



EMAIL MARKETING FOR

nutrition
AND **diet**

FOREWORD

“How easy for those who do not bulge to not overindulge.”
– Ogden Nash

America is in the midst of a full-blown obesity epidemic: fast foods and empty-calorie snacks in combination with sedentary lifestyles have created a society that needs nutrition and diet businesses more than ever. Because demand for diet and nutrition services is so high, the market for business owners has become increasingly competitive, and it is important for nutrition and diet business owners or managers to take advantage of every opportunity to reach a larger customer base than their competitors.

Competing in the nutrition and diet sector requires high efficiencies: no promotional medium compares with the power, reach, impact and affordability available through email and social networking marketing. Our electronic and Webenabled lifestyles have necessitated a new generation of mobile devices such as netbooks, tablets and the ubiquitous smartphone to reach your customer at any time of day or night, wherever they may be.

This report was designed to share important statistical data for the benefit of any nutrition and diet business owner or manager desiring to expand their bottom line profitability while maximizing their customer service and satisfaction. Email marketing provides many new advantages that traditional forms of advertising such as print and broadcast cannot, and represents a key factor in ensuring your nutrition and diet business will rise to the top in credibility, authority, visibility and profitability.

– Curt Keller, CEO, Benchmark Email

INTRODUCTION

The information in this guide, *Nutrition & Diet: How Email*

Marketing Slims Costs and Adds Bulk to Profits, contains statistics and perspectives on the current state of **email marketing newsletter campaigns** for nutrition and diet businesses. The data in this report is designed to assist individual owners and managers of nutrition and diet companies to boost their promotional efforts through application of the following procedures:

1. Obtaining perspectives on how to design and implement an email and social media visibility campaign engineered to draw in new customers while reducing the churn rate of present clients
2. Understanding the industry ethical and legal standards that determine the implementation of email marketing strategies
3. Interpreting and comprehending statistics and metrics to gain insight into alternative approaches and email marketing strategies employed by other nutrition and diet companies
4. Utilizing a suite of **email marketing** functions tailored to the requirements and preferences of any nutrition and diet business in order to maximize profitability

An extensive collection of published data reports was used to form the basis of this guide. The email marketing strategies and procedures submitted by a representative variety of nutrition and diet businesses were analyzed to form the conclusions found within this research. This data may be reviewed in the Nutrition and Diet Email Marketing Survey section.

The primary objective of this report is to engage the questions and answers all nutrition and diet businesses must consider to tune up their online promotional communications strategies and extend the reach and impact of their email and **social media marketing** campaigns.

BACKGROUND

The nutrition and diet sector is comprised of a wide selection of different facilities, locations, consultants, products and services.

Industry professionals range from individual home-based diet consultants to degreed dieticians and beyond; services offered within the industry range from basic dietary planning and recipes to weight control spa resorts in five star hotels. The nutrition and diet business has become increasingly prolific over the past few decades, and is developing rapidly as more people want to lose weight and improve their eating habits. With the increase in demand has come growth in the number of individuals, companies and multi-national chain operations providing a range of nutritional assistance in the form of products and services.

There are countless internal variants on how different nutrition and diet business owners and managers implement their email and social networking strategies. Multi-national chain operations have committed considerable resources to online promotional communications, while smaller and more local businesses such as individual dieticians, weight loss consultants and health-oriented cooking instructors typically have not engaged in email and social media marketing yet. This particular factor is indicated by [email newsletter](#) subscription list sizes, which vary from just a few hundred in the case of the strictly local consultants to the tens or hundreds of thousands for the national chains and providers of diet aids, nutraceuticals and prepackaged foods.

NUTRITION & DIET BUSINESSES EMAIL MARKETING STATISTICS

Recently published studies and surveys conducted by leading industry sources were the basis for the statistical data contained within this report. Data was supplemented with the information obtained from US nutrition and diet business owners and managers.

Nutrition & Diet Businesses Engaging in Email Marketing

Fifty-one percent of nutrition and diet businesses report current usage of email marketing campaigns; another 15 percent claim plans to engage in email marketing in the near future. Thirty-four percent of nutrition and diet businesses assert no plans to engage their customer base through email marketing newsletter campaigns at current.

Nutrition & Diet Business Sending Frequency

Fifty-four percent of nutrition and diet businesses send email marketing materials on a monthly basis, while 42 percent send emails more often than monthly and some businesses send much less frequently – two percent, every two months; one percent, quarterly; and one percent seasonally or annually.

Nutrition & Diet Business Content Type

Forty-eight percent of all nutrition and diet businesses engage their subscriber base with exclusively informational content. Thirty-five percent send a mix of informational and sales material. Seventeen percent send purely sales information.

How Nutrition & Diet Businesses Obtain Email Subscribers

Subscriber sources among nutrition and diet businesses are based in customers already accessing the company. Seventy-one percent of subscribers are current clients; 13% are Web-derived subscribers; seven percent are gained through varied promotional results; seven percent from public promotional events; and two percent are purchased and supplied leads.

Typical Nutrition & Diet Business Email Subscriber List Size

The distribution of subscription list size among nutrition and diet businesses is as follows:

- 27 percent: less than 500 email addresses
- 15 percent: between 500 and 1,000
- 18 percent: between 1,000 and 3,000
- 23 percent: between 3,000 and 5,000
- 17 percent: more than 5,000

Nutrition & Diet Business List Segments

Only 27 percent of all diet and nutrition owners and managers report segmentation efforts within their email campaigns; the remaining 73 percent do not separate their lists by demographic, geographic or behavior sections.

Email Open Rates for Nutrition & Diet Business Campaigns

Seventeen percent of all nutrition and diet businesses owners and managers claim more than 40 percent of all sent emails were opened; 27 percent claim between 25 and 40 percent of their email newsletters were read. Three percent report their opens at less than 15 percent; and nine percent claim an **email open rate** of 15 to 25 percent. Forty-four percent of all nutrition and diet business owners and managers were not aware of their open rate metric.

Versus Industry Open Rates

Open rates claimed by nutrition and diet businesses are nearly a third above the average for all industries at 35 percent, compared to overall industry open rates of 25.3 percent.

Nutrition & Diet Business Subscriber Click-Through Rates

The **click-through rates** for the nutrition and diet industry are as follows:

- 12 percent report a 10 to 15 percent click-through rate
- 10 percent report a 5 to 10 percent click-through rate
- 9 percent report a less than 5 percent click-through rate
- 7 percent report a more than 15 percent click-through rate
- 62 percent of industry executives report not knowing their click-through rate

Versus Industry Click-Through Rates

Nutrition and diet businesses show an industry click-through rate of 10.1 percent, compared with a 7.9 percent for the food industry and 4.3 percent rate for all industries.

NUTRITION AND DIET INDUSTRY DISCUSSION

Reckless eating habits fueled by empty calories, fast food and unhealthy snacking has created a thriving market for nutrition and diet business products and services. This industry encompasses a wide range of companies, nearly all of which overlap with other commercial sectors. Some main nutrition and diet business categories include:

- Agri-Food Organizations
- Artificial Sweetener Manufacturers
- Ayurvedic Panchkarma Detoxifiers
- Bariatric Surgeons and Physicians
- Child and Scholastic Nutritional Consultants
- Corporate Nutritional Consultants
- Diet Aid Manufacturers
- Diet Clubs
- Diet Food and Beverage Manufacturers

- General Nutritional Consultants
- Health Oriented Chefs and Cooking Instructors
- Lifestyle Coaches
- National Dieting Associations and Organizations
- Naturopathic Practitioners
- Nutraceutical Suppliers
- Nutritional Guide Researchers and Authors
- Nutritional Speakers and Seminar Leaders
- Nutritional Supplement Manufacturers
- Obesity Consultants
- Organic and Natural Food Suppliers
- Personal Trainers
- Prepackaged Diet Food Corporations
- Registered Dieticians and Nutritionists
- Senior Citizen Nutritional Consultants
- Training Consultants
- Weight Loss Gyms
- Weight Loss Retreats
- Weight Loss Spas
- Weight Loss Support Groups
- Wellness Consultants

Nutrition and diet businesses overlapping with commercial sectors such as national dieting associations and organizations, registered dieticians and nutritionists, weight loss support groups, nutritional speakers and seminar leaders, diet food and beverage manufacturers, artificial sweetener manufacturers and various nutritional consultants. There are also categories of nutrition and diet businesses that have crossover into groupings not quite so specifically oriented to nutrition and diet. For example, bariatric surgeons and physicians are in the medical field; health oriented chefs and cooking Instructors are in the culinary area; personal trainers along with weight loss gyms and spas could be in the fitness sector; nutritional supplement manufacturers could be in pharmaceuticals; and naturopathic practitioners and Ayurvedic Panchkarma detoxifiers operate just as much in nutrition and diet as they do in theology or philosophy. Not all nutrition and diet businesses are involved with the prevention and remediation of obesity: nutritional consulting can also provide services to individuals who are malnourished or undernourished.

Because of the striation within the industry, it is important that nutrition and diet marketers understand the varying profiles of their customer base. The demographic, income, geographical, behavior and personal background of customers will enable a marketer to aptly configure an email newsletter campaign. For example, wellness consulting may not necessarily appeal to all people who are interested in weight loss - they may recognize it as part of the conventional physical fitness industry. Some customers intend to lose weight in order to become physically fit, while others lose weight for medical reasons and not in order to increase their athletic prowess. Some wish to gain weight to be healthier, or to seek education about a dietary program differing from their normal routine.

Tuning an **email marketing newsletter** to your particular readership is a milestone in the success of any nutrition and diet business. It is necessary to understanding the basic psychographics of your audience in order to craft newsletter content with precision and tact. Everyone eats but not everyone overeats; some even under eat; and every nutrition and diet business owner or manager should segment their audience into categories and approach each group with offers geared to appeal to them.

It can be difficult to determine how to grow your subscription list beyond your original customer base, but a consistent and thorough effort to collect as many email addresses as possible (with **permission-based email marketing**, of course) will benefit your business at the bottom line. Some locations where nutrition and diet businesses have found opportunities to gather email addresses include:

- At cafeterias, buffets and fast food restaurants
- At community events
- At fitness and health fairs, trade shows and expos
- At food, wine and other culinary festivals
- At supermarkets, butcher shops, fishmongers and farmer's markets
- At the customer service desk through a business card drop
- By sponsoring little league and other local teams
- By training staff to ask for the email address in person and on the phone

- From collaborative local businesses in the health and wellness field
- Via a guestbook
- Via their website signup page

Each and every email address needs to be collected by gaining clear and express permission from the customer to be placed on your email subscription list. Maintaining your email address collection process on a wholly ethical and legal foundation will ensure your list continues its growth, allowing for critical segmentation applications that will drive sales to both new and current customers while boosting the overall profitability of your nutrition and diet business.

NUTRITION & DIET BUSINESS EMAIL MARKETING GOALS

No matter what type of diet and nutrition business you operate, your **email marketing plan** must be constructed to provide a stream of motivated clientele to your location by attracting every type of customer. Each type of client must be provided the informational and educational content through your email campaign most suitable for encouraging repeat business.

Short Term Goals

An expertly designed email newsletter campaign that meets the requirements and preferences of your specific nutrition and diet business can be expected to provide these types of results:

- New customers
- Customer participation in additional events and occurrences
- Extended online presence and authority
- Location loyalty
- Location recognition

- Same quarter sales
- Word of mouth

Long Term Goals

Nutrition and diet businesses may anticipate the launch of professional and comprehensive long-term email marketing to produce:

- Expansion of customer base
- Competitive advantage
- Higher traffic for a broader range of products and services
- Increased cooperation from suppliers and related businesses (information, fixture, equipment and supply wholesalers)
- Loyalty to the business
- Online authority translating to sector market leadership
- Trade media visibility
- Year on year sales

A compelling email marketing campaign can be expected to bear positive effects on many aspects of your nutrition and diet business. Currently, a minority of Americans claim that they are at their best target weight, yet your prospects may not be aware of the range of products and services nutrition and diet business can provide to assist them in their weight loss goals. They may be aware of the existence of your location by passing by your building's signs as they drive by, but they may not know you are offering precisely the type of nutritional product or service they need. To enable your campaign to fulfill the requirements of potential prospects, nutrition and diet business owners and marketers need to consider the following factors.

Implementation

Email marketing for nutrition and diet businesses differs from conventional avenues of advertising like newspapers, magazines, radio, television and Yellow Page listings. One of the most notable differences is the legal criterion, which is more severe and regulated than for older media forms.

Compliance

It is a common practice among nutrition and diet business owners and managers to collect business cards and data about their prospects through counter signup sheets, entry forms or at fairs and expos. However, before entering a client's personal information into your database, US law requires clear and traceable permission on behalf of the customer to be logged within your records.

CAN-SPAM Violations Have Severe Consequences

The **CAN-SPAM Act** in the United States regulates email marketing and specifies how companies must handle their email prospects. CAN-SPAM is known as an “opt-out” legislation and requires all email marketers to comply with any subscriber's request to be taken off the list irrevocably and immediately after their first request. Failure to comply with this legislation opens up nutrition and diet businesses to severe legal penalties, including fines and even incarceration.

Facilitate Unsubscribing

United States federal law specifies email marketing campaign missives must provide subscribers with a quick and simple channel to be removed from your list. Every single one of your email newsletter messages must contain a visible and effective unsubscribe link. Failing to act upon a request from a subscriber to be dropped violates the CAN-SPAM Act.

Control Bouncing Emails

When you send out an email, three things can occur:

1. **Success:** The email is delivered as intended.
2. **Soft Bounce:** The email was delayed due to a problem outside of the sender's control, such as network bottlenecks

or your recipient's inbox being full. The email client can no longer accept incoming mail until older emails are deleted.

3. **Hard Bounce:** The email cannot be delivered since the email address is nonexistent or has been blocked.

In both bouncing cases, you will receive an emailed message from the online facility known as the Mailer Daemon to inform you of the reasons for the bounce email. A soft bounce is outside your control, but you should nevertheless take steps to rectify it by contacting your customer through other means. If the bounce is hard, then it is your responsibility to stop sending emails to that account. By sending repeat emails to a "hard bounce" address, you ensure that ISPs will place you on a spammer's blacklist, making it impossible to send out any emails at all, personal or professional.

Privacy Policy

Copying a competitor's privacy policy and entering it on your own site creates legal liability as well as duplicate content detrimental to the high search engine rankings you seek. It can also open your business up to legal liabilities. Your business lawyer should draft a complete and thoroughly customized privacy policy designed to fit the exact activities you perform online.

Segment Your Subscription List

Segmentation, or **targeted email marketing**, is a critical factor in email campaign success and the primary procedure recommended by industry experts to focus your marketing strategies on the demographics, geographic information and behaviors of your customers. The main reason segmentation is such an important process is that the customers of your nutrition and diet business vary significantly. Some may be obese individuals facing diabetes and other severe health issues; others may be fit but seeking specific nutritional information for a dietary program.

Religious orientation can factor heavily into segmenting

your diet and nutrition subscriber base. It would be an error to promote the nutritional value of pork to your Muslim or Jewish customers, as it would be to feature beef recipes for your Hindu clients. By applying segmentation analysis to your email subscription list, you can produce newsletter content befitting the characteristics of your customers and provide each geographic, personal, income, demographic or behavior category with the information that will motivate them most.

Test Your Email Content

Experienced email marketers are well aware of the need to conduct ongoing testing of their email marketing content. One of the most common tests is called an A/B split test and involves identical newsletters being sent to a segment of the subscription list with just a single element changed, such as the preheader, an image, the **subject line** or the position of a link. By comparing how these two different newsletters perform, you can gain valuable insight into what your nutrition and diet business customers are responding to and continue to refine your content through further testing.

Obtaining Personal Data from Your Customer

Most people are hesitant to provide personal information to a subscription list profile, but client privacy requirements and preferences must be balanced against a business need for extensive demographic data to improve segmentation efforts. Offering incentives such as specific discounts and offers or vouchers for nutritional classes to your customers in exchange for basic demographic information such as age, gender and some consumer preferences could serve to assist you in obtaining this critical segmentation data.

Analyze Your Customer's Behaviors

Open and click-through rates are the most critical and important indicators of subscriber behavior. Some subscribers do not open your emails at all; continuing to send missives

to these email addresses is unnecessary. Prune these names from your subscription list. Other individuals may open and read your emails but almost invariably fail to follow up with a click through. These customers should be kept on your email list: they are reading your newsletters , and that could lead to future engagement with your nutrition and diet business. Clients who both read and click through to your website are the most desirable prospects from an **online marketing** strategy standpoint, and should be valued above other subscribers. Your promotional efforts should be directed towards providing this group with the highest level of service rewards and special attention.

Best Email Practice

Your email marketing newsletter campaigns must adhere to **best email practices** in order to maintain the maximum efficiency, minimize customer complaints and bear a positive overall result on your bottom line. Subject lines, From lines and preheaders should be meticulously crafted; differing mobile and PC browser display abilities must be accommodated in your email template; and you must provide a number of varying landing pages precisely targeting content that synchronizes with your segmentation and A/B split testing efforts.

Email Metrics

The statistics at the core of this guide show that almost two thirds of all nutrition and diet business owners and managers are not aware their click-through rate, and nearly half could not quote their open rate. These key **email metrics** form the critical performance basis of any online marketing campaign, and must be understood to gain a clear perspective on how the email campaign is progressing and how it can be optimized for the future.

BENCHMARK AS YOUR NUTRITION AND DIET BUSINESS' EMAIL MARKETING CONCIERGE

Comprehensively Renew Your Email Marketing Strategy

When your nutrition and diet business engages the respected industry professionals at Benchmark Email to reach out to your clientele, rest assured you are accomplishing your online marketing goals efficiently and cost-effectively. Benchmark Email is one of the world's leading email marketing service providers, relied upon by more than 73,000 satisfied companies and individual clients. Based on our years of experience serving the preferences and requirements of nutrition and diet businesses, Benchmark Email is proposing a **Nutrition and Diet Email Marketing Solution** that implements the most effective strategies in the email service industry, ensuring your email and social media promotional efforts are successfully integrated.

Return On Investment is the primary criteria for any business expense, and Benchmark Email's efficient Do It Yourself Web-based solution for nutrition and diet businesses provides modern and up-to-the-minute email marketing and social media promotions to provide an ROI that is nothing short of remarkable. Engaging your clients through Benchmark Email's powerful DIY solution will allow you to understand the real world value of email marketing to your nutrition and diet business.

Opt to Have Benchmark Email's Top Marketing Concierges Do the Work for You

The seasoned nutrition and diet owner or manager knows exactly when and how to delegate jobs to capable and trusted personnel. You may choose to adopt a delegated approach to your email marketing campaigns by subcontracting the entire process to savvy online messaging professionals at Benchmark Email. Your nutrition and diet business can participate in the **We Do It for You Full Service Email Marketing** system, wherein the professional online communications and promotional experts at Benchmark Email perform all functions of your in-house email and social media marketing team. To benefit from these sophisticated services, all you need to do is to provide your email marketing subscriber list along with a note of the primary elements you wish to focus on in your campaign. The Benchmark Email online communications experts will immediately get to work developing, compiling, implementing and thoroughly managing a state of the art promotional campaign for your nutrition and diet business.

The email and social media marketing masters at Benchmark Email will engineer custom-fitted templates containing relevant graphics that have the ability to be properly displayed on everything from the widest computer monitor to the smallest mobile phone viewscreen. You will be able to readily comprehend Benchmark Email's **Real-Time Email Reports**, which provide you with a straightforward and comprehensive perspective on your current and historical campaign performance email metrics. These critical statistics will allow you to make accurate determinations about your overall progress at every step of the way. Your email concierges will ensure your nutrition and diet business is prominently featured on the most popular social networks by supplying a wide range of placements and facilitations, including posting your current newsletter links on your own Twitter page.

INDUSTRY STANDARD FEATURES

Whether you arrive at the determination that Benchmark Email's powerful and effective Do It Yourself or the fully comprehensive We Do It for You service are the best fits for your nutrition and diet business, you can derive a wealth of sophisticated state of the art benefits:

Advanced Message Scheduling – Your online communications may be set up to go out at any time you prefer. By applying highly sophisticated **autoresponders**, Benchmark Email provides the ability to schedule a series of countdown timers. These timers can be set up to be triggered by particular occurrences such as the date of the initial subscription, the customer's birthdate, the renewal dates or any other anniversary.

Comprehensive Video Integration – Benchmark Email provides a state of the art email video process allowing for running time durations of any length to promote the fullest extent of your nutrition and diet business' offers, activities, products and services. This delivery system can integrate educational and entertainment content while keeping critical file sizes at a minimum.

Contact List Management – As the volume of your subscriber base increases, maintaining your subscriber list becomes an arduous chore. Benchmark Email's list management capabilities can assist you in the tasks of segmenting, analyzing and rationalizing your subscriber lists so you can identify audience categories based on a sequence of behavior, gender and age specifications.

Delivery Assurance – Benchmark Email has been collaborating with international ISPs for years in order to provide an unparalleled **delivery rate** to its thousands of clients. Your nutrition and diet business will benefit from Benchmark Email's reliable delivery assurances and unwavering adherence to the highest level of best practice in the email service provision

industry, as well as the implementation of anti-spam features.

Expertise & Technology – The technological infrastructure engineered and operated by Benchmark Email is of the highest level of capability in the industry and allows for any form of email, including HTML, video or even just plain text.

Full Tracking Reports Incorporating Visual Graphs – Benchmark Email's extensive email tracking reports offer an easily understood graphic illustration of your email campaign's results. Each data group is also explained in simple language without resorting to complicated technical jargon.

High Volume Plans – If your nutrition and diet business' subscription list exceeds 100,000 email addresses, Benchmark Email has dedicated server plans for **High Volume Senders**.

Polls & Surveys – Benchmark Email is known for its sophisticated surveying and polling methods utilized to design a customized range of customer participation forms. These forms allow you to target your campaign accurately according to the information provided by your nutrition and diet company's customers.

Social Media Tools – Benchmark Email can promote your message through the primary social networking sites like Twitter and Facebook to obtain the highest amount of "Shares" and "Likes," engaging your social networking audience in the conversational modes preferred on those popular platforms.

Templates – The experienced programming, graphics, marketing and content experts at Benchmark Email can provide hundreds of finely developed and effective **email templates** to integrate any form of graphics or video you prefer. If you have extremely particular requirements for your email newsletter templates, a custom designed template can be prepared for your exclusive use.

Find Out How Your Nutrition & Diet Business Can Profit from Benchmark Email's Services

Benchmark Email's Do It Yourself package is a powerful, capable, and comprehensive service, while the We Do It for You package integrates every aspect of email marketing and assigns the entire task to Benchmark Email's professional marketing experts. Regardless of which email service package selection you opt to implement, your nutrition and diet business will obtain the best bottom line results possible.

You advise your customers about level nutrition to enhance their health and wellness. Your business can find similar benefits enhancing your profitability and reach through the adoption of a professionally conceived and managed **Nutrition and Diet Email Marketing** newsletter campaign - implemented by the top industry experts at Benchmark Email!

ABOUT BENCHMARK EMAIL

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-tonone feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based

software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features ... for FREE! With our Free List Plan 2,000 you can have up to 2,000 contacts and send up to 14,000 emails per month. Start today at www.benchmarkemail.com/register.

CONTACT US

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

Website: <http://www.benchmarkemail.com/>

Call: 800.430.4095 (USA) or 562.252.3789 (INT)

Email: sales@benchmarkemail.com