



ATLAS

YOGA

DIGITAL MARKETING PLAN

As Presented By
Meg Bevan
to
Kim Brinson



SUMMARY

Kim Brinson founded ATLAS YOGA in the summer of 2015, offering private and group yoga lessons in Smyrna, GA. She is a certified RYT200 yoga instructor and mom with a background in paleontology. Kim was introduced to yoga through her pursuit of martial arts. Her journey from the physical, self-disciplined arena of martial arts to the calming, spiritual realm of yoga has allowed her to bring a unique synergy of tranquility and energy to her classes. Kim aims to teach and share a healthy, supportive and energizing lifestyle to individuals who seek improvement in their day-to-day rituals. The ATLAS YOGA concept is that sometimes we feel like we are carrying the world on our shoulders, and we can relax, rejuvenate and reinforce the things we do everyday by practicing yoga with Kim. Her logo and brand theme reflect the energizing, focused, powerful service she offers her clients.

This Digital Marketing Plan is intended to be a tool to reach Kim's personal goals for her business. It includes recommendations about the brand, strategy, positioning, search engine optimization, social media strategy, content plan, and email marketing strategy.



THE BRAND

WHERE WE ARE NOW

Kim's primary market is local residents with the flexibility to attend her morning and day classes, especially stay at home moms. She currently shares a location with a martial arts studio and occasionally gives lessons at other studios. Although Kim's schedule is nearly full with private individual and group lessons, she is frustrated by low and inconsistent attendance in her routine classes. Kim needs help defining and growing her brand into a recognizable staple of the Smyrna community.

WHERE WE WANT TO BE

For the immediate future, Kim wants to broaden her client base and increase attendance consistency in her classes. She would also like to target a younger, more athletic crowd whose interests in other sports and hobbies can be augmented by practicing yoga. Eventually, Kim wants to open her own brick and mortar studio. She hopes the clientele she builds now will form a strong base for her future endeavors.

BRAND ATTRIBUTES

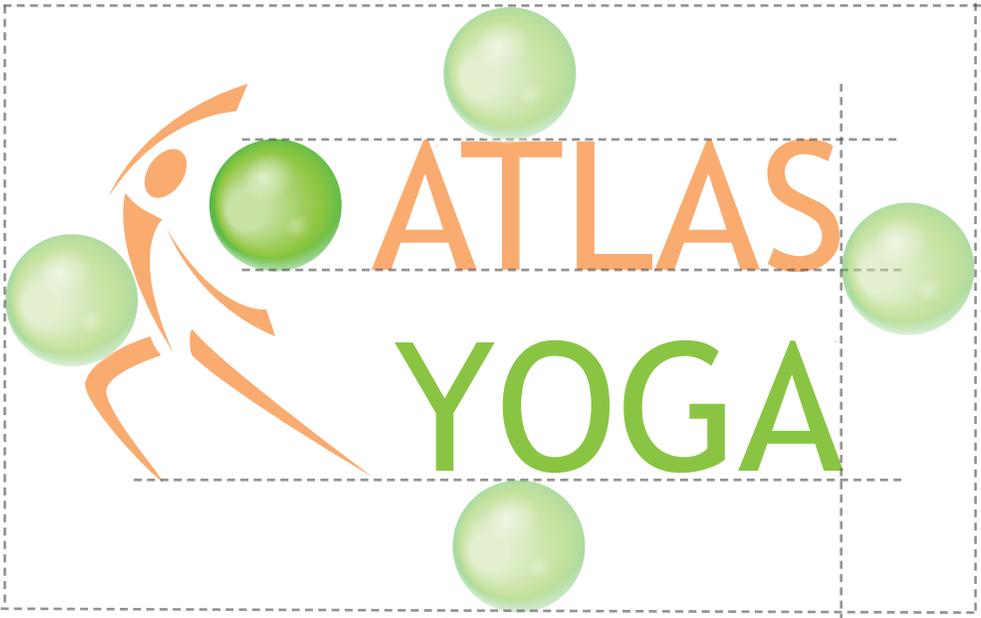
Energizing, Strengthening, Supportive, Relaxing, Rejuvenating, Reinforcing, Spiritual
Slogan: Yoga that SUPPORTS the Things You Do!



“A photographer gets people to pose for him. A yoga instructor gets people to pose for themselves.”

T. Guillemets

BRAND GUIDELINES



ATLASYOGA logo text size will be exactly the same height as Atlas Ball. ATLAS shall always be lined up with Atlas Ball, and YOGA will always be lined up with Atlas' feet.

There must always be at least the distance of Atlas Ball from logo and all other figures or text, as shown to the right.

Atlas Yoga official Slogan is: "Yoga that SUPPORTS the Things You Do!" with capitalization as indicated. SUPPORTS is always rendered "Lime Green".



If Corners are used to accent media, Green Corner must always be top left; Orange Corner must always be bottom right. They must be same size.

"Cream-sickle"

RGB
250, 171, 111
CMYK
0, 38, 61, 0
HEX
#F9AB6F

"Accent Orange 1"

RGB
244, 121, 33
CMYK
0, 65, 100, 0
HEX
#F37920

"Accent Orange 2"

RGB
248, 159, 89
CMYK
0, 44, 72, 0
HEX
#F89F59

"Lime Green"

RGB
130, 195, 67
CMYK
54, 0, 99, 0
HEX
#81C342

"Accent Green 1"

RGB
59, 181, 74
CMYK
75, 0, 100, 0
HEX
#3AB449

"Accent Green 2"

RGB
179, 211, 54
CMYK
35, 0, 99, 0
HEX
#B2D236

Brand font is Trebuchet Regular, with supporting fonts of Gill Sans or Calibri if necessary.

Atlas Yoga Colors are as defined to the right.

STRATEGY, POSITIONING AND PLANNING

OVERALL STRATEGY

My recommendation to ATLAS YOGA for a digital marketing communication strategy is to launch an “Authoritarian” approach: Build a web presence that establishes Kim as an authority on all things yoga. Engage in conversations on social media avenues like Facebook, twitter and Instagram that inform the public about yoga and introduce Kim as a trusted local source. Cover multiple medias of relaying information (i.e. videos, photos, info graphs, blog posts) across several social media platforms. Consistently offer new, fresh information about the practice and Kim. Build genuine relationships with clients that keep them returning for more.

POSITIONING

ATLAS YOGA is a brand new business coming into a crowded but growing industry. The exercise market, and specifically yoga, is relatively crowded in the area. Gyms and yoga studios are on every other corner and shopping center. There are 8 known locations that offer yoga lessons in a 10-mile radius alone. Other studios have the strength of their own brick and mortar location, where as Kim shares a studio with a Martial Arts business and sometimes guest teaches at other studios. Also, many of these studios have been operating for several years and have built a reputation in the community. Because it is trendy, consumers are often interested in trying yoga but have difficulty committing to a continuous schedule. Yoga is perceived as being very laid back and feminine, which may deter men from seeking it out and can sometimes unpleasantly surprise women at it’s difficulty. Brick and mortar businesses are limited by their mobility and stiff schedule. Kim has an opportunity to cater to clients by going to them, offering personalized lessons at times that are specifically convenient to the client.

PLANNING

In preparation of launching the digital marketing plan, we have already set up a working website, blog, Facebook, Instagram and Pinterest account. Our goal is to make weekly posts to each of these accounts with fresh new content according to our editorial calendar.



“When the breath wanders the mind also is unsteady. But when the breath is calmed the mind too will be still, and the yogi achieves long life. Therefore, one should learn to control the breath.”

Hatha Yoga Pradipika

TARGET AUDIENCE

TARGET AUDIENCE

The target audience for ATLAS YOGA is primarily “Health Conscious” individuals in a 10 mile radius of Smyrna, GA. These are people who are willing to put some time and effort into their own bodies and well-being. They are especially interested in custom insights into what is specifically good for them. They are likely beginners of yoga, and might be self-conscious or timid to start out. The target market are between the ages of 24 and 65, avid users of social media via their mobile device or tablet, and are interested in being active.

CLIENT PROFILES

- ◆ Jean is a 37 year old stay at home mom with 3 kids between 6 and 11. She loves to play tennis, but a busy schedule and weather often limit her ability to play. Her best window for exercise is between 7am-2pm while the kids are at school.
- ◆ Debbie is a 58 year old woman who works a sedentary day job. She feels out of shape, but doesn't enjoy running or intense team sports. Debbie has never tried yoga, but the gentleness and social aspects appeal to her.
- ◆ Adam is a 26 year old young professional. He is very active, attending the gym every day and participating in his local Rugby club. Sometimes Adam struggles with old injuries, and he is beginning to notice a reduced range of motion from lack of stretching.



“Yoga teaches us to cure what need not be endured and endure what cannot be cured.”

B.K.S. Iyengar

SWOT ANALYSIS

STRENGTHS

- ◇ Kim Brinson is a Certified yoga instructor
- ◇ She has a unique background in martial arts
- ◇ Kim's flexible schedule allows her to work with clients for an ideal lesson time
- ◇ Her close relationship with a martial arts studio offers support and increased awareness
- ◇ Kim has ties throughout the community through her former positions on the Smyrna Tree board and the Smyrna Business Bureau

WEAKNESSES

- ◇ There is already a crowded market of Yoga instructors in the area
- ◇ Kim is relatively new to the Health and Yoga industry
- ◇ ATLAS YOGA is currently sharing a studio with another business, limiting available time slots and freedom to decorate and set an atmosphere specific to her practice

OPPORTUNITIES

- ◇ People are increasingly more aware of their health and strive to improve their well-being
- ◇ Kim can offer customized personal lessons
- ◇ Yoga is a popular trending activity

THREATS

- ◇ Client retention is very difficult
- ◇ There are 8 known locations offering yoga lessons in a 10 mile radius



“Yoga is a light, which once lit, will never dim. The better your practice, the brighter the flame.”

B.K.S. Iyengar

SOCIAL MEDIA MARKETING PLAN

SOCIAL MEDIA STRATEGY

ATLASYOGA will use the following web and social media platforms as described below:

- ◆ atlasyogastudio.com : the purpose of all social media posts and campaigns will be to drive traffic back to the website so that users can find out more information about ATLASYOGA and ultimately join a class. The website must be very strong and user friendly. It is already connected to all social media accounts. It may have to be redesigned through a platform like wordpress or squarespace in order to make the page easier to update for Kim.
- ◆ Wordpress Blog : The Blog will be the first step in our marketing strategy. Posts will be in a consistent format, regular intervals, and relevant to our target audience. Each post will include a photo, a clear and concise title that indicates the engaging content, which will always invite readers to share their thoughts and ideas. Each post will be closed with a consistent farewell, that also invites readers to join her at the next class with a link to the schedule or home page. The structure and quality of these posts are important because they will be transferred across each of the other social media platforms we use.
- ◆ Facebook : the Facebook page will be an opportunity to reiterate each blog post in its entirety or in part. Between these blog posts, I suggest engaging in conversations on the business page AND in local facebook groups, talking and responding to individuals directly so that people feel heard and noticed.
- ◆ Instagram : This platform will be used to reiterate the blog post photo, as well as any other media we are able to procure. Content will be just the boiled down point of the initial blog post, along with relevant tags and a link back to atlasyogastudio.com. Follow other yoga instructors in the community and join conversations about events, health topics, and products that are relevant to your business.
- ◆ Pinterest : Here is another opportunity to share boiled down points of the initial weekly blog post. While facebook and instagram are mostly engaged on mobile devices, Pinterest is explored on both desktop and mobile devices. Pinterest users are highly intrigued by short meaningful bursts of advice and knowledge highlighted by great visual media.
- ◆ Youtube : Video content is an excellent way to reach millenials and divulge your content in an entirely new way. I suggest a video blog with a bi-monthly frequency, offering a variety in style of content and letting readers and followers get to know Kim in a new way.



“Yoga is possible for anybody who really wants it.
Yoga is universal.... But don’t approach yoga with
a business mind looking for worldly gain.”

Sri Krishna Pattabhi Jois

CONTENT AND ENGAGEMENT STRATEGY

CONTENT AND ENGAGEMENT STRATEGY

Kim must position herself as an “authority” on all things yoga. Her weekly blog posts and subsequent social media posts will be full of advice, knowledge, and accounts of her personal experiences. Kim’s tone must be confident and encouraging, making readers feel both positive and craving more. Whenever possible, content should be directly relevant to the classes she is teaching, current events happening nearby, or topics users or clients have asked about.

Our purpose is to engage readers with Kim and ultimately inspire them to join a regular class. To do that, we must intrigue people with Kim’s personal story, and also give them an opportunity to share their own story. I suggest walking readers through Kim’s journey of self discovery from paleontology, motherhood, martial arts, to studying and teaching yoga.

As mentioned before, it is important to engage consumers in other areas as well. Being active on local community forums, social media conversations, and even individual’s own pages will increase awareness among consumers. Also, having an association with other people and pages will give rise to ATLAS YOGA’s position in Organic Search.



“Yoga is invigoration in relaxation. Freedom in routine. Confidence through self control. Energy within and energy without.”

Ymber Delecto

ADVERTISING

OVERALL STRATEGY

In addition to the Digital Marketing Plan, I encourage alternative traditional advertising in the form of paper media. Flyers, business cards, and signage should all be used to promote upcoming events, ATLAS YOGA awareness, and direct traffic to the website.

Since the business operates in a relatively small vicinity, I think printed invitations would be a personal way to reach individuals near by and raise awareness. The effectiveness of these campaigns should be monitored in order to dictate the regularity of such events. The price of sending out 250 invitations at a time (including print, envelopes, and postage) comes out to approximately \$222.



Yoga is about clearing away whatever is in us that prevents our living in the most full and whole way. With yoga, we become aware of how and where we are restricted -- in body, mind, and heart -- and how gradually to open and release these blockages. As these blockages are cleared, our energy is freed. We start to feel more harmonious, more at one with ourselves. Our lives begin to flow -- or we begin to flow more in our lives.

Cybele Tomlinson

SEO

OVERALL STRATEGY

Currently, ATLAS YOGA cannot be found on the first 6 pages if “smyrna yoga studio” is searched. Our goal is to be in the top five websites on the first page with the search words “smyrna yoga studio”. This is to be accomplished through our content and engagement plan, having fresh, relevant information updated to the site consistently. Also, being recognized and referenced across the community as an authority on Yoga should boost Kim’s position in SEO.

We will explore Google Adwords with the following phrases:

smyrna yoga studio

yoga studio

beginners yoga

hatha yoga

purna yoga

Our budget for Google Adwords will be \$50/month for two months until effects are monitored and a new plan going forward can be formed.



The word yoga comes from Sanskrit, the language of ancient India. It means union, integration, or wholeness. It is an approach to health that promotes the harmonious collaboration of the human being’s three components: body, mind, and spirit.

Stella Weller

EMAIL MARKETING

OVERALL STRATEGY

Email Marketing will be limited to confirmation emails for class receipts and reminders, Kim will only use email blasts to inform her students of upcoming events or unexpected closures. Her email lists should be carefully maintained by clients and potential clients.



“Yoga is the golden key that unlocks the door to peace, tranquility and joy.”

B.K.S. Iyengar