

MGT 6565-02 Digital Marketing Assignment 7.0

Linkable Content

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Note: The following content was created with the help of **Perplexity AI**. The following prompts were used to do so:

1. I am looking to create a blog post for my supplements website 'PureLesera'. I have attached a keyword map for your reference. This blog post should be related to one of the product categories on my website. Consider the blog post's title, format (listicle, paragraph, infographic, use of images etc). The blog post should sound human. It should not include M dashes. Content of the blog post should be para and then listicle similar to the ones we did today. [For blog posts #1 and #2]
2. I am looking to create a blog post for my supplements website 'PureLesera'. I have attached a keyword map for your reference. This blog post should be related to supplements in general. Consider the blog post's title, format (listicle, paragraph, infographic, use of images etc). The blog post should sound human. It should not include M dashes. Content of the blog post should be para and then listicle similar to the ones we did today. [For blog post #3]

Deliverables

Blog Post #1

Title: 6 Essential Natural Vitamins Your Body Needs (And How to Get Them)



Natural vitamins are essential nutrients that support everything from immunity and energy to heart and bone health. While supplements play a huge role in modern wellness routines, making sure your body gets the right vitamins sets the foundation for lasting health.

This blog will take you 5 minutes to read but may provide you benefits for a lifetime. Here is a list of 6 essential natural vitamins your body needs (and how to get them):

Vitamin A

Vitamin A plays a key role in maintaining healthy vision, promoting strong immune defenses, and supporting skin repair. The body absorbs it from both animal sources (as retinol) and plant-based foods (as beta-carotene). Egg yolks, cheese, and oily fish are rich in retinol, while carrots, dark leafy greens, and brightly colored fruits offer plenty of

beta-carotene. Getting the right amount prevents night blindness and keeps immune responses strong, but balance is crucial since excessive intake can be harmful.

Recommended Intake for Vitamin A

- Men: 900 mcg per day
- Women: 700 mcg per day
- Common food sources: carrots, spinach, sweet potatoes, eggs, cheese

Vitamin B Complex

B vitamins cover a family of nutrients, each responsible for different bodily tasks like powering metabolism, brain function, and red blood cell formation. They come from dairy, meats, eggs, whole grains, and leafy greens. Anyone following a vegan or restrictive diet should keep an eye on their B12 levels, as most plant foods do not supply enough. A regular intake strengthens energy, brain clarity, and overall cell health.

Recommended Intake for Vitamin B Complex

- B1 (Thiamin): Men 1.2 mg, Women 1.1 mg daily
- B6: Men 1.3–1.7 mg, Women 1.3–1.5 mg daily
- B12: 2.4 mcg daily for adults
- Top food sources: whole grains, eggs, legumes, dairy, lean meats

Vitamin C

Vitamin C is famous for defending against colds and supporting skin health as a powerful antioxidant. It helps repair tissues, boost immunity, and improve iron absorption. Citrus fruits, strawberries, bell peppers, and tomatoes are excellent sources. Because it's water-soluble and not stored by the body, aiming for daily intake is important to maintain wellness year-round.

Recommended Intake for Vitamin C

- Men: 90 mg per day
- Women: 75 mg per day
- Best sources: oranges, strawberries, bell peppers, broccoli

Vitamin D

Vitamin D helps calcium build strong bones and teeth. While sunlight triggers your skin to produce vitamin D, you'll also find it in fatty fish, fortified milk, and egg yolks. In winter or northern regions, most people need supplements to avoid deficiency, which can harm immunity and mood.

Recommended Intake for Vitamin D

- Adults: 600–800 IU (15–20 mcg) per day
- Main sources: direct sunlight, salmon, fortified milk, eggs

Vitamin E

Vitamin E acts as the body's armor against oxidative stress, keeping cells healthy and lowering inflammation. Almonds, sunflower seeds, and spinach are popular natural sources. Most get enough from their regular diet, and extra supplements are rarely needed unless recommended by healthcare professionals.

Recommended Intake for Vitamin E

- Adults: 15 mg per day
- Best sources: almonds, sunflower seeds, spinach, avocado

Vitamin K

Vitamin K keeps blood clotting running smoothly and helps bones stay strong by coordinating calcium distribution. Kale, broccoli, and Brussels sprouts are packed with vitamin K. It's rarely deficient for those eating plenty of veggies.

Recommended Intake for Vitamin K

- Men: 120 mcg per day
- Women: 90 mcg per day
- Leading sources: kale, broccoli, brussels sprouts

Top Food Sources of Essential Vitamins



Vitamin A



Vitamin B



Vitamin C



Vitamin D



Vitamin E



Vitamin K

Blog Post #2

Title: The Truth About Natural Pre-Workouts (And the Best Ways to Use Them)



Getting the most from every workout starts with how you fuel your body before exercise. Natural pre-workouts have gained popularity because they use clean, plant-based ingredients to boost energy, increase focus, and improve performance without relying on artificial chemicals or harsh stimulants.

A natural pre-workout typically contains ingredients like beetroot, matcha, and adaptogenic mushrooms, which work together to energize, focus, and improve workout performance. Unlike conventional pre-workouts that use artificial flavors and synthetic stimulants, these natural options focus on wholesome, effective ingredients that support your body's natural functions. For example, beetroot is rich in dietary nitrates that help improve blood flow and oxygen delivery, while adaptogenic mushrooms like cordyceps and reishi promote stamina and reduce fatigue.

The benefits of natural pre-workouts are many. They primarily boost energy levels in a sustained way that avoids the crashes sometimes experienced with caffeine-laden, artificial formulas. These ingredients enhance mental focus, support endurance, and aid in post-workout recovery. They are especially suited to athletes who prefer a clean, plant-based approach to supplementation, whether they are doing high-intensity training, endurance runs, or strength workouts.

When selecting a natural pre-workout, look for ingredients such as green tea or yerba mate for caffeine, which provides a clean energy boost. Adaptogens like cordyceps and reishi mushrooms can help with oxygen utilization and fatigue reduction. Beetroot powder supports nitric oxide production, increasing blood flow, while amino acids like beta-alanine and L-arginine improve muscular performance. Fruits like watermelon, pomegranate, and blueberries deliver antioxidants and quick energy, while electrolytes like coconut water keep hydration levels optimal during exertion.

Knowing when to use a natural pre-workout makes a difference. It is especially beneficial before cardio sessions, high-intensity interval training, or weightlifting, particularly when you need a quick energy source without synthetic stimulants. For those training early in the morning or in a fasted state, a natural pre-workout can provide that surge of energy necessary to push past mental and physical plateaus. It is also useful when dietary restrictions, allergies, or a preference for plant-based nutrition make synthetic options less suitable.

Some athletes also incorporate natural pre-workouts into their routine to help with recovery after strenuous activity. Ingredients like turmeric and ginger reduce inflammation and muscle soreness, enabling faster muscle repair. The key

is balancing effective dosages of caffeine, adaptogens, and energy-supporting carbs to optimize every part of your exercise routine—whether it's boosting endurance, improving focus, or supporting weight loss goals.

In summary, a good natural pre-workout complements your fitness goals with ingredients that safely and effectively enhance your performance. Whether you prefer a simple, food-based approach with bananas or watermelons or a formulated blend with botanicals and amino acids, the right pre-workout can turn every session into your best workout. Using natural ingredients not only benefits your immediate performance but supports long-term health and athletic development.

Blog Post #3

Title: Why Supplements Matter for Everyday Health



Supplements are designed to support your body's nutritional needs when diet alone might not be enough. Whether you want to boost immunity, increase energy, support mental focus, or supplement a restrictive diet, choosing the right supplements can be a game changer for feeling your best. They serve as targeted nutrition boosters, filling in gaps and helping maintain balance when lifestyle, stress, or age affects your nutritional intake.

Supplements help maintain health, recovery, and vitality in different ways across various body systems. They support immune defense with vitamins like C and zinc, enhance energy metabolism with B vitamins, promote joint and bone health with calcium and magnesium, and even help regulate mood and brain function with omega-3 fatty acids. Integrating supplements thoughtfully can promote overall wellness and help prevent common deficiencies many people experience.

Key Supplement Types to Know:

- **Multivitamins:** Provide a broad base of essential vitamins and minerals to fill nutritional gaps.
- **Protein Powders:** Aid in muscle recovery and daily protein requirements, especially for active individuals.
- **Omega-3 Fatty Acids:** Support cardiovascular health, brain function, and inflammation reduction.
- **Probiotics:** Encourage healthy gut flora, benefiting digestion and immune health.
- **Adaptogens:** Natural compounds like ashwagandha and rhodiola that help the body manage stress.
- **Bone and Joint Health Supplements:** Ingredients like calcium, vitamin D, and glucosamine support skeletal strength.

Look for products with transparent labeling, tested ingredients, and no unnecessary fillers or additives. Choosing supplements from reputable brands with third-party certifications can provide peace of mind about purity and potency. Always consider your specific health needs and consult with healthcare professionals to customize supplementation safely

When to Consider Supplementation:

- If you have dietary restrictions or allergies limiting nutrient variety.
- When recovering from illness, surgery, or intense physical activity.
- During life stages with increased nutrient needs, such as pregnancy or aging.
- To support mental clarity, energy levels, or immune function during stress.
- When advised by a healthcare provider based on lab tests or symptoms.

Supplements are tools that, when chosen wisely, help optimize health and performance alongside a balanced diet and lifestyle. They provide tailored support to meet individual goals and challenges, offering a practical approach to long-term wellness.

Citations:

Blog #1

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