

Analyze The Top Market Player

1. Perform full research on their target market and avatar.

https://docs.google.com/document/d/1a7tLhABZ4JzzuPu_QfMOvBmDoewn89307Hp6lb1hmb4/edit?usp=sharing

2. What are the reasons their customers decide to buy? The

plans are all centered around never feeling like you're depriving yourself of food.

You're just finding healthier alternatives to foods you like to eat. The eating

plans are entirely customizable for you, your gender, age, current height &

weight, They even take into account if you have any pre-existing health

conditions like diabetes

3. How are they getting attention? They're paying for ads on Google,

they have many likes and followers on their social media accounts. Somewhat

active. They've been seen on TV and in magazines.

4. How are they monetizing their attention? They're spending

money on sponsored ads on Google and also by producing disruptive &

intriguing content to catch your attention. From their website to their social

media accounts too. 3rd party critics are giving them positive reviews.

Nutrisystem employs influencers, celebrity brand ambassadors, and customer success stories to reach key audiences. Employing an omni-channel approach, the weight-loss company reaches its clients, broadening its appeal.

5. What is this brand doing better than anyone else? Giving

people options as to what they can eat and having their meal plans delivered right to their homes so they don't have to cook. It takes all the guesswork out of what to eat and what to stay away from.

6. What mistakes (if any) are they making?

Once I clicked on their website, I was taken directly to the plan selection and payment pages after completing a quiz. They went right for the sale w/out indicating they knew or care about my current pains & frustrations

7. What can other brands in the market do to win? Make the

basic monthly plan more reasonable, stop getting rid of foods that were once allowed but now no longer available, lose the weight AND keep it off long-term, not in the short term