

## 9 Recommendations

Recommendations have been drawn from the SWOT analysis to beef up the competitiveness of Blackmores Joint & Mobility product line and to enhance customer lifetime value for its continued growth in the dynamic health supplement market in Malaysia.

### 5.1 Improve Digital Marketing and Social Media Presence

One of the key issues that came up was that Blackmores has had less interactive digital marketing compared to its competitors. In addition to this, customers, especially the youth, are now conducting research and have started to make health product purchases online. Hence, Blackmores need to invest in digital marketing by first devising a detailed social media strategy that includes:

- Content marketing: Regularly posting information about joint health, the benefits gained from the use of their product line, user testimonials, and lifestyle tips. An educational content will increase trust and position Blackmores as a health expert.
- Influenza partnerships: Tie-up with Malaysian health influencers, fitness trainers, and nutritionists to gain more visibility and brand credibility. High ROI has been observed in Influencer Marketing in supplement markets.
- Interactive campaigns: Social media challenges, quizzes, or giveaways that require participation from users and sharing out information, building community engagement and viral marketing.
- Mobile Marketing: A mobile app has to be devised, or it needs to be integrated into health apps where they get reminders, special discounts, and product information at ease.

This also fills the gap that is prevailing and utilizes the newly formed digital ecosystem of Malaysia to create increased brand loyalty and customer reach.