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Takeaways from our webinar

Food Marketing's Best-Kept Secret: Health Professionals

1

Health professionals can play a valuable role in your food marketing campaign

2

Research shows that health professionals are the most trusted source of health information for consumers

3

Engaging health professionals adds brand credibility, is more economical than consumer marketing and offers long-lasting impact

4

Using The HEALTH Model can guide you in delivering a best-in-class health professional marketing plan

5

Health professional marketing has a measurable impact on brand reputation

Want to explore a health professional marketing strategy?

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