

Introduction

Digital promoting is generally characterised as selling and purchasing products and services by means of PC systems or web (Kumar,Shukal,2020). The web and online trade are changing the whole economies worldwide and it does have an impact on the income streams, client bases, plans of action and flexible chains. New plans of action are required for each industry of the new economy. Digital Marketing offers a new opportunity for large, medium, and small businesses to interact directly with the customers and be able to reach a larger audience. In the modern world it is difficult to come across people without a smart phone and laptops. This allows consumers to educate and research regarding different health topics. It is not essential to visit a pharmacy or doctor to understand the importance of vitamins and supplements. Our research is based on the health and supplement industry online. The UK Vitamin &Supplement Industry is one of the rapidly growing in UK because of the primary positive factors as such as growing life cycle and demand from gyms and fitness centres. The supplement market is heavy regulated due to the nature of the products. Food supplements are intended to correct nutritional deficiency and to support the physiological function. They are not medical products and consumers are able to purchase them without a doctor's prescriptions (Gov 2022). The market size of the Vitamin&Supplements Industry in the UK has grown 13.5% in the last five years. At current time the industry is worth £1.5bn with almost 20 million daily supplements users (GrandView Reserch 2021). True Performance Supplements is online shop offering consumers in UK and Europe access to two exclusive brands -Poliquin and ATP Lab (True Performance 2020). The business was established 5 years ago with a very small investment and organically grown. Due to the high demand for a healthy lifestyle in the recent years the business is expected to keep expanding. Despite the online presence the business has never delivered an online marketing campaign.

Rational of the Study

The impact of our study has an importance for the constantly changing and evolving business environment. With the challenges that every small business is facing from establishment to growing the role of digital marketing becomes

essential. As previously highlighted True Performance has managed to grow organically, maintaining an online presence but has not managed to create an effective digital communication with the customers.

Small online businesses looking to grow need to focus on digital marketing and face the challenges that comes along with it. Unfortunately, most small businesses struggle with establishing a strong online presence which is a challenge that can be crucial. The digital world has evolved remarkably and constantly changing making successful digital campaigns more difficult than ever.

The shift towards digital marketing has become essential and mandatory for every small business. The cost of creating sustainable digital marketing strategies can be very expensive especially when you are hoping to achieve positive results.

However True Performance should create a continuously online presence and attract more customers to increase sales and profits.

Chapter

The current study will aim using an effective combination of objectives and question to analyses and create an effective digital campaign and customers communication.

Aims

The aim of the study is to help True Performance Supplements to create an effective marketing strategy and generate more sales. Due to the high competition amongst the online businesses planning and applying an innovative marketing campaign will determine the future of the e-commerce.

Objective

To Evaluate Marketing Strategies

To determine which marketing strategy will be most effective for TP Supplements

To analyse what are they currently using as a marketing tool and how successful

To analyse and project how the marketing campaign will impact the business

Questions

Which marketing tools currently True Performance Supplements are using?

How are the current tools helping the business to establish relationship with the customers?

Which marketing campaign is most effective for True Performance to attract new customers and how will impact the business?

How companies create and effective marketing campaign

To evaluate the impact of social media in the marketing campaign

The use of Email Marketing as a powerful tool

Paid Advertisement as part of the marketing campaign

Search Engine Optimization as tool to help boost the online presence

Video Marketing as part of the marketing campaign to reach more people interested in the same subject or even once that may discover something new and exciting

The most effective proven marketing campaign for small online businesses is content marketing. The strategy includes videos, podcasts, social media posts, blogs, webinars or interactive communication with customers using the online platforms(Dorothy 2015).

Research Structure

In our study we will researching in details of the following topics.

Chapter I: Introduction

In this chapter will be discussing the background of the research and giving better understanding of the industry and topic

Chapter II Literature Review

In this chapter we going to gather information and analysed accordingly to our study .

Chapter III Relevant models/theories

In this chapter will find the relevant models and theories that will allows us to create and effective digital campaign

Chapter IV Research Methodology

In this chapter will research the onion model and analyses the effectiveness applying to our study using primary and secondary data

Chapter V Data Analysis

We are going to conduct a survey and analyses the date and findings

Chapter VI Finding and Discussions

Based on the previous chapter we are going to add the findings and discuss the results to help us to create and effective campaign

Chapter VII Recommendations and Conclusion

In the chapter based on the questionnaire and data will allow us to highlight a recommendation for True Performance. Which will be followed by a conclusion on the overall findings within the study.

Chapter Overview

In this chapter we focused on the relationship between customers and digital marketing campaigns. We overlooked the importance of the Vitamins and Supplement industry and where currently True Performance company is positioned. How is the customers behaviour changing due to the online channels of marketing? And how important is for a small business to use all digital platforms to promote the services and products.

References

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