



MARIANA TEK.
by xplor

E-BOOK

Creative Yoga Marketing Ideas for Your Studio

5 Innovative Ideas To Get Your Yoga Studio Noticed

You Need State-Of-The-Art Marketing For Your Studio

If you're looking to open a new yoga studio or are currently running one, your yoga marketing strategy is important to maintain your current students and inviting new students to walk through your doors.

Not only do you need a well-rounded, talented group of instructors to offer high-quality yoga classes, but getting the word out about your yoga teacher collective, your studio space, and intention is also very important. While word of mouth will work wonders in organically marketing your yoga business, you also need a tangible marketing strategy, as well as yoga studio management software, on your side.

Let's take a look at a few things you can do to help improve marketing for your yoga studio and grow your business overall. Here's what this guide will cover, and how to get started!

- **Idea #1:** Yoga-Specific Website
- **Idea #2:** Optimise Email Marketing
- **Idea #3:** Engage Through Social Media
- **Idea #4:** Host Local Community Events
- **Idea #5:** Use Paid Advertising

Yoga-Specific Website

DESIGN A YOGA-SPECIFIC WEBSITE

Does your yoga business have a website where customers can learn more about your studio? This is a perfect landing page for current and potential students to learn more about your studio.

Updating your website is one of the best yoga marketing initiatives on your side. It should include a calendar of classes, a description of those classes, and ways to register for your offerings. Your upcoming workshops and special events should also be featured on your yoga website.

Also, be sure to include your mission statement; what is your vision and intention for providing yoga to your community. You want this to be a description of values on how you run your business and serve your students. The statement may also be what makes you unique, and differentiate your studio from the other yoga studios in your area.

LIST KEY INFORMATION PROMINENTLY

Some of the most critical pieces of information you should include on your site is your location (i.e. address), contact information (phone number, email address), and hours. Think about it this way: when you seek out a company's website, what you are specifically hoping to find? Is it finding directions on how to get to their location? Or maybe how late they are open on Sundays? Chances are that you have looked for this for another business, and someone has been trying to find this out about your studio.

This information should be easily visible on the front page of your site, that way people are likely to seek you out as a potential place to practice yoga. Make sure that information is visible in more than one place on your website, and is clearly displayed for visitors to find.



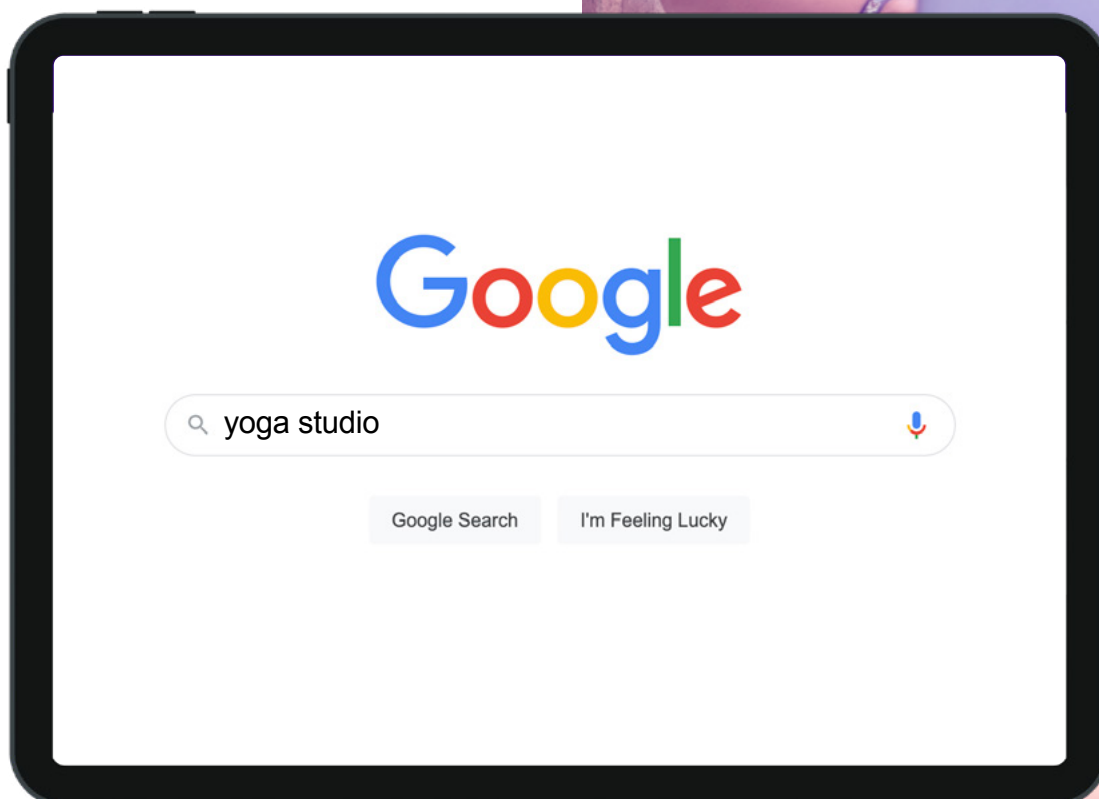
YOGA MARKETING IDEA #1

INCORPORATE SEO BEST PRACTICES

When developing your yoga website make sure it is search engine optimised. You want to use keywords that serve you the best. These may include words like:

- yoga
- yoga studio
- yoga in [your city]
- meditation
- hot yoga
- power yoga
- [specific] yoga class

Be sure to use your studio name as a keyword, too. You want people to be able to find you if they do a search through Google or other search engines. This is ideal for people visiting from out of town to find you easily.



Optimise Email Marketing

STICK TO CONSISTENT BRANDING

The voice, tone, color scheme, and font should all reflect your core branding and style guide. Newsletters benefit greatly from being concise, as many readers will see it on a small screen or will be skimming them as they go through their inbox.

While headings and logos can be a custom font in an image format that reflects your brand, the body should be a standard font, so your readers see what you see on whichever platform and email application they use.

PRODUCE A WEEKLY NEWSLETTER

Create and send out a weekly newsletter that keeps your students well informed about what is happening at your studio. Include your list of classes, workshops, and special events that you have coming up.

You could also include blog posts and educational articles in your newsletter that will enhance your students' practice and offer them value. For instance, a yoga pose of the week and tips on how to achieve it. You could also highlight your business by doing spotlight features on a specific yoga teacher at your studio.

You could even spotlight some long-time students (with their permission!) and show how they use yoga to boost their well-being and how your yoga studio has helped them. Just make sure you're sharing fresh, exciting content that you yourself would be interested in.

SEGMENT & AUTOMATE YOUR EMAIL LISTS

Don't send the same content to everyone! When incorporating email marketing, it's important to make sure you have workflows and processes in place to catch prospects at the right point in the funnel.

Segment your email database so that you can send tailored emails to your leads (people who haven't signed up for a membership yet), your regular clients, and former clients who haven't been to your studio in a while. For instance, a welcome email can be triggered to go out automatically to someone who purchases a membership. Or you could automate a reminder email to go out to a member who has missed more than 3 classes in a row. The possibilities are endless!

With Mariana Tek's Mailchimp integration, members you add in Studio automatically sync to Mailchimp every 15 minutes. No more duplicate or missed entries—quickly add them to your email marketing lists without having to do it on both platforms.



Engage Through Social Media

POST ENGAGING CONTENT ON THE RIGHT CHANNELS

When delving into the world of digital marketing, social media marketing will be an important avenue for you to own. Focus your efforts and attention on one or two channels and build those up before adding more. Most yoga studios utilise social media apps such as Facebook, Instagram, and Pinterest; you could start there. If you create video tutorials, you could also explore a social media channel like Youtube.

Once you've figured out your channels, it's time to share engaging content that is valuable to your audience. Besides discounts and special offers, you could also share inspirational messages, yoga tips, blog posts that highlight the benefits of yoga, etc. on social media. Between such posts, you could also highlight your classes, your studio space, and focus on getting some reviews and testimonials from your students on Facebook.

CREATE AN EDITORIAL CALENDAR & AUTOMATE

Too many studios make the mistake of using social media marketing as a spur-of-the-moment strategy. Your social media channels need a cohesive plan to be successful. Create a social media calendar and plan what you will be posting in advance, along with any visuals or videos.

Using an automation tool to schedule your posts in advance is another good idea and will save you a lot of time down the road. There are plenty of social media automation tools that offer a free, basic version for a small yoga business, such as Hootsuite or Buffer. Scheduling your posts in advance will keep you more consistent and consistency can help you boost your follower count and engagement.

USE ANALYTICS TO INFORM YOUR CONTENT

Get familiar with the reporting tools all social media platforms offer and gain insight into your audience and the kinds of content that is performing well. This can be as simple as identifying your most engaging post—one with the highest number of shares and comments—and posting more similar content.

Or, you can go deeper and figure out what are the optimal times for posting, based on when your audience is online, which types of post drive the most traffic to your yoga website, and even more insight into who your audience is. Analytics are a good way to refine your social media posting strategy and ensure your content is making an impact.



Host Local Community Events

POST ENGAGING CONTENT ON THE RIGHT CHANNELS

Another great way of marketing to promote your new yoga studio and attract new students is by hosting local yoga classes for your community. Get creative and do some research to create some unique offerings that will generate a buzz and boost your studio's brand.

Any yoga teacher will also love being part of such a fun, unique class offering! For example, you could offer a limited series of classes on trendy yoga practices like chair yoga, restorative yoga, puppy yoga in the park, and aerial yoga. If you have space and resources, you could also consider some novelty yoga classes.

Finally, you could theme one-off classes based on what your students will achieve from the class. For example, yoga for mental health or yoga to relieve lower back pain.

SECURE LOCAL PARTNERSHIPS

Do some research and team up with vendors or local health and wellness businesses in your area to start marketing and hosting successful yoga events in your community. For example, partnering with a local spa to offer a pop-up yoga class. Or partnering up with a popular fitness instructor to offer a Yoga HIIT class.

Partnerships are a great way to expand your offerings, boost your brand awareness locally, and reach a wider audience. Partnerships extend beyond events - you could also partner with companies to offer unique discounts and incentives in your marketing campaigns. And, you can also partner with influencers or other prominent figures within the community.

There is no standardized approach to how much social media partnerships costs, and rates may vary from influencer to influencer. Most charge between \$250-\$1,000, but some influencers may charge as much as \$5,000 to \$10,000 per sponsored social media post, according to 2018 reports. And while cash is still king, there is still value in offering perks such as free classes.

If your yoga studio budget does not allow for sponsored social media posts as you had hoped, consider reaching out to a "micro-influencer." Micro-influencers are those who have a significant, but not massive following and likely to have a high level of social media engagement. They may also be more likely to be interested in trading services with your yoga studio, versus cash payments.



Use Paid Advertising

PAY-PER-CLICK MARKETING

If you have the budget to invest in paid advertising, pay-per-click or PPC marketing is a viable option for digital marketing your yoga studio. This allows you to rank in the top position of search results, provided your campaign has the right mix of keywords, ad copy and bidding strategy.

As the majority of people online are likely to come across your yoga studio through your website, sending qualified traffic from PPC ad campaigns is a good strategy. It's reported that businesses make an average of \$2 in income for every \$1 they spend in Google Adwords (Blue Corona, 2019).

SECURE LOCAL PARTNERSHIPS

Facebook and Instagram advertising is a great way to use digital marketing for your yoga studio. As the organic reach of Facebook posts has been declining since 2014, paid ads are a good way to reach your audience.

Using Facebook Ad Manager, you can set up targeted ads on Instagram and Facebook based on:

- **Location**, where your studio is based.
- **Interests**, people who are interested in Hatha Yoga for example.
- **Age and gender**, for instance, if you offer prenatal yoga classes, you could target expecting mothers who are interested in yoga, and a lot more.

If you're interested in adding video to your social marketing strategy, film full-length videos for IGTV, then promote them on your feed and in your story. Think of IGTV as an extension of your Instagram Story videos. They can be completely unscripted and, if you have smart, knowledgeable content to share, it doesn't have to have the production value of a Hollywood set to be engaging.



Your Members Are Always Moving

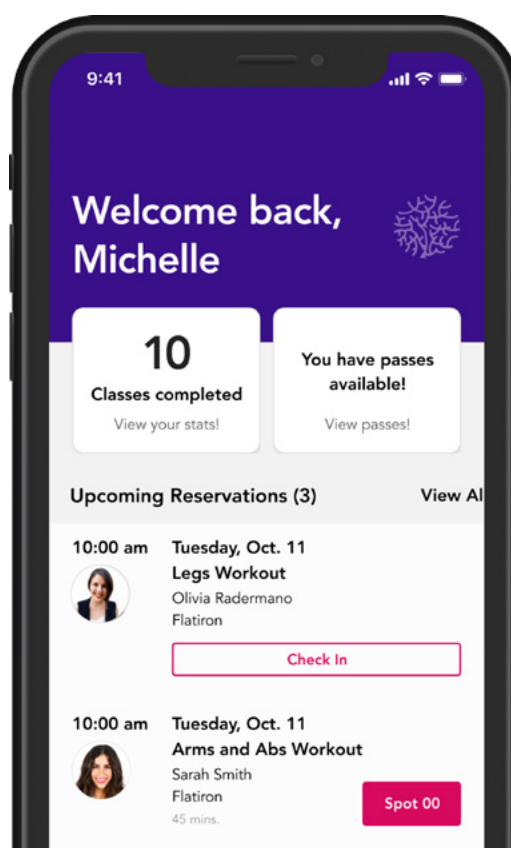
Let them interact with your studio through one beautiful, intuitive Mariana Tek mobile app that lets them sign up for classes, book (or request to book) 1:1 appointments, shop your merch, rent gear and more. You'll keep members engaged and drive revenue, all through an easy-to-use fitness booking app.

Mariana Tek allows you to build your brand, business and community at the same time. Whether you're focused on classes, personal training, or both, our feature set flexes to keep your staff and members organized, motivated, and on track.

Use Mariana Tek to:

- Drag, drop, and set your schedule
- Sell various items at your studio or entirely online
- Access member behavior and insights
- Book students virtually or in-person

Using the right yoga management software can also help you improve and streamline your marketing. Mariana Tek's yoga studio management software is an all-in-one studio management and marketing automation platform.



There is a lot you can do to boost brand awareness and improve the visibility of your yoga business. Take advantage of some of these ideas to bring more business to your yoga studio. We hope these strategies inspire you to get started on your new yoga marketing strategy!

[Schedule a demo](#)

and find out how
Mariana Tek can help
your brand today.



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