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Abstract Book

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POSTERS

THE INFLUENCE OF PERSONAL ADVICE SHARING ON CONSUMERS' HEALTHY LIFESTYLE CHOICES

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This research investigates how sharing personal advice on healthy lifestyle topics can help consumers choose such a lifestyle and find like-minded people. Information on the internet can often be confusing; therefore, we created a blog based on personal advice and what works – from practical exercises in the gym to recipes and relaxation techniques. Our task was to determine which content and information presentation (textual, visual, etc.) is most relevant for the target audience. For this purpose, the “Google Analytics” program was used, which showed that currently, the most appropriate topic for our audience is the balance between sports and sleep and advice about sports clubs. After clarifying the most pertinent aspects and possible keywords, the “Google ads” platform can be helpful to achieve the intended KPI’s in the future.

Key words: *healthy lifestyle, content, Google ads, Google analytics, advice*

POSTERS

SPORTO DNR



Kauno
 fakultetas

Sports dnr – Sport is already encoded in you, you just have to find it!

Description

During the course, we have created a blog for anyone interested in sport, healthy living and improving their physical and emotional well-being. It includes posts about training, nutrition and the latest trends in sport.

Technical part

The blog is powered by the robust Blogger platform, which ensures that every reader can easily access the content from any device – phone, tablet or computer. Data and graphical elements are processed and taken from the Google Analytics platform.

Why this topic?

We are personally involved in sport and healthy eating, so our advice comes from personal experience. We are trying to tackle the problem that people often end up damaging their health by not reading the latest news on sport and nutrition and not fully absorbing the information. And by not paying attention, they sometimes overlook extremely useful tips that can make a big difference not only to their performance but also to their motivation. We believe that sharing personal advice is the key to these people hearts:



Audience map



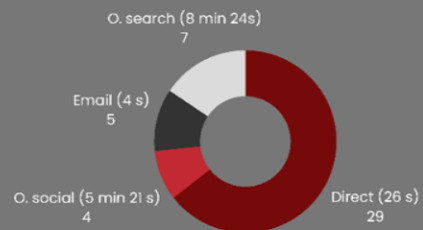
Content topics and themes



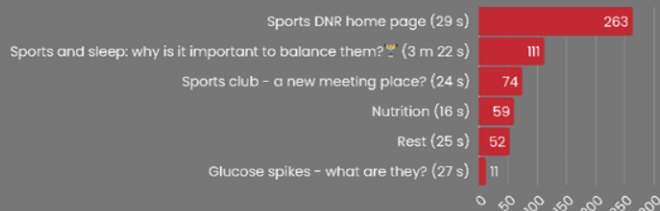
Objectives and KPI's

Increase website traffic	Grow monthly visitors from 41 to 50
Grow subscriber base	Reach 200 subscribers in 6 months
Boost engagement	Achieve 20 interactions per post

User acquisition & time spent



Page views & avg. engagement time



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