

Analyze The Top Market Player (health)

<https://wellnessmama.com/>

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

Target market:

- Women and mothers who want to lead healthier lives can use WellnessMama.com as a resource online. A group of researchers and medical experts examine a wide range of health, parenting, and natural living topics and provide concise, actionable summaries of the findings. Their mission is to provide helpful advice, genuine food recipes, DIY beauty tutorials, green cleaning guides, home cures, and other information to improve the lives of moms and women.

Avatar:

- Joanna, 32, an unhealthy, mom of 3, is depressed as she doesn't receive credit for the stuff she does for her family with low self-esteem as she thinks she's gained weight from having kids and doesn't work out anymore.

Backstory:

- Joanna got married to the love of her life after graduating from university. They both moved into a new house imagining their future together however

they find out they're going to have a child. The world came tumbling down. After her first kid, she couldn't lose the pregnancy fat and was worried as she still has those pregnancy cravings. The same thing happened to her after giving birth two more times. Her dream was to travel the world with her husband and enjoy life to its fullest.

Day-in-the-life:

- Joanna wakes up at 6 am every morning, she freshens herself up and heads to the kitchen to prepare breakfast and lunch boxes for her 2 kids (as they go to school) and also for her husband. Thereafter she wakes up the family at 7 am to get them ready for school and work. After they all leave she cleans up the house and makes proper homemade lunch for herself and her family after they come back. The baby wakes up and she has to feed the baby as well as change her nappie.

She looks after the baby until her family comes home around 4:30 - 5 pm. She gives them food and helps her kids change. 6 pm they are all relaxing, playing until 8 pm. She prepares dinner and they all eat till 9 pm, then they relax till 9:30 pm. They all slowly get ready for bed and go sleep at 10 pm.

Values:

- She believes and values her religion, her morals, her family and her friends.

Outside forces:

- Her neighbours keep telling her that that's a moms life and she hates it as she wants to enjoy life once in a while

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

- The reason moms want to buy from here is that moms will find all of the finest natural food recipes, natural living and cleaning instructions, recipes for natural beauty products and health hacks, natural cures, and much more.

3. How are they getting attention?

- They are getting attention by doing podcasts on Apple and youtube. They have social media attention like Instagram, Twitter, Facebook, LinkedIn etc. Their websites are linked in their bios and they have paid ads. They also have newsletters.

4. How are they monetizing their attention?

- They are monetizing attention by having newsletters and articles which give insight to their target audience as to what they do, as well as give promos and discounts.

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

- They have a lot of testimonials from new and old moms who have gone through busy and unhealthy life to an energetic and healthy mom. Their website is set in a way which is simple and easy to use with a huge amount of information that doesn't feel overwhelming. They give

reassurance countless times through expert guarantees and advice along with testimonials.

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

- To get to the actual product, you have to go through a lot of clicks just to open the actual shop menu per se. It would be better if after one click the main products were there with the bundles and groups. Also, it's way too much unnecessary information before the products show.

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

- Make the websites more simple and user friendly, not overburden and overwhelm the page with so much . keep it clean. Keep the important stuff first and then the testimonials at the end of every page to secure their reassurance.