



alive Connect

YOUR CUSTOMER WELLNESS TOOLKIT

For more information, contact:

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Your 2021 alive Connect Toolkit

alive Connect

CONNECTING YOU TO YOUR CUSTOMERS

What is it?

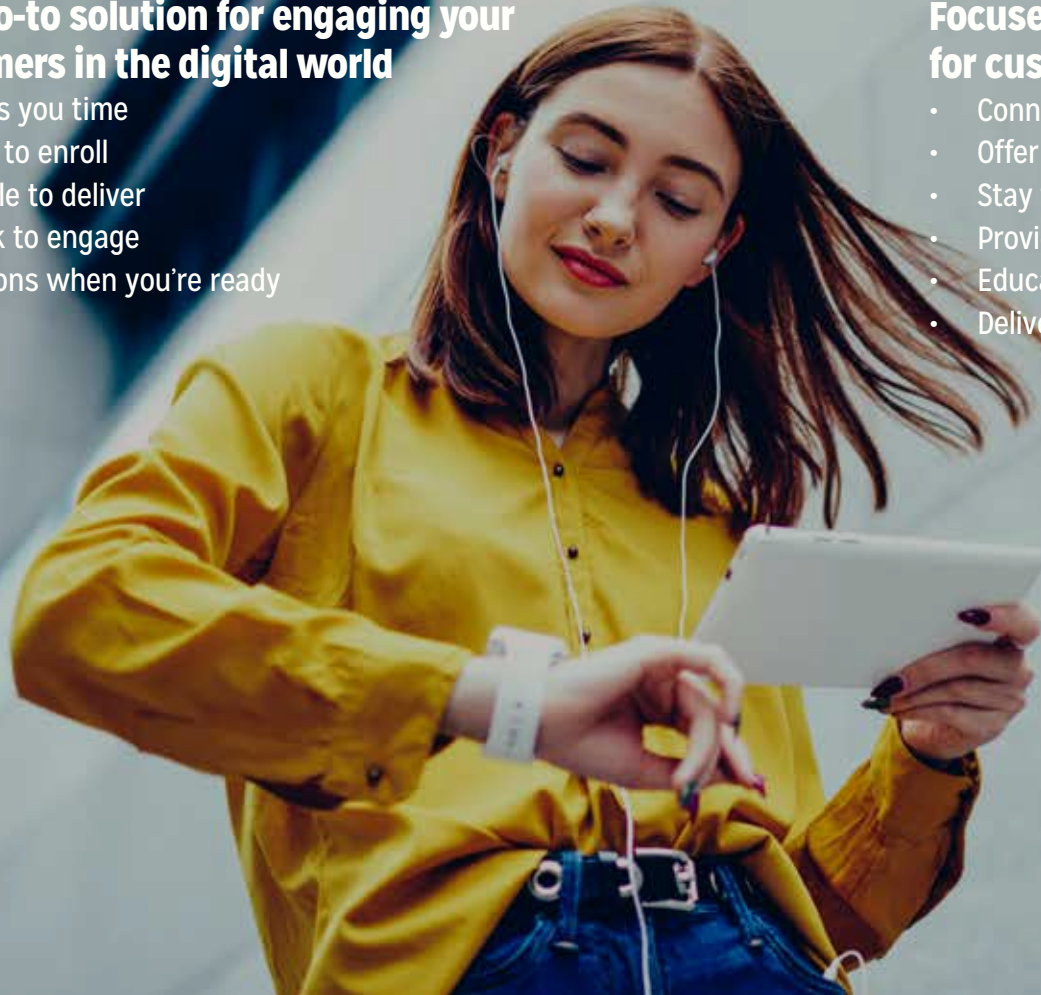
Your go-to solution for engaging your customers in the digital world

- saves you time
- easy to enroll
- simple to deliver
- quick to engage
- add-ons when you're ready

Why is it important?

Focused, strategic digital engagement is key for customer acquisition and retention

- Connect with your community
- Offer multiple customer touch points
- Stay top-of-mind
- Provide engaging content
- Educate and empower
- Deliver digital solutions



1 CUSTOMER TOUCH POINT IS NOT ENOUGH IN TODAY'S FAST-MOVING MARKETPLACE. HOW MANY DO YOU OFFER?



8 to 14%

IS HOW MUCH THE FUNCTIONAL FOODS AND NATURAL HEALTH MARKET IS EXPECTED TO GROW EVERY YEAR. ARE YOU PREPARED?



How does it work?

Connect with your customers on-the-go!
Simple, empowering wellness content delivered to your customers on a regular basis.

- Offer health and well-being content that readers love.
- Engage customers wherever they are—on their computers, tablets, or smartphones.

Each month

- You receive a branded URL to your store's landing page.
- You engage your customers with direct email, staying top-of-mind.
- Your customers receive engaging wellness content on a regular basis.



EMAIL DELIVERS THE HIGHEST ROI FOR MARKETERS.



40x

HOW MUCH MORE EFFECTIVE EMAIL IS AT CUSTOMER ACQUISITION THAN SOCIAL MEDIA.

Engage

Great content means your customers stay engaged and connected to your store.

alive Connect gives your customers a reason to keep coming back!

TIPS:

Promote alive Connect

- Make sure customers know to sign up for your mailing list—promote it in store and through your other digital initiatives

Support a culture of health

- Culture starts at the top! Encourage your staff members to read alive Connect and make healthy lifestyle changes.

Go further

- Engage with your customers (and make new ones) by hosting community events, contests and lectures.

Get creative with engagement

- Form a wellness committee of interested customers to champion healthy initiatives and products from your store.
- Tie in existing customer or staff events and activities with alive Connect themes found on upcoming pages.
- Encourage staff to share alive Connect with family and friends.
- Ask for email feedback on each issue—perhaps with a chance to win a prize for responding.
- Follow up and share feedback or prize winners with customers—and staff.
- Tie in customer health and community engagement with your corporate mission, brand, or philosophy.
- Consider some of the other engaging *alive* product options to increase customer engagement and/or employee health and wellness



\$68 billion
IS THE EXPECTED GLOBAL MARKET VALUE OF THE NATURAL
HEALTH SUPPLEMENT INDUSTRY IN 2024.



39%
OF PEOPLE SURVEYED REPORTED THAT LACK OF KNOWLEDGE
ABOUT NATURAL HEALTH PRODUCTS POSED A MAJOR PURCHASE
BARRIER. HELP EDUCATE YOUR CUSTOMERS (AND STAFF
MEMBERS) TO CHANGE THIS STATISTIC FOR THE BETTER!

Prepare

A look at alive Connect's monthly focuses to help you plan your events

Use upcoming focuses to better engage customers with initiatives that promote health and well-being.

JANUARY

DIGESTIVE HEALTH: What better time to focus on digestive health than after the decadence of the holidays? Embrace the fresh start of a new year to help your gut get back on track.
LOOK FOR ARTICLES ON: *what we've learned from 2020, activities for better digestion, and vegan comfort food*

FEBRUARY

HEART HEALTH: Up to 80% of premature heart disease and stroke can be prevented. Let's get that blood pumping!
LOOK FOR ARTICLES ON: *self-love strategies, heart-healthy foods, and emotional agility in uncertain times*

MARCH

DETOX & NATURAL BEAUTY: Spring is a time for renewal. This month, we'll offer your team advice to help them detoxify and cleanse—inside and out.
LOOK FOR ARTICLES ON: *the health benefits of gardening, the long-term effects of COVID-19, and delicious colorful food.*

APRIL

CANCER & IMMUNE HEALTH: Everyone relies on their immune system to stay well, and that system is affected by everything from diet to stress.
LOOK FOR ARTICLES ON: *supporting loved ones through cancer treatment, foods for cancer prevention, and how to avoid environmental toxins*

MAY

WOMEN'S HEALTH: 75% of caregivers are women, leading to added stress and risk of burnout. This month we're focusing on women's health: nutrition, fitness, and self-care.
LOOK FOR ARTICLES ON: *how to eat intuitively, women and aging, and Mother's Day meals*

JUNE

MEN'S HEALTH: Men live about 5-7 years fewer than women. They also tend to take less care of their health. We want to change that!
LOOK FOR ARTICLES ON: *men's mental health, campfire cooking, and the benefits of protein.*

JULY

BRAIN HEALTH & SKIN HEALTH: Caring for our cognitive health is a no-brainer. This month we look at brain health, as well as ways to keep our skin healthy.
LOOK FOR ARTICLES ON: *holistic brain health, natural beauty tips, and summer berry recipes*

AUGUST

CHILDREN'S HEALTH: For parents, nothing is more important than their children's health. We're providing tips to help ease the back-to-school transition and gear up for September.
LOOK FOR ARTICLES ON: *nutrition for kids, aromatherapy for learning, and plant-based foods for the whole family*

SEPTEMBER

COLDS & FLU: To help your customers stay healthy during cold and flu season, we're focusing on strategies and expert advice for prevention, treatment, and recovery.
LOOK FOR ARTICLES ON: *supporting our immune systems, gratitude and well-being, and arming our kids against illness*

OCTOBER

HEALTHY AGING, PAIN MANAGEMENT & INFLAMMATION: As the cliché goes: it's not just about the years in our lives, but the life in our years. We're providing tips for living longer, happier, and healthier lives.
LOOK FOR ARTICLES ON: *diet and cognitive health, lessons in longevity, and a Thanksgiving menu*

NOVEMBER

DIABETES & SLEEP MANAGEMENT: Poor-quality sleep can affect well-being on so many levels. Equip your customers with sleep strategies so they can thrive.
LOOK FOR ARTICLES ON: *diabetes and COVID-19, how to get more sleep, and eating for blood sugar control*

DECEMBER

DE-STRESSING: As we prepare for the holiday season ahead, we're unwrapping information about how stress affects our health and advice for living well during this month of celebration.
LOOK FOR ARTICLES ON: *goal-setting tips, how to reduce stress, and foods for a festive feast*



Act now

Ensure your customers are engaged and thriving with creative events and initiatives

This 52-week calendar for 2021 shows you weekly opportunities to ensure the ongoing engagement of your customers. Planning activities for your store based on this calendar can help foster connection, provide inspiration, and promote wellness in an actionable, fun way. Here's how it works:

For each month, we're focusing on one overarching goal to help make your employees' years healthier and happier—and each week will focus on one mini goal as a stepping stone toward the larger objective.

These ideas are also perfect for staff events!

JANUARY: Go Plant-Based for 31 Days

January 1-9: Celebrate fruits and veggies

January 10-16: Consider plant-based proteins

January 17-23: Focus on healthy fats

January 24-30: Choose whole grains



FEBRUARY: Exercise for Heart Health

January 31-February 6: Lace up those running shoes

February 7-13: Try something new

February 14-20: Involve the family

February 21-27: Track your goals



MARCH: Dedicate to Meditate

February 28-March 6: Enjoy meditative activities

March 7-13: Focus on your breath

March 14-20: Explore different styles

March 21-27: Develop a routine

March 28-April 3: Stay mindful



APRIL: Cook for Immune Health

April 4-10: Choose anti-inflammatory foods

April 11-17: Eat the rainbow

April 18-24: Add superfoods

April 25-May 1: Consider supplements



MAY: Make Each Morning Magical

May 1-8: Prioritize sleep

May 9-15: Get moving

May 16-22: Be still

May 23-29: Stay away from screens



JUNE: Appreciate Nature Daily

May 30-June 5: Bring nature inside

June 6-12: Get outside every day

June 13-19: Follow the seasons

June 20-26: Plant a garden

June 27-July 3: Learn to identify local species



JULY: Let Go Each Day

July 4-10: Break a bad habit
July 11-17: Create a worry journal
July 18-24: Practise gratitude
July 25-31: Do a digital detox



AUGUST: Try a New Therapy

August 1-7: Consider counselling
August 8-14: Get a massage
August 15-21: Open your mind to a new wellness therapy
August 22-28: Develop a daily practice



SEPTEMBER: Shop Local

August 29-September 4: Research local small businesses
September 5-11: Stock up for back-to-school
September 12-18: Visit a farmers' market
September 19-25: Plan for cold and flu season
September 26-October 2: Look online



OCTOBER: Make Time for Self-Care

October 3-9: Connect with friends
October 10-16: Do something fun for yourself
October 17-23: Tackle something on your to-do list
October 24-30: Customize a routine



NOVEMBER: Find Sugar Freedom

October 31-November 6: Read labels
November 7-13: Omit one vice
November 14-20: Consider natural sweeteners
November 21-27: Cook and bake better



DECEMBER: Low Waste Holidays

November 28-December 4: Gift from the heart
December 5-11: Wrap in a low-waste way
December 12-18: Rethink entertaining
December 19-25: Focus on food
December 26-January 1: Dispose responsibly



How else can we help?

alive Connect is your partner in workplace wellness and customer engagement. We're here to help.

Alive Publishing Group has more than 40 years of expertise providing actionable, preventive health information to readers around the globe.

We can offer layers of awareness and additional support to your customer engagement program with these tools.



TAKE 5 QUICK HEALTH FACTS & FEATURED HEALTHY RECIPES PDFs



alive magazine Canada and USA

Monthly print publication focused on natural ways to live life well

**YOUR
LOGO
HERE**

LET'S WORK TOGETHER!

Call us any time to discuss your specific needs and to explore more solutions to fit your business.

Phone: 604.295.9126 or 800.663.6580