

## **HFMA TO HOST FIRST SEMINAR ON DIGITAL MARKETING AND UNDERSTANDING THE PSYCHOLOGY OF HEALTH CONSUMER BEHAVIOUR ONLINE**

On November 13<sup>th</sup> the Health Food Manufacturers' Association (HFMA) will stage their latest seminar dedicated to best practise in online marketing, following their very successful Social Media seminar in October 2017. Featuring speakers from award-winning creative agencies, global news site MailOnline and leading health food retailer Holland & Barrett, the event promises attendees a broad insight into how to get the most out of their digital platforms to help further propel their health food brand online.

Award-winning integrated healthcare communications agency Pegasus, who represent the HFMA, will host two talks, educating members on PPC (Pay Per Click) and digital targeting, as well as ECRM (electronic customer relationship management) in the wake of GDPR. **Dan Chapman**, Pegasus' Paid Media Specialist will discuss how to get the most out of a small budget through clever consumer targeting, while Senior Digital Marketing Manager, **Paul Edge**, will share insights on navigating the post-GDPR landscape to retain strong customer relationships.

**Danny Rippon**, European Director of the heavyweight digital agency LYONSCG, will share his vast expertise in user experience. Focusing on the psychology of keeping a customer on your page, he will offer tips and tricks for converting those key sales and share examples of brands who have got it right, and those who have missed the mark.

Global news site MailOnline will provide invaluable insight from the team responsible for creating some of the most sharable brand and consumer health content online. **Katy Winter**, Deputy Commercial Editor, and **Anne Shooter**, Head of Partnerships, will show how every word you write could be adding value to your ecommerce business, with each link providing the key to traffic building.

Holland & Barrett's Director of E-Commerce, **Emma Mead**, will share her in-house experience of digital marketing for an internationally renowned health brand. Mead will discuss how to strategically use influencer and customer generated online content in your marketing plan, while ensuring you stay on the right side of regulations.

There will be opportunity for attendees to ask questions, as well as time to network with other businesses. Lunch and refreshments will also be provided.

The seminar will end with the announcement of the HFMA's Blogger of the Year for 2018. The award was introduced last year, with The Food Medic Hazel Wallace winning the inaugural prize. The accolade was created to recognise the increasing power of social influence in digital journalism.

Graham Keen, Executive Director of HFMA, comments: *"In an increasingly digital world, understanding the impact of effective digital practice could have a big impact on your business' bottom line - and not getting it right could unfortunately mean losing customers to competitors. We're really pleased to have such a high calibre of diverse speakers sharing their knowledge in key areas, which will provide a solid base for best practise in digital marketing for everyone attending. We're also excited to announce our Blogger of the Year for 2018 at the event, someone that shares our passion for natural health and demonstrates a fantastic aptitude for creating digital content."*

ENDS

**Issued on behalf of:**

HFMA

**Issued by:**

Pegasus

**Press enquiries:**

Vicky Flannigan

[Victoria.flannigan@thisispegasus.co.uk](mailto:Victoria.flannigan@thisispegasus.co.uk)

Lauren Macready

[Lauren.macready@thisispegasus.co.uk](mailto:Lauren.macready@thisispegasus.co.uk)

### **The HFMA**

The Health Food Manufacturers' Association (HFMA) is the voice of the UK's natural health industry and represents around 120 manufacturers and suppliers of natural health products. Founded in 1965, the HFMA is a not-for-profit organisation which operates long-standing codes of practice to ensure that member companies adhere to high standards and offer good quality, safe products supported by responsible, lawful information.

For further information about the HFMA, visit [www.hfma.co.uk](http://www.hfma.co.uk).