

Ultimate List of Marketing Strategies for Shopify Health and Wellness Brand (2025)

The health and wellness industry is one of the fastest-growing industries, considering how consumers have become more aware and concerned regarding their health and wellness journeys. And following this, the level of competition in the industry has also sky-rocketed, meaning that you need to constantly look for ways to up your game to stay on top.

To help you remain one step ahead, we have compiled some of the best strategies that you can use to stay ahead of the competition.

Ultimate list of marketing strategies for Shopify health and wellness brands

These are some of the most immediately relevant and important marketing strategies that can help your health and wellness brand grow in 2025.

1. Content marketing

Create and distribute quality content to effectively engage and convert customers. Good content can empower your customers and with the right content strategy, you can seamlessly connect with your audience. You can employ a variety of content marketing tactics and see what combination works best for you.

Blog posts: You can create blogs where you share health tips, lifestyle advice or information regarding the product and its benefits. These blogs can inform customers and resolve certain customer pain points. Take a look at some of the blog posts by [Orgain](#):



3 Last Minute Meals: 3 Meals You Can Make Quickly

November 01, 2022



What Are Traditions & Are They Worth Sharing? | Orgain

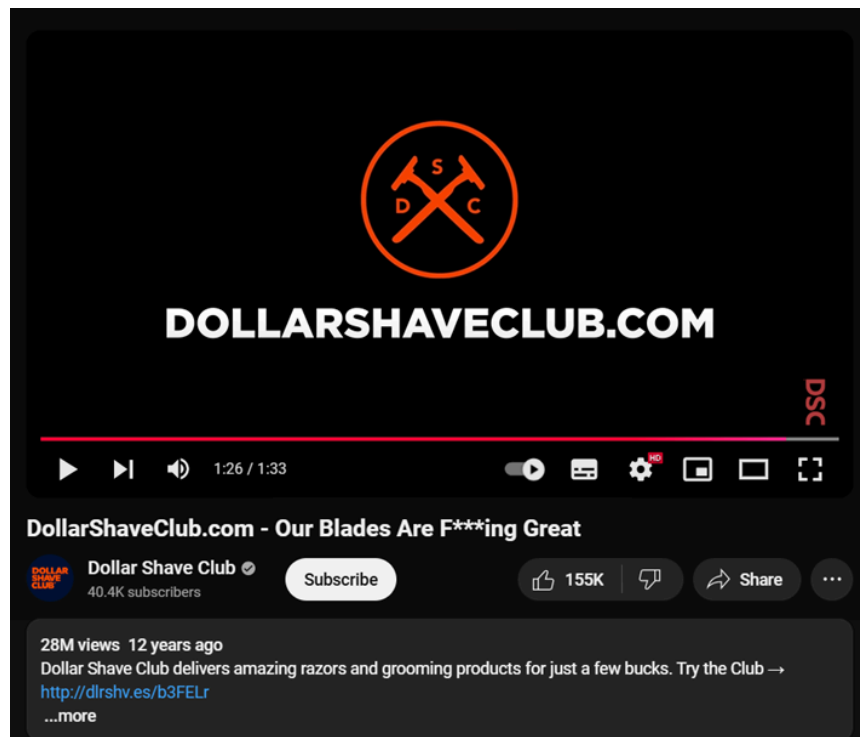
November 01, 2022



Fall Foods: 4 Amazing Recipes You Need This Fall

October 17, 2022

Video content: Use platforms like YouTube or Instagram to share customer testimonials, product usage tutorials, behind-the-scenes glimpses or other clever marketing videos. Here is an example from the popular men's personal care brand [Dollar Shave Club](#):



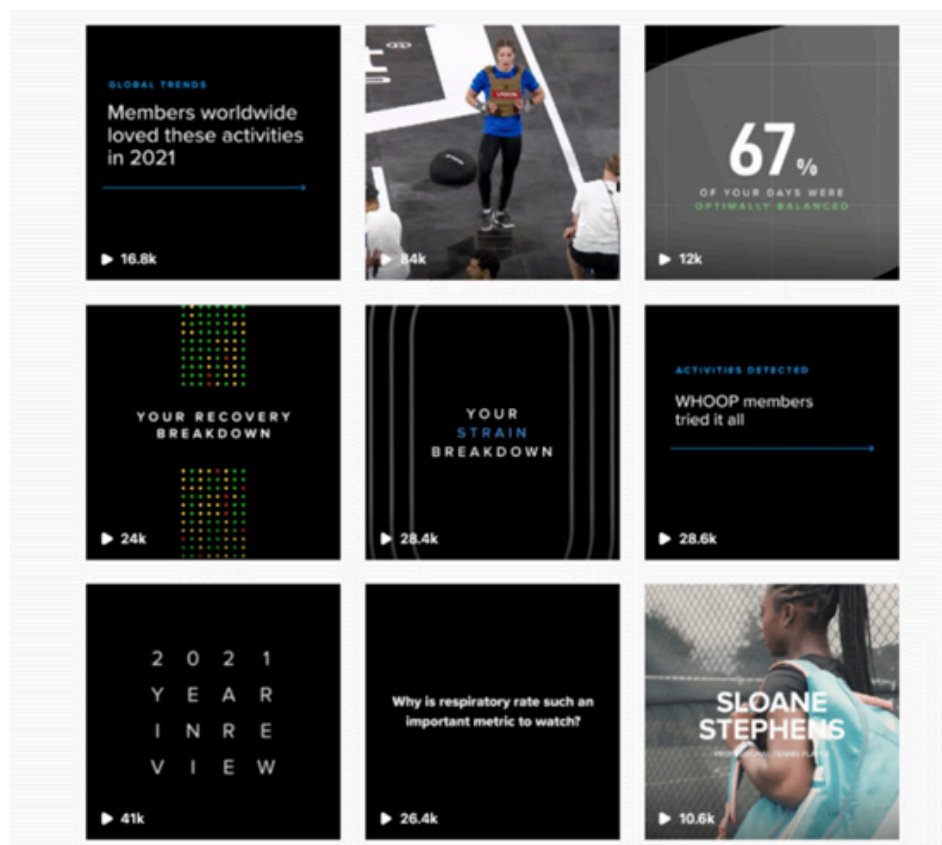
E-books: You can provide guides on trending wellness topics that can be used as gated content to grow your email list.

Webinars & Live Q&A: Host sessions both online and offline, with industry experts to engage and educate your audience. This is important to position your brand as a thought leader and showcase your expertise in the industry.

2. Social media marketing

Social media is where a majority of your customers are so your presence there is of critical importance. Some of the ways you can approach this is through:

Instagram: Create visually appealing content like before-and-after transformation stories, reels featuring wellness hacks, interactive polls, user-generated content etc. With over 1 million followers, [Whoop](#) is one of the best examples for effective Instagram health and wellness marketing:



TikTok: Create short and engaging videos on TikTok on popular health and wellness trends.

Pinterest: Optimize your content for better discovery by pinning workout plans, wellness tips, recipes, product feature highlights etc. on Pinterest, with direct links to your products.

Facebook Groups: Create Facebook groups to build a loyal community of health-conscious customers.

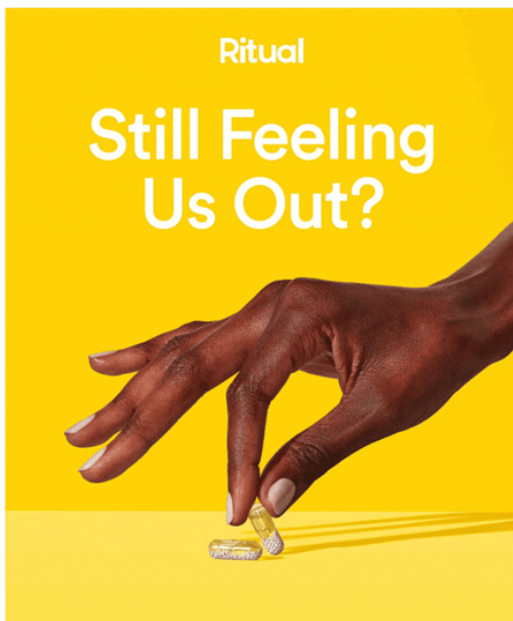
3. Email marketing

Emails are another effective way to reach customers considering its 3600% ROI. Here are a few email marketing ideas that you can use:

Welcome series: Introduce new subscribers to your brand, its story, core values, mission and top products with a well-crafted welcome email series.

Newsletters: Engage the audience with weekly or monthly newsletters where you include health tips, upcoming promotions, success stories etc.

Abandoned cart reminders: Share timely reminders to customers who have left items in their shopping carts, combined with incentives like discounts or free shipping to nudge them towards completing their purchase. Here is an example from [Ritual](#):



Personalized offers: Segment customers and share tailored promotional emails based on their behaviour and preferences.

4. Influencer marketing

Influencers and celebrities can have a great sway over audiences so leverage this to the best capacity. Partner with influencers in different health and wellness niches, such as nutritionists, wellness bloggers, yoga instructors, fitness coaches, athletes etc. You can collaborate with them through product reviews, unboxing videos, joint giveaways etc. to showcase the real and tangible benefits of your products.

Influencers can also produce content such as “day in the life” routines or how-to tutorials with your product in a natural, everyday way. Working with micro-influencers also can be a great idea as you can reach and engage their niche-focused audiences as well.

5. SEO optimisation

Simply put, staying ahead of the competition can greatly rely on staying above competitors in search rankings. Identify and target the most relevant, high-performing, high-volume keywords such as “home gym essentials”, “organic protein powders” etc. in order to optimize your website and content for search engines.

Long-form content such as in-depth guides that answer common queries or how-to guides that provide usage recommendations etc. can also rank well on searches. For example, for a plant-based supplement brand, a good long-form blog can be on the topic of “How to Start a Plant-Based Diet.”

You also can implement schema markup for FAQs and reviews, which can enhance your visibility and boost click-through rates.

6. Paid advertising

You can't solely rely on customers finding you through the search engine so leverage paid advertising across different platforms to attract customers and convert them.

Google ads: Use keyword-targeted ads to reach audiences that actively are searching for wellness products that fall under your niche. Here is an example from Type A Training:

1 On 1 Personal Training NYC | We Do Strength, Yoga, Pilates

 www.typeatraining.com/ ▼

30, 45 and 60 Minute Workouts. Specializing in Quick and Efficient Circuit Training. We Bring The Fitness To You - Best Of New York: "At-Home Trainer" - The New York Magazine. Get Started Today. Build muscle to be leaner. Strength Training. 20+ Years Of Experience. Sign Up Today. Fully Insured.

The Starter Package

Try us out with the starter pack
We create an individualized program

Private Yoga Sessions

CEO's, Athletes & General Health
Nationally certified & Insured

Facebook/Instagram ads: Experiment with carousel ads that showcase multiple products or video ads where you highlight your brand story, vision, mission etc.

Pinterest ads: Create visually engaging Pinterest pins linking them directly to your product, and promote these pins to reach more users.

7. Affiliate marketing

Launch an affiliate marketing program that is tailored to your health and wellness audience, by targeting nutritionists, bloggers, wellness influencers, fitness coaches etc. These affiliates can promote your product effectively in exchange for a commission.

Platforms like Refersion or Tapfiliate can make it extremely easy to manage campaigns, track sales, and handle payouts. Additionally, you can also offer affiliates exclusive discount codes, wellness bundles, or early access to new products to make their promotions more appealing.

8. SMS and push notifications

Your wellness brands can remain in regular engagement with customers through clever SMS and push notifications. Send customers timely promotions with special discounts or offers, alert them about your latest launches or back-in-stock products, share health tips via SMS or even alert them on order shipping and delivery.

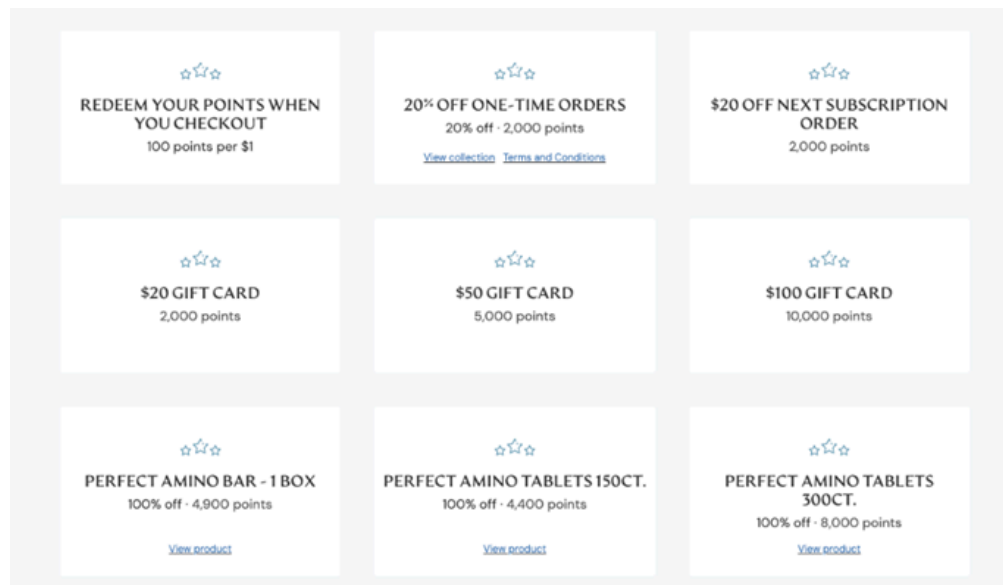
Push notifications are also highly effective when it comes to recovering abandoned carts or promoting flash sales, provided that you craft them well.

9. Loyalty programs

You can reward your most loyal customers who prioritize healthy habits and have a record of good brand engagement, by creating a wellness-focused loyalty program. You can offer customer points for actions like referrals, social media engagement, reviews, purchases etc.

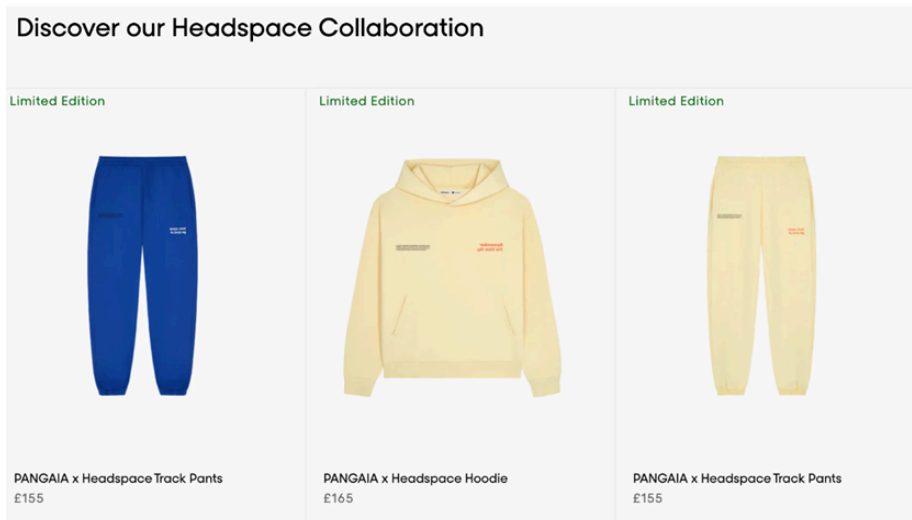
and allow them to redeem these points on rewards such as free supplements, spa vouchers, fitness classes, discounts etc.

You can also provide your VIP customers exclusive perks like early access to new launches, free samples, invitations to virtual events and more. Here is how [BodyHealth](#) approaches rewards programs:



10. Partnerships and collaborations

Another important health and wellness marketing strategy is to collaborate with health and wellness brands that complement your own business. For example, if your brand sells workout supplements, you can collaborate with businesses such as local gyms, or fitness tracking apps. You can also create co-branded products that benefit both parties by expanding the audience. Take a look at this collaboration between the mental wellness brand [Headspace and Pangaia](#):



11. Product bundling

There are reliable and feature-rich Shopify apps out there that can let you create product bundles of different kinds. You can create themed bundles that align with common health and wellness goals to increase the average order value from purchases. By offering additional discounts or benefits for bundled purchases, you can further add perceivable value, thus encouraging purchasing more products.

For example, if you are a brand that sells natural supplements you can offer “Immunity Booster Kits” that contain a combination of herbal teas, vitamin C supplements etc.

12. User-generated content

Encouraging user-generated content or UGC can not only improve your relationship with your audience but also provide a reliable way to diversify your content. This also provides prospective buyers with an authentic perspective on your brand from other consumers like them, that is free from your brand narrative.

You can ask customers to post photos of your product in use, videos of their morning routine with your product, testimonials on the progress or result etc. You can repost these UGC on your social media channels website etc, to build trust and inspire your audience.

13. Retargeting campaigns

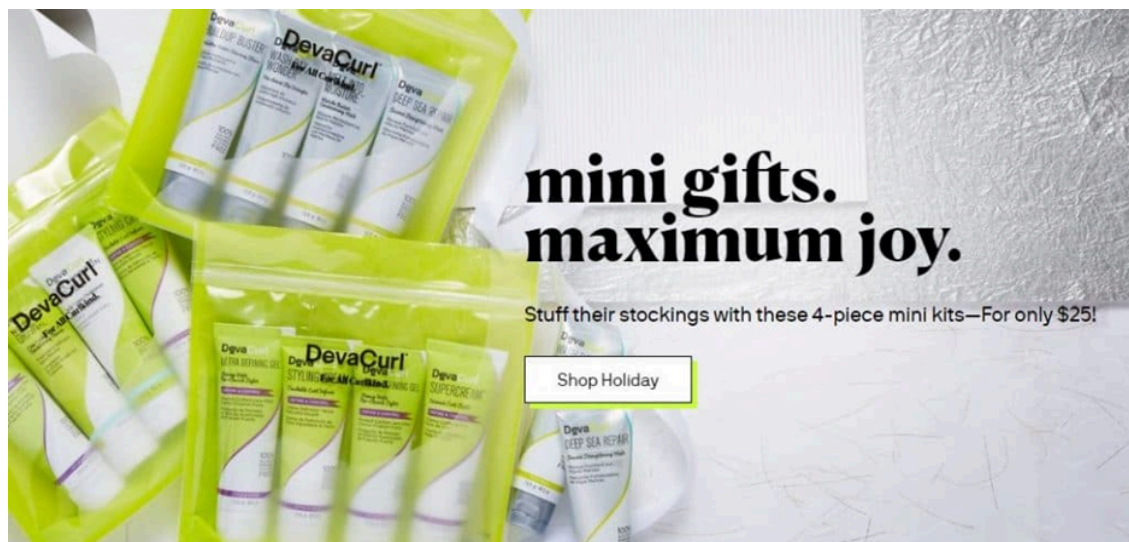
When visitors lose interest and leave without a purchase after browsing, rather than losing the potential sales, you need to invest in retargeting ads that can re-engage them. By using tools like Facebook Pixel or Google Ads, you can share personalized ads such as product reminders, discount offers, flash sale alerts etc. to increase the chances of converting them into buyers.

14. Seasonal campaigns

Festivals and the arrival of new seasons provide a great opportunity to diversify your promotions and attract customers. You can align your promotions with key wellness milestones such as New Year resolutions or offer product discounts based on trends such as summer fitness trends.

Holiday-specific campaigns are also a great way to leverage the festive atmosphere and sell more. For instance, around Christmas, you can offer customers special prices on gift bundles.

Take a look at this example from [DevaCurl](#):

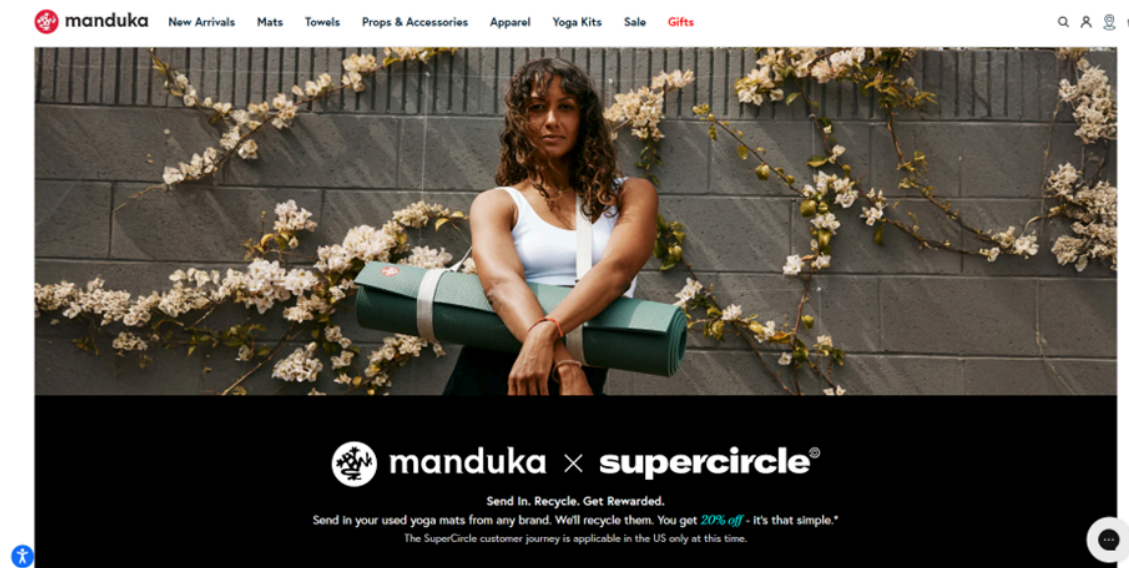


15. Sustainability and cause marketing

One of the most positive changes across industries today is that consumers are more aware of eco-friendly practices, meaningful causes and sustainable shopping than ever before, pushing brands to opt for sustainable practices and embrace humanitarian or wellness causes that need immediate attention.

Show your customers your commitment to the environment by highlighting your eco-friendly practices such as the use of recyclable products, partnerships with charitable organizations, contributions to wellness causes etc.

Yoga equipment brand [Manduka](#) for example promotes recycling by providing rewards to customers who send in used yoga mats to be recycled.



16. Cross-selling and upselling

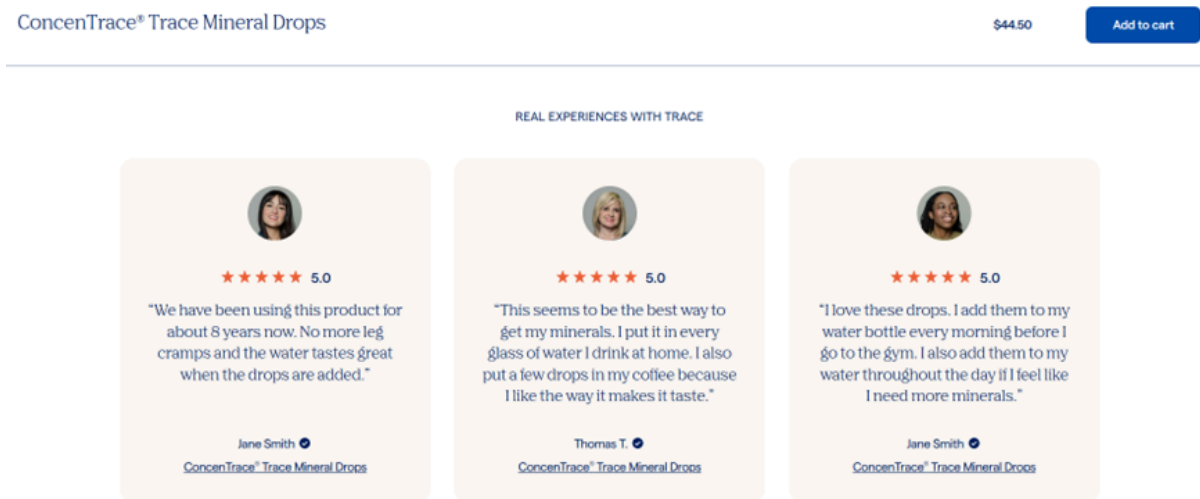
Leverage cross-selling and upselling to enhance the customer experience, increase AOV and drive more sales. You can provide product recommendations to customers at checkout, in a way that they complement what they have in their cart.

For instance, if a customer already has protein supplements in their cart, chances are they will also be interested in workout gear as well. Chances of successful cross-selling and upselling can be increased by personalizing these suggestions based on customer purchase history and browsing patterns.

17. Customer reviews and testimonials

Customers are much more comfortable purchasing from you if there are enough reviews or testimonials that back your claims. Collect customer reviews using tools like Loox or Judge.me to showcase what users are saying regarding your brand.

You can also encourage video testimonials which you can share for more authenticity. Take a look at how [Trace Minerals](#) shares the real experiences of customers to foster trust and credibility:



18. Gamification

Sometimes plain old promotions can seem repetitive and might not be able to hold the customers' attention. Try to gamify their health and wellness shopping experience in new and innovative ways.

You can create interactive experiences such as quizzes based on which you can recommend products that align with their specific needs and requirements. You can also take a step towards fostering a community feeling and have maintained engagement with customers through fun challenges. For example, a workout supplement brand can run a 30-day challenge to help customers lose weight or gain muscle mass.

Take a look at how [Head Space](#) gamifies the users' mental wellbeing and mindfulness journey:



19. Local marketing

Engage with your local audience by actively hosting and/or participating in community events like health expos, farmers markets, wellness workshops etc. Such events offer an excellent way to showcase your best products while connecting with potential customers face-to-face. This is also a great way to foster a positive relationship with the local community.

You can also collaborate with nearby wellness brands or businesses to host joint initiatives or pop-up events. For example, your brand can collaborate with a local Yoga studio for a wellness day event where you can feature free samples, product demonstrations or even exclusive discounts. All these combined, can establish a strong local presence and enhance the visibility of your brand.

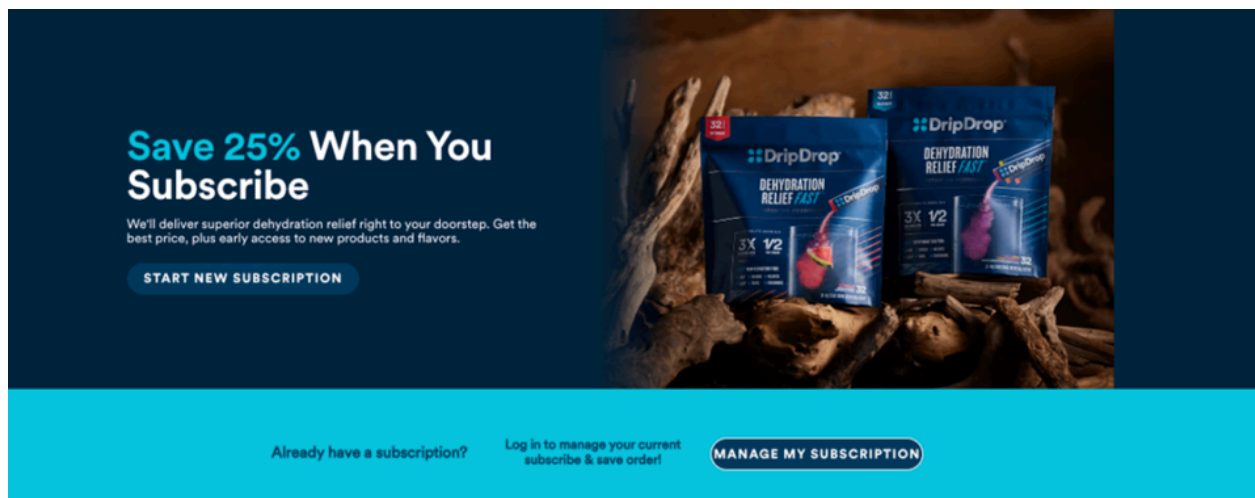
20. Subscription plans

Offer customers the convenience of recurring delivery of products such as supplements, skincare, wellness essentials etc. Subscription plans are a great way to make sure the

customer never runs out of products that are a part of their wellness routine and are essential to their wellness journeys.

You can encourage more sign-ups by providing exclusive perks such as discounts on prepaid plans, free shipping, or bonus gifts for new subscribers. Additionally, your subscriptions need to be flexible enough for customers, allowing them to adjust, pause, or cancel their plans as needed.

Take a look at how [DripDrop](#) instantly conveys the value they provide with their subscription plan to grab customer interest:



Conclusion

Competing, surviving and growing in a crowded and competitive market can be strenuous but the payoff for successfully growing your wellness brand can be immense. So, investing in the best marketing strategies and setting up your business for success is the right way to go.

This is where we can help you. From setting up exceptional marketing strategies to gearing campaigns for optimum results, our experts can aid you perfectly.

[Reach out to us!](#)