

# 2026 Coach & Wellness Marketing Trends

## What's New, What's Working, and How to Take Action

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As we start this new year, it's a great time to take a look at what is changing for 2026 and how to adapt your marketing to align with it. Overall, people are craving connection, community and personalized experiences. Wellness has become more mainstream, and while that IS good, it also means there are more people offering solutions. So, be yourself and let your inner light shine!

# What Changed in 2025

## Consumer Behavior & Market Growth

Wellness is now a mainstream lifestyle priority, not a niche purchase category. Younger consumers particularly prioritize wellness in everyday life (mental health, beauty, sleep, nutrition) and this translates into strong spending even in uncertain economic conditions.

## Video Is King

Short-form video dominated engagement; platforms like TikTok, Instagram Reels, and YouTube Shorts delivered the highest engagement rates across audiences.

Video isn't just for awareness anymore, it now drives consideration and action (education, demos, testimonials) traffic into our funnels.

## AI & Personalization

AI tools helped brands produce more content at scale and tailor messaging, moving beyond basic automation to real-time personalization on social feeds.

### Social Commerce Growth

In-app shopping (like TikTok Shop) continued to expand, enabling brands to sell directly from social platforms. Wellness brands with shoppable content saw a lift in conversions by making it easier for consumers to buy without leaving the app.

### Influencers & Authenticity

Micro-influencers outperformed big celebrities in trust and engagement, especially in niche wellness topics. *Consumer trust is now heavily tied to authentic content over polished ads.*

### Trust, Transparency & Educational Content

Wellness is a trust-first industry. Content that educates, like evidence-backed posts, or expert Q&A, performed better than pure promotional content.

# Authentic is Still In for 2026

Now more than ever, letting your beautiful, authentic self shine, is a big trend in marketing. The more you can speak your client's language and let your voice be heard, the more you will stand out from all the AI noise.

**Creating quality content for your audience will outperform frequent, low-quality posts.**



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## The Importance of Emotional Connections in Your Marketing

At the beginning of 2025, we saw trends shifting from manipulation marketing to, what I call, empowerment marketing. People are now completely done with false scarcity and negative experiences.

Now we have the ability to connect with people in new ways with technology. Consider it an opportunity to engage with multiple senses with your ideal client.

We have new ways to help people feel and experience your work's value well before we meet them.

As you take action on the trends for 2026, be sure to build an emotional connection with everything you create.

# Social Media Trends

There are more new pieces of content being added to social media platforms every day. The apps are saturated and people are seeing less and less of our content. It's crucial in 2026 to overcome social media fatigue. To do that, create quality content that truly speaks to your community.

- ❏ Consider creating a private community like a Facebook or LinkedIn Group where people know they will be in an environment they enjoy and will get a notification when you post.

## Facebook (Meta)

- Meta is increasingly unifying AI signals (like user chats and interactions with Meta AI) into feed and ad personalization across Facebook and Instagram (more personalized recommendations than before).
- Feed redesigns aim to mirror Instagram's visual, immersive layout and improve engagement signals via user feedback tools.
- Organic reach continues to prioritize **meaningful interactions** (comments, saves) over passive metrics.

**Prioritize community engagement (comments, replies) and contextually relevant content over volume.**

# Instagram & TikTok Strategies



## Instagram

Instagram introduced "Your Algorithm", a user-facing tool that helps recommend Reels and lets users adjust them manually, increasing personalization.



## Reels Dominate

Reels and short-form video rankings still dominate, with higher priority on authentic engagement and early signals of interest.



## New UI Tests

New UI tests (Reels-first home tab, new feed filters like "Friends" and "Latest") influence how content surfaces.

**Experiment early with video formats and tag content to align with interests; encourage saves/comments.**

## TikTok

- TikTok continues to optimize *For You* recommendations around *watch time*, completion rate, and engagement because these behaviors are core ranking signals.
- There's a broader algorithmic trend toward *authentic content over polished ads*.

**Prioritize short, native-style creative with strong hooks in the first 2 to 3 seconds.**



# LinkedIn & Pinterest Optimization



## LinkedIn

LinkedIn's algorithm now emphasizes **quality, relevance, and expertise** over raw popularity. Content that drives *meaningful professional conversations* and engagement ranks better.

The platform has tested prioritizing older, relevant posts alongside new ones, focusing on *long-term engagement signals vs. recency*.

Promotional posts and outbound links (those that take users off LinkedIn) have decreased organic reach.



## Pinterest

Pinterest's ranking leans heavily into **visual search relevance** and topical keyword associations. Pins are shown based on the user's searches and saved content history.

Pinterest continues positioning itself more as a *visual search engine* than a social feed (especially for lifestyle and wellness discovery).

### LinkedIn Action:

Publish thought leadership posts that drive discussion; use text + rich media (like carousels, video) conservatively.

### Pinterest Action:

Optimize Pins for keywords and intent (e.g., "wellness routine ideas", "morning yoga poses"), and use rich Pin metadata.

# Video Marketing & Webinar Trends

## Video Marketing Trends

Videos are still dominating the market. From reels to video sales letters to video-based lead magnets, people love to watch and learn. And on-demand video content makes it easier for people to consume your content when it's convenient for them.



Repurposing your videos will save you time and money. If you create a 3-minute video, then make 15-30 second clips, you can tease the main video with all your clips. Imagine you upload your video to YouTube, then add your clips as YouTube Shorts, directing viewers to your main video. You'd get much more exposure than just posting the video alone.

## Webinar Trends

### B2C Shift

One thing I noticed last year was a big drop in registrations and show up rates when it came to serving individuals. It seems like after a few covid years of everything being online, people are looking for connection again.

### B2B Success

On the B2B side of things, interactive webinars and workshops are still performing pretty well. Keep them shorter (75 minutes tops) and make sure attendees get to complete something they are proud of.

# AI Trends

The AI boom hit hard in 2025, bringing so many tools to everyday creators. While impressive, the impact of how fast AI is growing is leaving people craving human interaction.

**This is an opportunity to create personalized, engaging experiences.**

## How AI has impacted search engine optimization (SEO)

### GEO Emergence

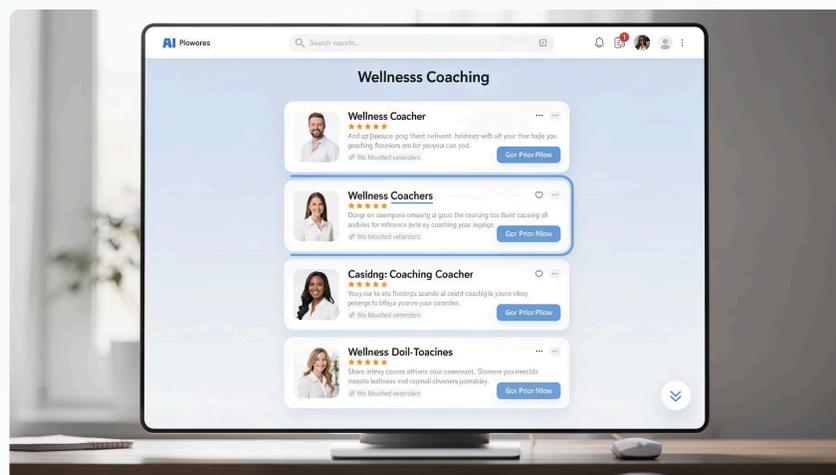
With Generative Engine Optimization (GEO) gaining popularity, we are now seeing AI results on search engines like Google. Much like SEO aligns your website with the way people are searching for your product or service, GEO aligns your website with search results in AI-powered apps, like ChatGPT.

### Massive Growth

Since the March Google update, AI results have increased by 116%. This means that people are clicking on websites less and less. We now need to optimize for AI search, too.

### Content That Wins

Best-of content, product pages, and guides are driving the most AI traffic.



# Affiliate Marketing Trends

With the decrease in webinar attendees, affiliate marketing is a high priority. Think about it... you are able to access new audiences and you're getting a warm introduction. Here's how to make your affiliate marketing shine this year:

## UGC Creators Over Influencers

User-generated content (UGC) is more authentic, reusable, and drives higher CTR and SEO. Brands are prioritizing content quality over follower count.

## Video Rules the Funnel

Long-form builds trust; short-form drives action. Successful programs support both and adjust commissions accordingly. Essentially, warm up with long videos and sell with short videos.

## Complex Attribution Models

Multi-touch attribution is essential. Use hybrid tracking: server-side tracking, coupon codes, and assisted conversion credit to retain top partners.

## Micro-Niche Influence Wins

Small, highly engaged niche audiences drive better results than large general ones. Programs should offer niche-tailored incentives and tools.

## Partnership-Led Programs

Long-term affiliate relationships (vs. transactional networks) deliver 30–40% higher conversion rates. Strategic planning and dedicated management are key.

# Meta Ads Trends

Meta's New "Andromeda" Algorithm is here and shaking up the ad system. Here's what you need to know:

## AI-First Targeting

Meta's push to get everyone using their advantage audience is strong this year. As I've continued to test their audience options, I've noticed Meta not showing ads with traditional targeting nearly as much as their advantage targeting.

Meta now uses ad creative content to determine who sees your ad. Think of it like Netflix's recommendation engine, dynamic and predictive based on behavioral signals.

## Creative Is the New Targeting

The algorithm uses creative to interpret user intent.

**Generic visuals = poor targeting.**

*Try this instead:*

- Use a variety of formats: static, raw video, GIFs, carousels.
- Test different topics: testimonials, curiosity, pain/pleasure, questions.
- Refresh creative monthly (small budgets) or weekly (large accounts).
- Text-only and carousel formats are trending.

# Google Ads Trends

The new updates to Google Ads allow us humans to work with AI tools to increase your return on investment. Here's what to look for this year:

## AI + Human

Human strategy defines goals, segments, and creatives, but AI handles real-time execution, bids, and placements. It allows campaigns to lean on smart automation, with human insights steering direction.

## Consolidation Over Fragmentation

Structure your campaigns for scale: avoid splitting your budget across too many ad sets.

## First-Party Data Fuels Successful Campaigns

The best performing campaigns will now depend on rich, consented user data... think CRM integrations, lead nurturing, and retargeting lists.

## Creative & Messaging Flexibility

Google's AI tests all copy/creative combinations, so feed it variety to find what works. Messaging should match buyer stage and intent, not just keyword targeting.

# Summary: Your 2026 Wellness Marketing Game Plan

The trends for 2026 make one thing clear: **authentic connection is your most powerful asset**. From short-form video to AI-assisted ads, the tech is evolving fast, but what really cuts through the noise is you.

Whether you're navigating algorithm changes, building emotional resonance, or experimenting with affiliate partnerships, success this year will come from aligning personalized content with strategic automation. Use video to educate, create spaces for real conversation, and lean into community over clicks.

**Remember: your wellness brand is most magnetic when you lead with purpose, speak your client's language, and invite them into meaningful experiences.**

Now's the time to align your strategy with what truly works — so you can grow with integrity, impact, and clarity.

📄 Need help coming up with a great plan for your marketing? [Book a free strategy session today!](#)

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Sources:

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