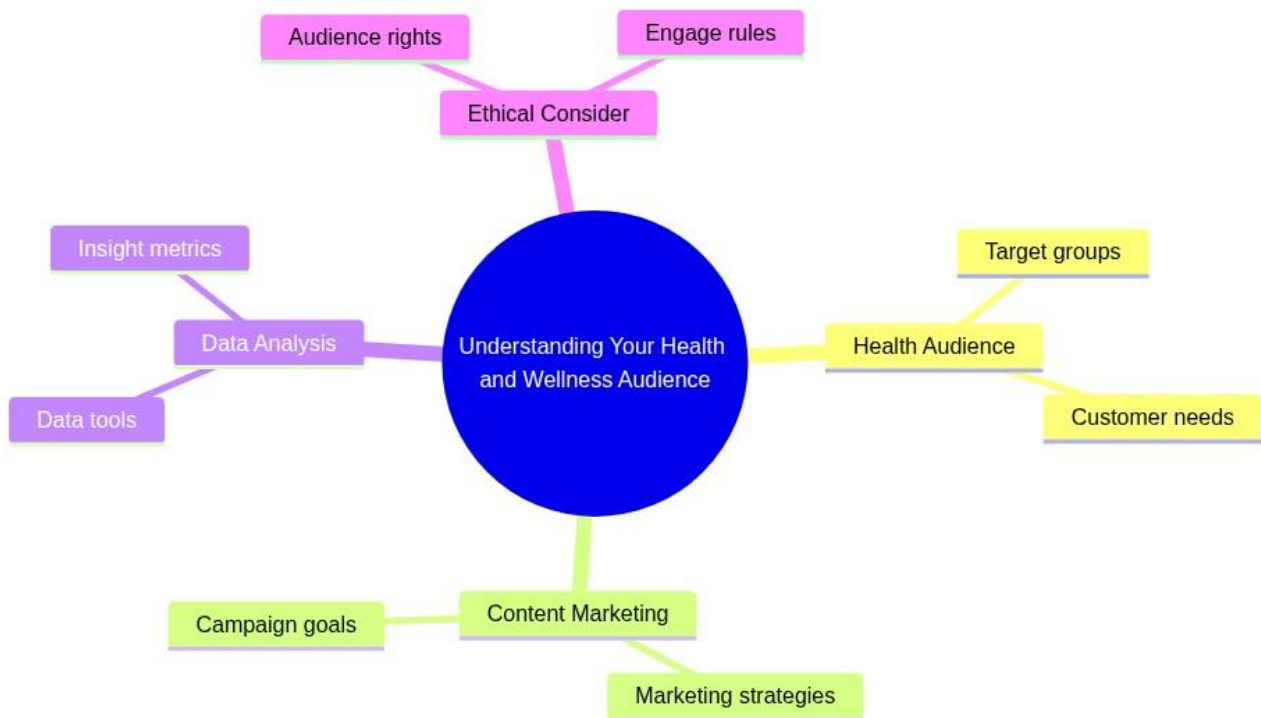


Professional Certificate in Content Marketing for Health and Wellness

Understanding Your Health and Wellness Audience



mindmap

root((Understanding Your Health and Wellness Audience))

Health Audience

Target groups

Customer needs

Content Marketing

Marketing strategies

Campaign goals

Data Analysis

Data tools

Insight metrics

Ethical Consider

Audience rights

Engage rules