

EDUCATIONAL MARKETING FOR PEOPLE WITH CANCER



AgriXPlainer

Description of the activity

The purpose of the activity is to give you some ideas about how you could inform and point out to cancer patients the importance of adopting a healthy lifestyle during their treatment, in consultation with their treating physician, healthy nutrition and physical fitness professionals.

Easy operations to be replicated

- **Branding and positioning:** Develop a solid brand identity and positioning for your products or services to differentiate them from competitors.
- **Physician involvement:** Interacting with oncologists and other health professionals through conferences. Symposia, seminars and educational programs to provide up-to-date information on clinical data and research findings on the value of proper nutrition.
- **Patient education and support:** Creating educational materials. Website, online platforms and support programs to inform and help patients understand the impact of nutrition.
- **Digital Marketing:** Using digital channels such as websites, social media, email marketing and search engine optimization to reach a wider audience and spread relevant information.
- **Establish Credibility:** Establish credibility and expertise by presenting research, publications, case studies, and collaboration with key opinion leaders in oncology.
- **Advocacy and awareness campaigns:** Collaboration with patient support groups, non-profit organizations and community initiatives.
- **Market research and data analysis:** Conduct market research. Collect data on patient demographics and emerging trends to inform marketing strategies and identify unmet needs in the specific area.

Expected outcomes

| Purpose | Added value | Target Audience |
|---|--|---|
| Increase the knowledge of providing value and promote your products to individuals with cancer. | Educational marketing for people with cancer offers new opportunities for agricultural businesses such as cross-disciplinary collaborations with the health care industry, while expanding value proposition of agricultural products and services supporting health-care. | The target audience are healthcare professionals, patients, and the general public. |

Type of experts to be involved

- Physicians
- Nutritionists
- Physical fitness professionals

Requirements

| Geographical requirements | Type of products | Legal requirements |
|--|--|---|
| There are no geographical requirements or limitations. | You can promote your products that research has proven that they improve the physical condition of cancer patients | When delivering health-related information in a campaign, it is critical to avoid deceptive marketing practices leading to consumers' false beliefs and eventually impacting a company's value. |

Tips & tricks/successful case study

1. Search Engine Optimization: Optimize your website and content with relevant keywords and meta tags to improve visibility in search engine results.
2. Social Media Marketing: Utilize popular social media platforms like Facebook, Twitter, and LinkedIn to engage with patients, healthcare professionals, and advocacy groups.

3. Influencer Marketing: Collaborate with respected oncologists, researchers, or patient advocates who have a strong online presence to endorse your products, services, or educational content.
4. Email Marketing: Build an email list of interested subscribers and send regular newsletters, updates on treatments, clinical trials, and educational resources to maintain engagement and provide valuable information.
5. Video Marketing: Create engaging videos to explain complex procedures, share patient stories, and promote events or webinars.
6. Webinars and Virtual Events: Host webinars or virtual conferences featuring expert speakers to educate healthcare professionals and patients.
7. Collaboration with Patient Advocacy Groups: Partner with cancer-related advocacy organizations to support their initiatives, sponsor events, or contribute to educational campaigns, increasing your visibility among patients and caregivers.
8. [See here an example of story telling about lifestyle changes of a cancer survival](#)

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by
the European Union