as an expert in health.

- Influencer Collaborations: Malaysian health influencers, fitness trainers, and nutritionists who can work with to be of high visibility and credibility in brand marketing. Influence marketing gives high ROI in most supplement markets.

- Interactive campaigns: Social media challenges, quizzes, or giveaways that inspire user-generated content and sharing to drive community engagement and viral marketing.

- Mobile Marketing: Developing a mobile application or integration with other health applications makes it more straightforward for the customer to receive reminders related to medication, avail discounts, and gain knowledge of products being used.

Being patient strategy, this will close the gap in marketing, optimally using a fast growing digital ecosystem in Malaysia, to enhance brand loyalty and, hence, increase customer reach.

## 5.2 Entry of Affordable Product Variants and Establishment of Flexible Pricing Strategies