•   Work with digital health platforms or apps that are dispersing personalized nutrition advice, in a way that their product recommendation will flow into their users' health plans.

•   Use of data analytics to track online behavior, and therefore designing customized marketing campaigns. This growth brings in an element of ease of access, convenience, and customer engagement, the kind of features that will come in handy in capturing this increasingly online customer base.

Digitalization

In the fast-paced digital scenario of today, Blackmores needs to boost its digital marketing in order to stay in the race and converse with customers effectively. An appropriate proposed solution was a good social media marketing strategy, leading to development of interesting and educational content that can be posted on three highly popular platforms in Malaysia: Facebook, Instagram, and TikTok. The use of health influencers and experts to promote the Joint and Mobility product line will develop trust and authenticity among consumers.

Moreover, Blackmores could develop a mobile app with features of giving personalized tips on joint health, reminders for product use and exclusive offers on repeat purchase, so as to incentivize the consumer. This app can also help leverage feedback from consumers and monitor their levels of engagement regarding its use, hence enhancing usage over time. The website or app could integrate e-commerce features that would ease the consumer's purchasing process to help increase sales. These efforts of digitalization shall enhance visibility of the brand and attract a younger audience to create customer loyalty through online experiences.

Conclusion,
the review of marketing has unveiled the potent potential of Blackmores Joint & Mobility range into the booming health supplements market of Malaysia. Indeed, it offered overviews from views such as the product continues to be its core strength due to quality, one independent of a good brand name. Weaknesses, however, lie in the digital marketing approach and pricing