

# A Study of Effectiveness of Digital Marketing of Healthy Food, with Reference to GBJ Buzz Pvt Ltd

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**Abstract:** *This project aims to investigate the effectiveness of digital marketing strategies for promoting healthy food products. The project is motivated by the growing trend of healthy eating and the demand for food products that provide health benefits. While the food industry has been slow to adapt to this trend, businesses are increasingly recognizing the importance of promoting healthy food products to meet consumer demand. However, marketing healthy food products can be challenging, as many consumers perceive healthy foods as bland or unappetizing, and unhealthy foods often dominate the marketing landscape.*

*Digital marketing has emerged as a promising tool for promoting healthy food products, offering businesses a cost-effective way to reach consumers and increase awareness of their products.*

*Digital marketing encompasses a wide range of strategies and channels, including social media, search engine optimization (SEO), email marketing, content marketing, and mobile advertising. Each of these channels has unique advantages and disadvantages when it comes to promoting healthy food products.*

**Keywords:** Digital marketing

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