

# Small Steps for Maximum Impact in Health and Wellness

PRESENTED BY:

 HEALTHLINE MEDIA



# Introduction

Today's audiences want a deeper relationship with their overall well-being, across all aspects of their lives. But many need support reaching these holistic goals.

Today, brands and marketers can help audiences make real, sustainable progress through a simple but powerful approach: breaking down the big picture into **small, actionable steps**.

This approach does more with less, helping audiences stay consistent, build confidence, find community, and develop brand affinity.

Step by step, here's how marketers can align with this approach to reach engaged, motivated audiences across their wellness journeys.



# Step 1: Recognize the Gap Between Intention and Action

Today, more people prioritize their long-term health and wellness goals over quick fixes. But they're also pressed for time, stressed out, and wondering how to tackle multiple aspects of their well-being at once.



## What prevents people from living a healthy lifestyle?

As of September 2022, the biggest obstacles include:<sup>1</sup>

**52%**

Hard to  
change habits

**39%**

Affordability  
*a 22% increase from  
December 2020*

**35%**

Lack of  
motivation

**24%**

Don't have time  
or too busy

70% of Healthline users interested in nutrition content rank "eating healthy and nutritious foods" as one of their top wellness goals.

Yet, they also say that weight management (51%) and eating healthy and nutritious foods (28%) are the two most challenging health and wellness goals to achieve.<sup>2</sup>

### → A step further for marketers:

Don't stop at understanding what audiences want from well-being — use a whole person lens to dig deeper into the barriers they face along the way.

“More isn't more — that is my advice for people still trying to figure out what works for them. Many skincare ingredients can cancel each other out and it is difficult to stick with a routine of many steps when life gets busy.”

**Jenny Yu, MD FACS**  
Head of Medical Affairs,  
Healthline Media

## Step 2: Focus on Micro Changes for Maximum Impact

Actionable, easy-to-accomplish steps get more people moving, learning, and doing, putting them on a steady, sustainable path toward their long-term goals.

### What do people want from health and wellness information?

65% of U.S. adults want helpful hints of little things they can do each day to be healthier, up from 56% in December 2020.<sup>3</sup>

### The impact of a small steps approach:

- Encourage ongoing **engagement** and habit-building
- Build trust and **loyalty** among audiences
- Improve **accessibility** for more people
- Boost **confidence** through progress and wins
- Provide a sense of **community** and connection

### → A step further for marketers:

Our qualitative research suggests people feel more affinity for brands, tools, and spaces that help them take action. Look for opportunities to provide useful, streamlined support.



“I believe small changes are key when it comes to nutrition. A big overhaul tends to backfire, especially if it means cutting out all your favorite foods. I love focusing on what I can add to my diet, rather than something to take away.”

**Lisa Valente, MS, RD**  
Senior Editor, Nutrition



## Step 3:


# Align with Industry Leaders to Drive Real-Life Results

Through everything from wearable health trackers to five-minute fitness routines, leading brands support and empower people to make wellness wins along the way to holistic health.

### Health trackers top the list of wellness innovations<sup>4</sup>

- 50% of respondents have used or want to use fitness tracker
- 40% have used or want to use nutrition trackers

**Watches:** Health and activity tracking, progress recorded over time

 **WATCH**     **fitbit**

**Ōura Ring:** Health signal analysis with personalized recommendations

**ŌURA**

**Apps:** Daily check-ins cards, five-minute coaching, personalized meditations

 **WeightWatchers**

*Calm*



Step 3: *(continued)*

## Align with Industry Leaders to Drive Real-Life Results

Many people agree they want wellness innovations that help them...<sup>5</sup>



**47%** Track progress towards their goals

**46%** Be more consistent

**44%** Improve their motivation

**41%** Work on their goals on their own time

### → A step further for marketers:

To build ongoing engagement, make the most of each step in your audience's journey. Track their progress and celebrate even small successes.

“People want takeaways tailored to their goals, and that’s exactly what we give them.”

**Jason Russell**  
Director of Product,  
Ōura Health

# How Our Brands Close the Gap Between Intention and Action

Through micro changes we can all make a macro impact and become effective advocates for helping people live healthier lives. Here's how Healthline Media goes a step further:

**Editorial strategies** across our brands use a small step approach to help audiences believe in their goals and themselves: from our [Fit It In series](#), offering flexible 22-minute exercise sessions, to our [Fresh Food Fast series](#) of creative, accessible recipes.

**Healthline Lessons** is a condition-specific behavioral change platform built for frequent, ongoing user engagement, offering five-minute lessons to help people achieve successful steps forward.

*For more audience insights from Healthline Media, or to learn how to partner with us, [get in touch!](#)*



**Sources:**

(1, 3) Healthline Media Health & Wellness study. Survey of 1,470 U.S. consumers. Data weighted to be representative of U.S. adults. Sep 2022; (2) Healthline Media Health & Wellness User Needs study. Survey of 427 Healthline visitors to health and wellness related content. Apr 2021; (4, 5) Healthline Media Future of Wellness study. Survey of 2,100 U.S. consumers. Data weighted to be representative of U.S. adults. Aug 2021.

** HEALTHLINE MEDIA**

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