



WARWICK BUSINESS SCHOOL  
THE UNIVERSITY OF WARWICK

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<b>Module Code</b>	IB961B
<b>Module Title</b>	Digital Marketing Technology and Management
<b>Submission Deadline</b>	06-Jun-2025 12:00:00 PM
<b>Date Submitted</b>	06-Jun-2025 11:00:58 AM
<b>Word Count</b>	500
<b>Number of Pages</b>	25
<b>Question Attempted</b>	ByteFuel provides personalised shakes, supplements, healthy snacks, and an AI-health quiz, targeting young professionals. Developing blogs and website to gain visitors' trust and credibility.
<b>Have you used Artificial Intelligence (AI) in any part of this assignment?</b>	Yes
<p>If you have ticked "Yes" above, please briefly outline below which AI tool you have used, and what you have used it for. Please note, you must also reference the use of generative AI correctly within your assessment, in line with the guidance provided in your student handbook.</p> <p>Using Chatgpt to generate the picture.</p>	



# ByteFuel

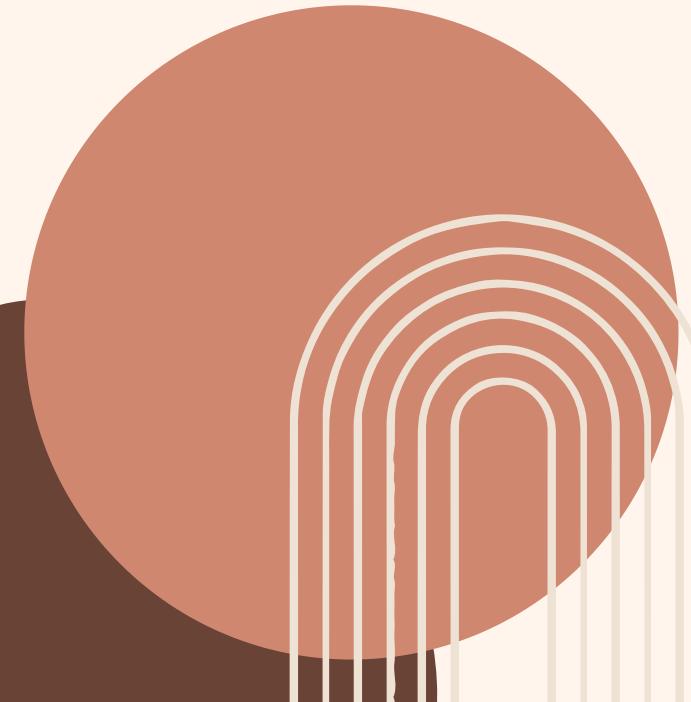
Fuel Your Mind, Power Your Day



# BYTEFUEL

**“FUEL YOUR MIND, POWER YOUR DAY”**

AI + Personalized Nutrition



[www.bytefuel.com](http://www.bytefuel.com)



# Core Products



**BF Shakes**



**SuppFuel**



**Bite Packs**

## 01. BF shakes

BF---Bytefuel/ Best Friend

Your convenient, friendly daily fuel.  
Your best friend.

## 02. SuppFuel

Support your everyday wellness

AI-powered supplements,  
tailored to you.

## 03. Bite Packs

Energy in Every Bite

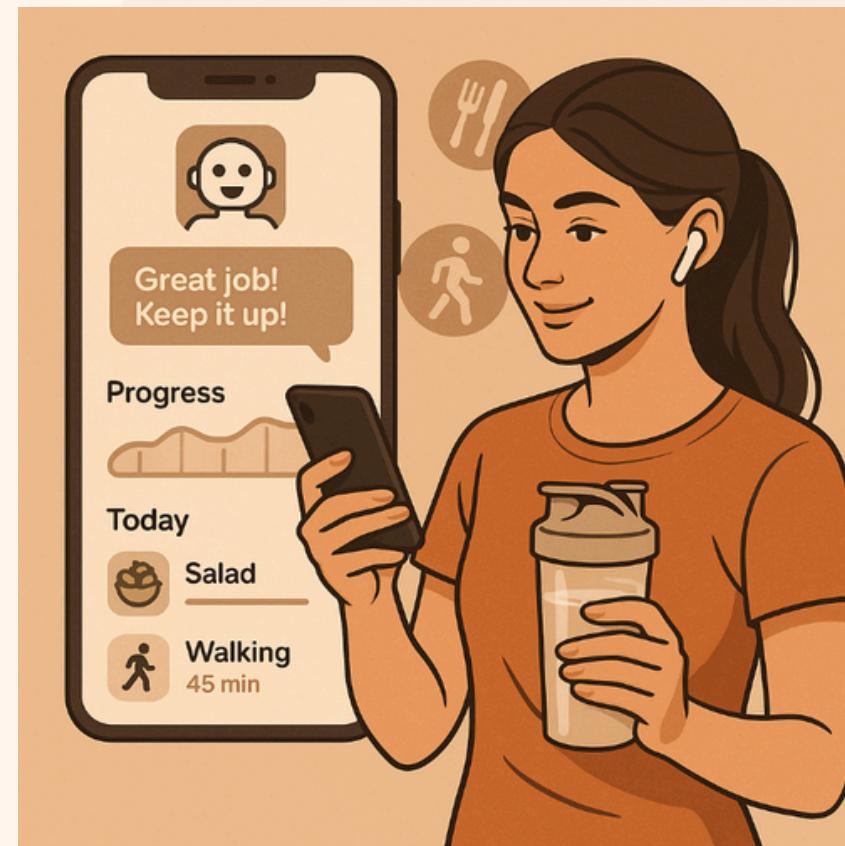
Quick, tasty, and nutritious  
snacks for life on-the-go.

# Services



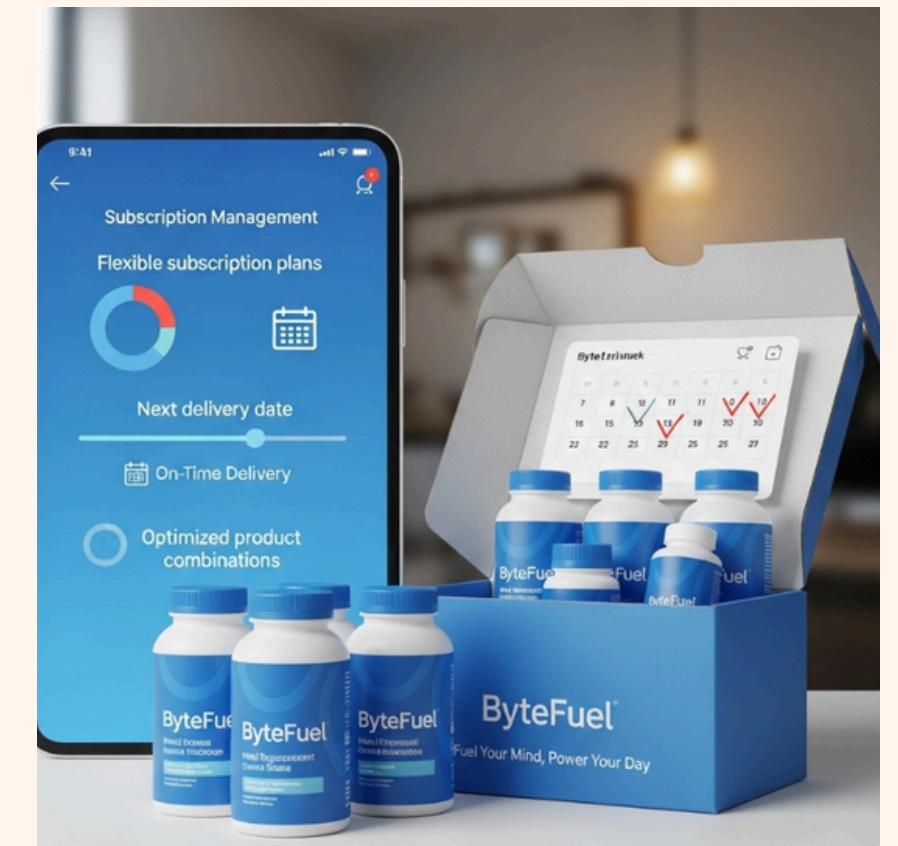
## 01. Tech-Driven Personalization

AI-driven health assessments to create personalized meal replacement shakes and supplements tailored to individual needs.



## 02. AI Wellness Coach

Personalized advice and real-time progress tracking with dietary adaptation based on eating habits and activity logs.



## 03. Subscription & Smart Delivery

Intelligent auto-replenishment system with flexible subscription plans and optimized product combinations delivered on schedule.



# Marketing Challenges

01.



## Trust and Credibility Challenges

ByteFuel needs to overcome consumer skepticism toward both supplement industry claims and AI-personalized nutrition, proving its technology delivers real, evidence-based results.

02.



## Establishing Leadership

To lead in AI and nutrition, ByteFuel should build thought leadership through expert content, transparent data, and product innovation — strengthening trust and brand authority.



# Main Goal of the Website



## Drive Engagement and Conversion

Encourage visitors to complete the AI-powered health quiz to receive personalized nutrition plans, boosting user interaction and product purchases.





# Target Group- Professionals/Gym Goers/Students

## Young Professionals' Persona

**Age:** 25-39 years old

### Occupation

Corporate workers, consultants, tech professionals, entrepreneurs, creatives

### Education

University degree or higher

### Income

Entry-level: £25,000-£35,000/year  
Mid-level: £40,000-£65,000/year

### Tech Usage

Heavy users of smartphones, wearables (e.g., Apple Watch), health apps, and subscription-based services (e.g., ClassPass, Huel, Headspace)



### Values

Health-conscious, career-driven, productivity-oriented; socially aware with an interest in sustainability and innovation

### Lifestyle

Eats on-the-go, hits the gym or attends fitness classes, networks professionally, occasionally travels or takes weekend breaks

### Keywords

Boost energy without coffee  
Personalised supplements  
Post-gym recovery drink

# Why Young Professional?

## Substantial Market with Spending Power

~20.2% of the population in England and Wales are aged between 25-39 years old, equating to around 12 million individuals (UK Census, 2021)

The early to mid-stage of wealth accumulation, willing to spend on convenience, quality and efficiency

## Time-Poor Yet Health-Conscious

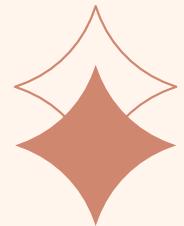
37% of them consume protein shakes, and 32% consume electrolyte drinks, highlighting an engagement with functional beverages (You Gov Survey, 2025)

Average of lunch time for them is 25 minutes (the shortest meal time in all age group), showing they are sacrificing meal time due to work pressure (Workthere, 2023)

## Receptive to Tech-enabled Personalisation

57% of them feel comfortable or very confident about the increasing integration of AI in various aspects of daily life (HR News, 2024)

Apps, like MyFitnessPal and Noom, are widely adopted in this demographic, showing a preference for smart nutrition planning

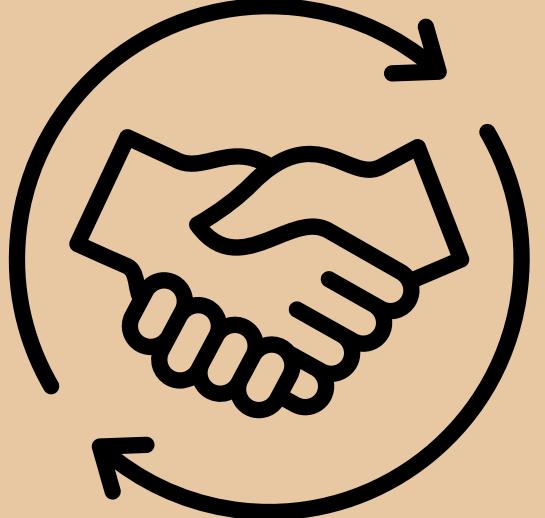


# Value Proposition

**ByteFuel delivers personalized nutrition through AI-driven meal plans, shakes, and supplements tailored to your unique lifestyle and goals. Designed for busy professionals, fitness lovers, and students, we make science-backed wellness easy, convenient, and effective. Feel better, perform better- every day**

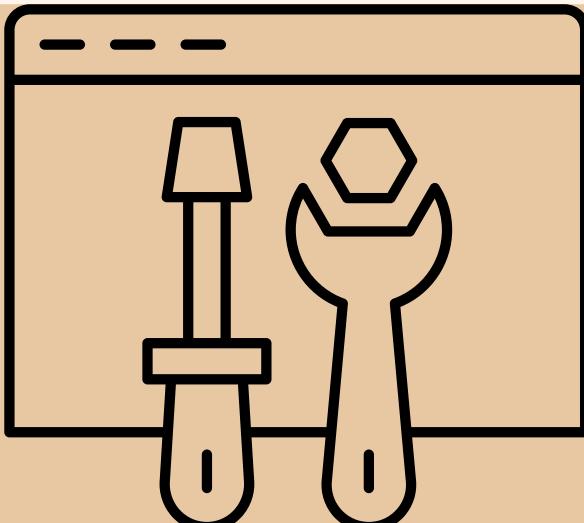


# Value Proposition



## Empathetic Personalization

Prioritize nurturing and protection using advanced technology to better address individual needs.



## Truly Personalized Nutrition

Provides AI-driven meal plans, shakes, and supplements tailored to individual health profiles, goals, and lifestyles



# Blog Post - AIM

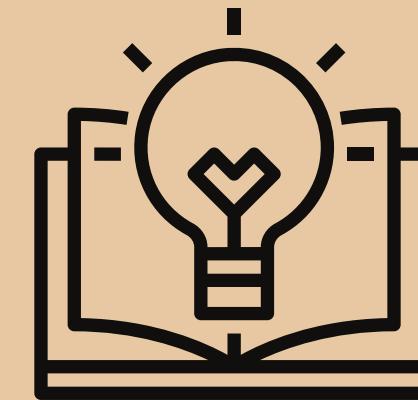


## **Reliable, Everyday Support**

Becomes a reliable partner in users' daily routines by consistently providing tailored nourishment and helpful communication

## **Educating Visitors**

Educate visitors about our products and topic of food, whether it be some interesting discoveries or quirky facts.



## **Convenience**

Provides people with diet plans at home and offers delivery service for small healthy bite to their doorstep.



# Blog Posts



group5wbsmarketing

13 minutes ago · 2 min read



## Inside Infamous Celebrity Diets

In the current world, celebrities are not just “famous people who do their jobs”, they are role models, influencers, and trendsetters....

2 views 0 comments



## Engaging Techniques

1. Curiosity and Pop Culture Appeal
2. Relatable Examples (with a twist)
3. Myth-Busting

[Click here to view full blog](#)

## Persuasion Techniques

1. Establishing Credibility through scientific facts
2. Problem/Solution Framing
3. Call to Action



# Blog Posts

## Engaging Techniques

1. Catchy Title
2. Human Interest Stories
3. Clear and Concise Descriptions
4. Visuals

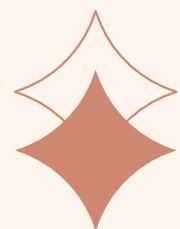
## Persuasion Techniques

1. Intrigue and Curiosity
2. Relatability through struggle
3. Historical Context as Evidence



[Click here to view full blog](#)

The screenshot shows a mobile blog post from the website [by.te.fuel](#). The header features a black bar with the site's logo and name. Below the header is a large, appetizing image of a salad with various toppings like sliced cucumbers, tomatoes, and sprouts. The main title of the post is "Top 5 WEIRDEST DIET TRENDS OVER THE YEARS", displayed prominently in yellow and white text against a green background. At the bottom of the post, there are social media sharing icons (heart, share, etc.) and a snippet of the post's content: "From a grapefruit diet to a diet consisting of baby food, here are 5 of the weirdest diet trends that took over the world and left them puzzled!"



# Upcoming Blog Posts

<u>IDEA</u>	<u>THEME</u>
<b>Ranking the Top 10 Sitcom Snacks and Their Smart Nutrition Swaps</b>	A fun, nostalgia-fueled post that revisits iconic sitcom food moments
<b>Story: Christiaan Eijkman's Nobel Prize Winning Discovery</b>	An interesting story about the discovery of micronutrients aimed at catching audience's attention
<b>Weekly Horoscope</b>	A horoscope plan to suggest diet plans to customers based on their zodiac signs. The intention is to encourage repeat visit
<b>Story: The Athlete Who Collapsed From Drinking Too Much Water</b>	Attention grabbing interesting food story aimed at generating clicks



[Click here to read more about the ideas](#)

# SEO Techniques - On page

## FOCUS ON IMPROVE RANKING AND UX

### Title Tags and Meta Description



Bytefuel

<https://group5wbsmarketing.wixsite.com/bytfuel>

#### ByteFuel | Health

ByteFuel offers AI-powered personalised nutrition with smart shakes, supplements, and wellness support. Take our quick health quiz and fuel your mind and body with science-backed, tailored nutrition.

### Image Optimisation

What's in the image?

Bite packs, fruits, custome...

Does this image have a tooltip?

Add a tooltip



### Keywords Optimisation

Replacement meals

AI-health quiz

Students

Nutrition

Healthy lifestyle

Certified supplement

Professionals

Personalised shakes

Healthy meal plans

AI-powered

Quick meal solutions

### Internal Linking

(Link to BF Shakes page)

Recommendation meals

Bite Pack  
(Link to product page)

SuppFuel  
(Link to product page)

# SEO Techniques - Off page

## FOCUS ON BUILDING AUTHORITY AND TRUST

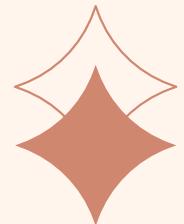
### Media Mentions

The screenshot shows a BBC news article from the 'WORLD NEWS' section under 'Health'. The headline reads 'Top Health Recommendation' and sub-headline 'Nutrition experts suggest ByteFuel products for better wellbeing'. The main image features ByteFuel products: BF Shakes (coffee flavor), SuppFuel supplement, and Bite Packs, alongside fresh fruits like bananas, apples, and oranges. Below the image is a large red button labeled 'Fuel'.

### Social Media Marketing and Influencer Marketing

The collage includes:

- A woman holding a box of ByteFuel products and a play button icon.
- The Instagram logo.
- A woman holding a ByteFuel product and a play button icon.
- A YouTube play button icon.
- A man holding two ByteFuel products (Strawberry and Yuzu flavor) and a play button icon.
- The TikTok logo.



# UX Design Principles



## Visual Credibility Establish professionalism and reliability

First impression are 94% design related (Laja, 2019)

Different colors, design and content influence trust of online health sites (Sillence et al., 2004)



Consider with Google Playbook Advice

Discover more on how we help

Start My Journey

Discover more

Order Now →

Clear CTA

Direct users confidently towards their next steps

Users can easily spot and leave no room for confusion about what they should do (Microsoft, 2025)



# UX Design Principles



as featured in

The Guardian --- BBC --- CNN --- Health Food Business magazine

## Certification/Badges and Social Proof

**Provide visible proof of quality and safety**

Third-party certifications enhance perceived trustworthiness by 30% (Venues, 2024)

Consider with Google Playbook Advice

### Friendly Tone

**Create emotional connections through approachable language**

A friendly tone of voice is inviting and builds trust (Laskowski, 2023)

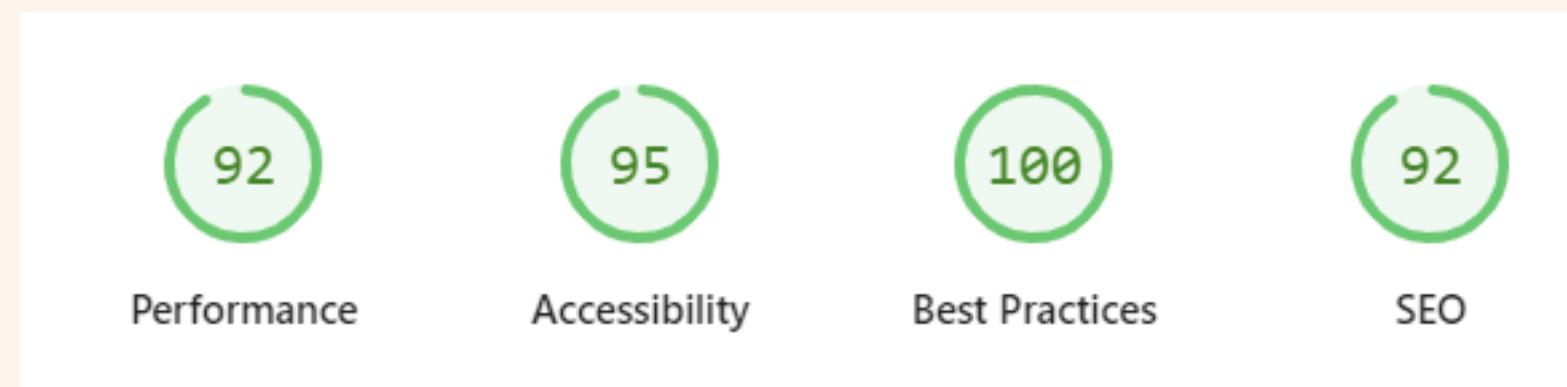
### Support with Supplement

You might have missed some nutrition from your meals, but that's fine! We are here to support you in covering what you have missed~



# UX Design Principles

Consider with Google Playbook Advice



## Performance Optimisation

**Ensures fast, seamless and trustworthy user experience (for desktop website)**

Fast loading times and technical optimisation improves user experiences and trust (Fogg et al., 2001)

## Clear Value Proposition

**Communicate the core benefit clearly and quickly**

Websites with a clear value proposition improve user trust and conversion rates" (Optimizely, 2024)

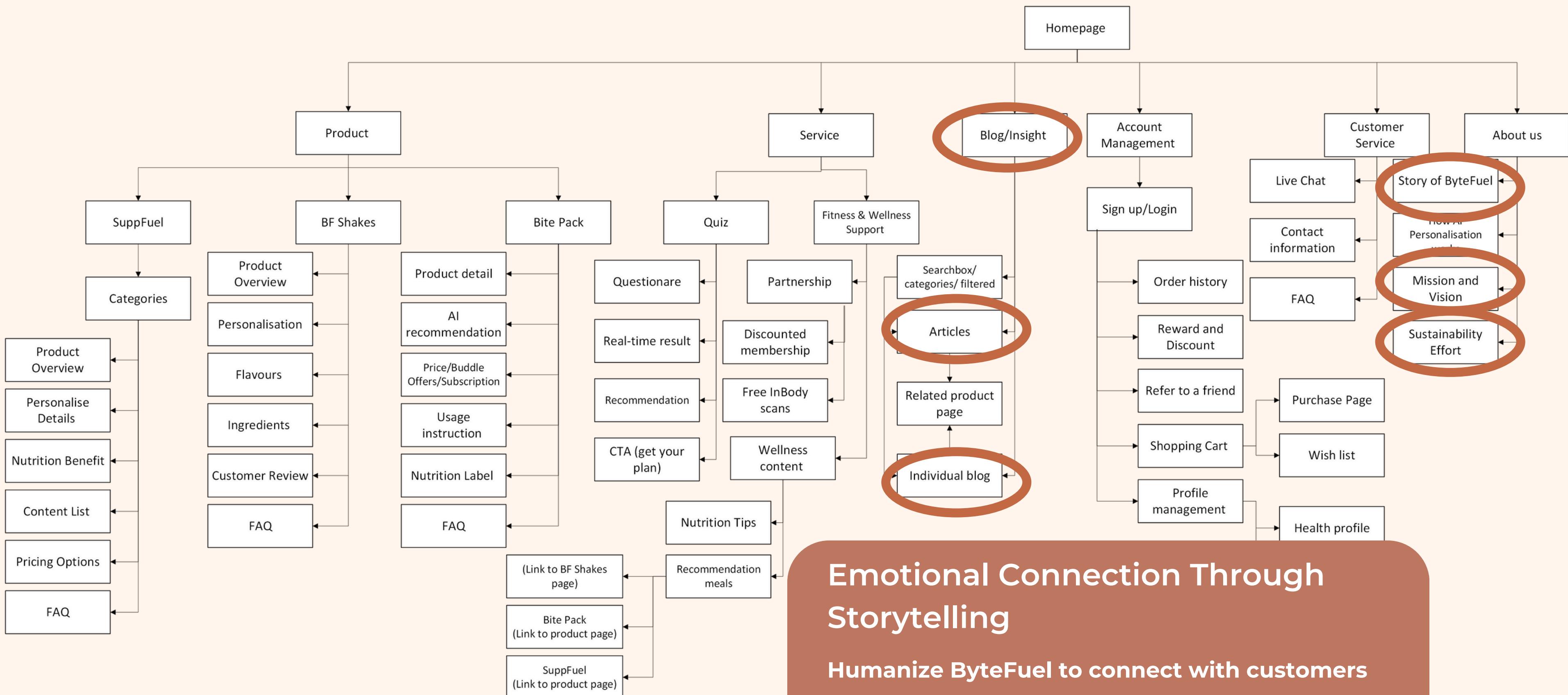


**Study Smarter  
Live Better**

Fuel your brain with personalised shakes, supplements and snacks made to keep you energised and focused anytime, anywhere.

[Discover more on how we help](#)

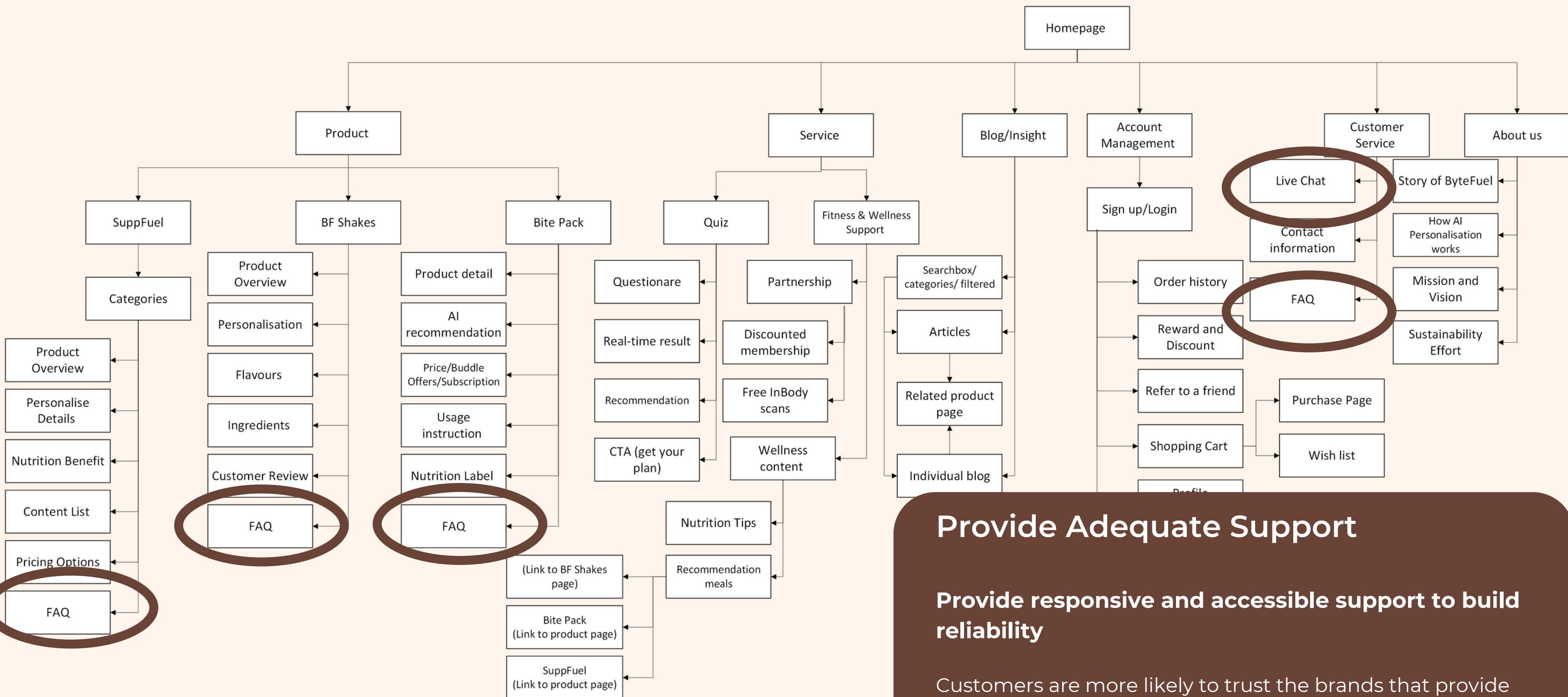




## Emotional Connection Through Storytelling

**Humanize ByteFuel to connect with customers**

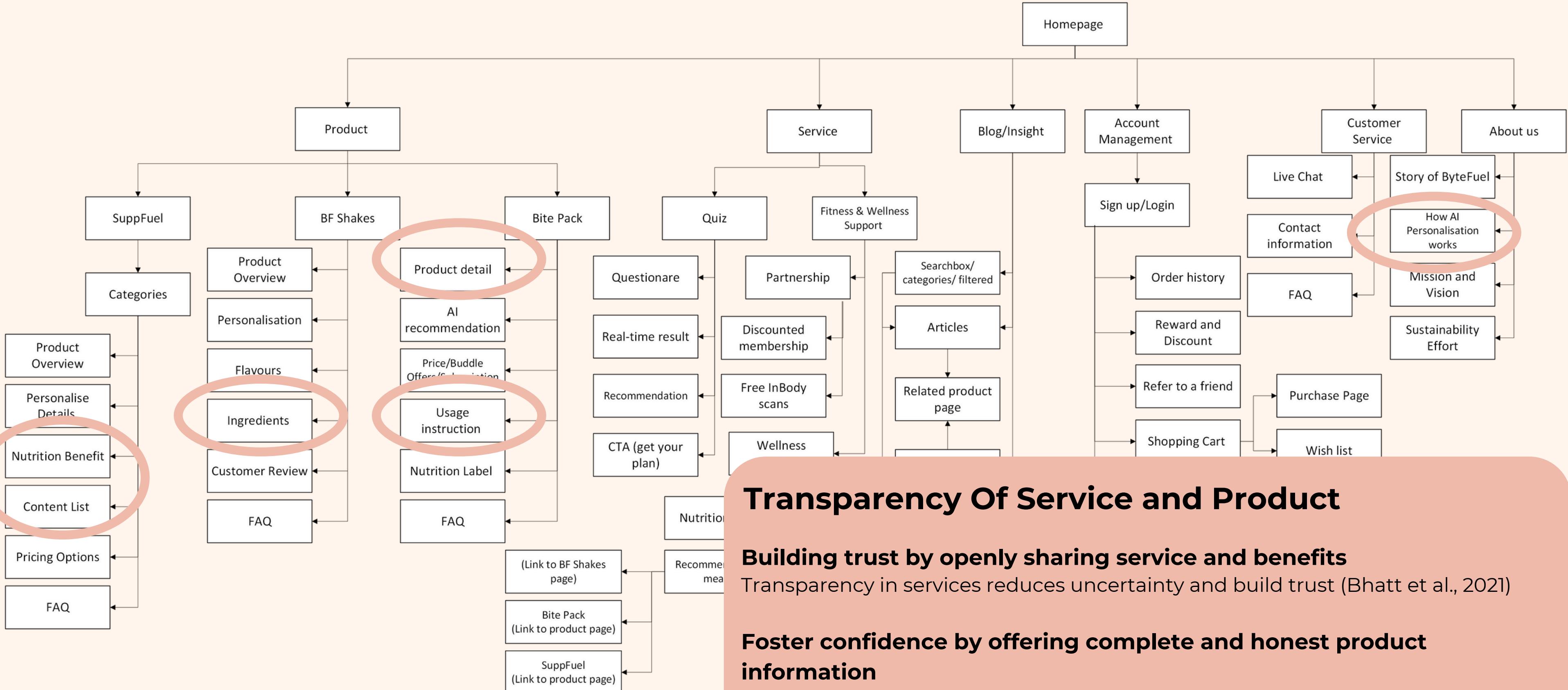
Customers trust brands they feel emotionally connected to them (Schwieder, 2025; Sathyanarayana & Archana, 2024)



**Provide Adequate Support**

**Provide responsive and accessible support to build reliability**

Customers are more likely to trust the brands that provide fast, accessible and supportive customer service (Malau, 2024)



## Transparency Of Service and Product

**Building trust by openly sharing service and benefits**

Transparency in services reduces uncertainty and build trust (Bhatt et al., 2021)

**Foster confidence by offering complete and honest product information**

Transparent product information drives informed decisions and customers trust (Vasquez, 2016)



## Mobile Optimised

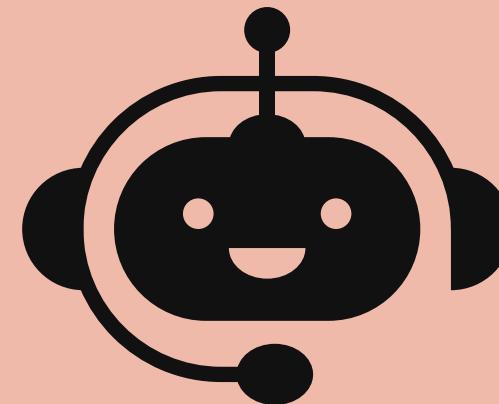
### Generate more web traffic with mobile experience

over 60% of web traffic coming from mobile users (Statista, 2024)  
Fast and responsive mobile website is essential for trust and engagement (Eme, 2025)



# Our Roadmap Ahead

## ByteBot



A smart, friendly chatbot to answer your nutrition questions, guide your diet, and support your wellness journey 24/7—like a pocket nutritionist that never sleeps.

## ByteCircle



An open, judgment-free space where customers connect, share goals, and vote on exciting new flavors. Your voice, your fuel—literally.

## Diet 360



Connect your fitness bands and smart rings to our platform. We'll track your calorie burn, activity levels, and lifestyle to deliver adaptive meal and supplement plans made just for you.



# ByteFuel

Fuel Your Mind, Power Your Day

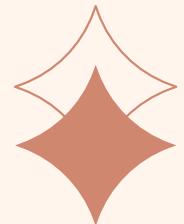


# THANK YOU



[www.bytesfuel.com](http://www.bytesfuel.com)





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