

Final Project – Part 4: Marketing Plan for NkisoY Yoga LLC

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Abstract

This project presents a social media marketing plan for NkisoY Yoga LLC, a yoga studio in Fort Lee, NJ. It starts with a market analysis, identifies marketing goals for the business while it is temporarily closed during the COVID-19 pandemic, and envisions longer-term goals that can be addressed once it reopens. This proposal includes a detailed social media marketing campaign with a proposed Facebook and Instagram ad campaign as well as regularly scheduled organic posts. Some website improvements, including the creation of dedicated landing pages, are also recommended to improve the success of the social media campaign. While social media is only one aspect of an overall marketing approach the company should consider, the campaign detailed in this proposal should help the business stay afloat during the pandemic and set it up for growth once it is able to reopen to clients.

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Introduction

NkisoY Yoga LLC is a unique small-class yoga studio in Fort Lee, NJ. Under normal circumstances, its semi-private mindful yoga group classes, aerial yoga, reiki and massage services make it stand apart from the local competition. The studio prides itself in its mission of providing body awareness and overall wellness. The marketing campaign should be focused around this mission. Overall NkisoY is consistent in its brand image, but it does not translate in the online search results. NkisoY is often outranked on search results pages for businesses outside the area. This proposal aims to improve NkisoY's reach and generate revenue by focusing on organic and paid social media posts.

Like many small businesses, NkisoY Yoga LLC has been abruptly forced to adapt its operations amid the ongoing coronavirus pandemic. While a statewide executive order has forced NkisoY to close its Fort Lee location, the business continues to provide virtual yoga classes. This presents another challenge. It can be difficult to shift existing clients to at-home workouts, even at discounted rates, and several services cannot be offered at all. It's even more challenging to attract new clients during a time when many people are furloughed. This has caused a shift in marketing efforts from building a competitive brand presence to promoting virtual classes to drive revenue to keep the business functioning.

This proposal provides a market analysis, marketing objectives and a marketing plan for social media ads and organic posts. The social media campaign suggests creating dedicated landing pages on the website to help improve conversions. The recommendations provided are short-term solutions to assist the business during the pandemic, but the learnings can be carried

through long-term when the studio can open its doors again. Finally, this proposal concludes with an overview of other changes NkisoY could make to improve its overall marketing plan, including adjustments to its email campaign.

Market Analysis

The Coronavirus has created a tumultuous environment for businesses, particularly fitness studios that bring groups of people together in confined spaces. A statewide stay-at-home order has forced non-essential businesses, including fitness studios, to temporarily close. This is placing a strain on many small businesses. NkisoY, and many other local fitness studios have shifted to online classes to continue operating in the interim.

Current Search Ranking

NkisoY Yoga LLC appears to be the only yoga studio in Fort Lee running Google ads (Figure 1). The ad appears when searching for aerial yoga in Fort Lee and when searching for NkisoY Yoga. The ads promote the studio in general, but do not mention the virtual classes.

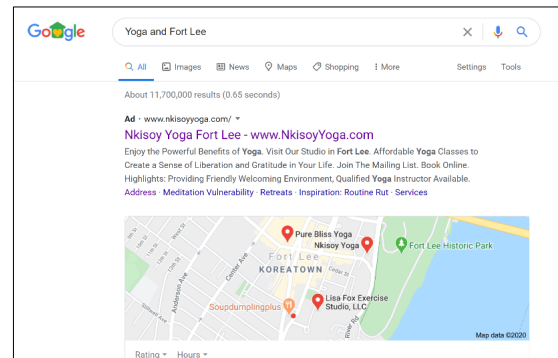


Figure 1

While the ad doesn't mention the temporary closure, the business listing below it lists NkisoY as being closed. This could be misleading for people who are unaware the studio is offering virtual classes. NkisoY ranks second in the business listing. The studio that ranks first, Pure Bliss, is not listed as being closed. Pure Bliss updates its business hours to correspond with its virtual class times.

Pure Bliss is also ranked first in the organic search results following the business listings. NkisoY is third on the organic search results list. Ranked second is a Yelp link for the “10 Best Yoga Near Fort Lee, NJ.” This list ranks Pure Bliss first, followed by Simply Hot Yoga + Fitness, which is located in neighboring Palisades Park, and NkisoY. Further down on the list are several yoga studios in New York. NkisoY has a five-star rating on Yelp from one review. Pure Bliss and Simply Hot Yoga + Fitness only have four-and-a-half-star ratings; however Pure Bliss has five reviews and Simply Hot Yoga + Fitness has 51.

Although Pure Bliss outranks NkisoY in the business listing and organic search results, NkisoY does appear again on the first page of search results. Ranked fifth on the page is a link to NkisoY’s MindBody online booking website and NkisoY appears again in the last position on the page, for another link to book services online. It should be noted, however, that Pure Bliss and Simply Hot Yoga + Fitness also both appear a second time on the first search results page.

NkisoY Yoga uses MindBody, a paid service that allows clients to search for classes, book online and leave reviews. NkisoY has a five-star rating from 27 reviews on MindBody’s website. The yoga studio also offers several promotions through this website. Despite its active use of the site, NkisoY Yoga does not rank well on MindBody’s search results. NkisoY does not appear in search results for yoga studios in Fort Lee. The results are of studios outside of Fort Lee. NkisoY only appears when a potential client searches for the studio by name. It is not clear to non-business users how MindBody ranks its results, but as a client NkisoY should explore this with the company.

Aerial Yoga Search Results

Searching for aerial yoga in Fort Lee, a NkisoY ad appears at the top of the page, however the ad does not mention aerial yoga in the text and the studio is not currently offering aerial yoga

while it is closed. If you click the ad it takes you to the NkisoY homepage, which mentions group aerial yoga toward the bottom of the page. In the business listing, Pure Bliss appears before NkisoY, even though it does not offer aerial yoga. The third business listed is Simply Hot Yoga + Fitness, which also does not offer aerial yoga. Both NkisoY and Simply Hot Yoga + Fitness are listed as being “temporarily closed” in this business listing.

At the top of the organic results are two Yelp links. NkisoY does not appear on the Yelp page of “10 Best Aerial Yoga” near Fort Lee, even though it is the only studio in Fort Lee that offers aerial yoga classes. The other link is “Best 10 Aerial Fitness” near Fort Lee though many of the studios are farther away and some are pole classes, instead of aerial yoga.

NkisoY is one of only a few studios in Bergen County that offers aerial yoga. However, NkisoY does not rank well in a search for aerial yoga in Bergen County. NkisoY does not appear on the first page of the business listing, Sukha Arts in Harrington Park, Jsunah K-pop Studio Aerial Hammock Yoga in Palisades Park and coolhotyoga in Cresskill (which offers aerial classes). NkisoY does not appear on the expanded list of businesses one sees after clicking “more places,” nor does it appear on the first three pages of organic search results.

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Only aerial yoga studio in Fort Lee. ● One of only a few aerial yoga studios in Bergen County. ● Smaller classes sizes than competitors. ● Focus on mindful movements. ● Offering discounts due to COVID-19. 	<ul style="list-style-type: none"> ● Lacks online reviews. ● Doesn’t rank well for Google searches of aerial yoga in Bergen County. ● Social icons on website link to Wix development site. ● Website does not showcase students.
Opportunities	Threats
<ul style="list-style-type: none"> ● Ads for aerial yoga could help generate interest. 	<ul style="list-style-type: none"> ● Pure Bliss, a competitor in Fort Lee, ranks better on search engine pages

<ul style="list-style-type: none"> • Additional reviews, particularly on Yelp or Google could improve rank. • Ads linked to specific landing pages, instead of the homepage could generate conversions. • Could also showcase its smaller classes and one-on-one instruction as options for students concerned about taking large group classes. 	<p>even though it does not offer aerial yoga.</p> <ul style="list-style-type: none"> • The current Coronavirus epidemic could dramatically decrease the number of students willing to take group fitness classes even after the studio reopens. • Could lose clients who are temporarily lost income during the pandemic.
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Marketing Objectives and Strategies Overview

Nkisoy Yoga LLC was established in June 2018 and is still considered a newer studio in the Fort Lee area. The studio's overall marketing objective is to attract more students and sell more class registrations. This includes getting existing clients to attend more classes, enticing clients to try an aerial yoga class, and attracting new clients who have not yet visited the studio. The objectives mentioned in this proposal are two-fold, short-term and long-term. The short-term objectives respond to the uncontrollable abrupt change of COVID-19. This pandemic is only a temporary situation for the business, and so, having long-term objectives will prepare Nkisoy to be market competitive post-pandemic. Regardless of the duration of the objectives, it is imperative that the studio's messaging is consistent and fluid across all marketing platforms. Any deviations or broken links can deter conversion from any type of client.

Short-Term Objectives and Strategies

The short-term marketing objective is to increase virtual class enrollment and continue raising awareness of the business. There are several ways this can be accomplished. The first objective would be to boost online advertising for the virtual classes. The purpose would be to attract potential new clients while the studio is physically closed. While many yoga studios

throughout the area are offering virtual classes, which are probably communicated mainly to current clientele, none appear to be advertising. Google business search results list most local studios as being closed with no indications of any other classes or services offered. This is an opportunity for NkisoY to differentiate itself from other local studios. NkisoY is still running a Google search ad. Updating this ad to mention the virtual yoga classes and link directly to the registration page could help increase enrollment.

Directly related to boosting online advertising would be to increase SEO to reflect the virtual classes. While the Google ads reflect the class offerings, using appropriate keywords would also place NkisoY at the top of the search results as well as remain consistent with the marketing objective. This will also provide the perception of the studio being virtually open while other studios appear closed.

Another objective is to improve awareness to a more refined audience through NkisoY's existing social media channels. Social media can both engage existing followers and attract new clients by raising awareness of the business. NkisoY has posted about the virtual classes on Facebook and Instagram, but these posts may not be generating many views. While the business has 1,250 Instagram followers and 223 Facebook followers, social media algorithms likely limit how many people are seeing posts about virtual yoga classes. The Marketing Strategy section of this proposal provides details for improving NkisoY's social media reach, including increasing post frequency and running paid ads. The campaign is contained to Instagram and Facebook because the business already had a following on these sites and adding other platforms could be unmanageable for the staff.

Another marketing objective is to improve engagement and generate more sales through the email marketing campaign. NkisoY has already made changes to its email marketing, increasing

the frequency from monthly newsletters to weekly updates. In addition to prompting subscribers to purchase virtual classes these emails can be used to continue engaging clients who are unable to attend virtual classes. NkisoY could include tips for stress relief to keep these clients engaged with the business. These tips can also be posted on social media to show people who visit NkisoY's pages that virtual classes could provide people with an outlet to relieve their anxiety during this difficult time. Media outlets have been reporting extensively about the level of stress the coronavirus is causing. The federal Center for Disease Control has developed a website dedicated to helping people manage stress during the pandemic. Yoga and meditation are widely recognized stress-relievers. Including other wellness type of content upholds the brand's image as well.

Long-Term Objectives and Strategies

The long-term marketing objectives are similar to the short-term objectives – to increase business by raising awareness of NkisoY's services, attract new clients and increase the number of clients taking classes. The same tools mentioned in the Short-Term Objectives and Strategies section can be used to accomplish this. However, instead of promoting virtual classes, these tools would be used to encourage people to take yoga and aerial yoga classes in the studio.

NkisoY should develop a new ad campaign to promote its aerial yoga classes. There are only a handful of yoga studios in the area that offer aerial yoga, so this niche market presents a unique opportunity for NkisoY Yoga to increase its client base. NkisoY has used the keywords "aerial yoga" in past Google campaigns, however the ad text did not mention aerial yoga. In the future, NkisoY Yoga should run ads specifically mentioning aerial yoga on Google and social media sites, including Facebook and Instagram.

The business should also run a separate ad campaign for its traditional yoga classes, emphasizing their small size. While there are several yoga studios in the area that Nkiso must compete with, the small studio offers more intimate classes than its competitors and may be able to attract people who do not want to take larger group classes.

Marketing Strategy Focus

This marketing strategy acknowledges that Nkiso is a small local business with limited resources. Knowing that there are only two people who can manage and implement marketing strategies, this plan suggests focuses on implementing a social media plan. As part of this plan, the company should make immediate improvements to its website to create landing pages for the social media ads that could increase conversion rates. While the studio is closed, the paid social media campaign focuses on getting existing clients to enroll in virtual classes. Regularly scheduled organic social media posts would be used to supplement the paid ads. These organic posts could help attract new clients, further engage existing clients and improve the company's SEO. Scheduling tools, discussed further below, can make it easier to manage a regular content calendar.

Website Adjustments

Nkiso uses its *Yoga* webpage to list the various types of classes offered and display a calendar of all upcoming classes. But if potential clients are only interested in a particular type of yoga, they have to scroll through the offerings to find what they are looking for. Creating dedicated landing pages would make it easier for customers to find the classes they are most interested in and more easily book a class, improving conversion rates. These dedicated landing pages could be linked to corresponding digital ads.

During the pandemic, NkisoY should have a dedicated landing page for virtual yoga classes. Currently the business only mentions virtual yoga in a link on its homepage, which takes visitors to MindBody to register. This page would provide details about virtual classes for people who aren't familiar with them and it could include a schedule of virtual classes. Once the studio reopens it should create landing pages for the different types of classes – Vinyasa, Gentle and Slow, Aerial etc. — with additional information and class schedules. The general *Yoga* page could still include a calendar of all classes for people who prefer to view the full schedule.

In addition, NkisoY should use its website to create an Instagram links page, [NkisoYyoga.com/Instagram](https://www.instagram.com/nkisoyyoga). Links pages are a good way to drive traffic to websites and make it convenient for followers to access information. Links pages are necessary because Instagram does not allow for clickable links in its posts (unless they are paid advertisements). NkisoY would place the URL on its profile page, which is the only place Instagram allows for a clickable link.

Some businesses subscribe to services, such as Link Tree and Link in Profile, however, these services redirect people to a third-party website. By creating a page on [NkisoYyoga.com](https://www.nkisoyyoga.com), the business will be directing all traffic to its website, rather than a third-party. Figures 2 and 3 depict two different design options for possible links pages formatted for mobile devices, which Instagram is viewed on.

Links

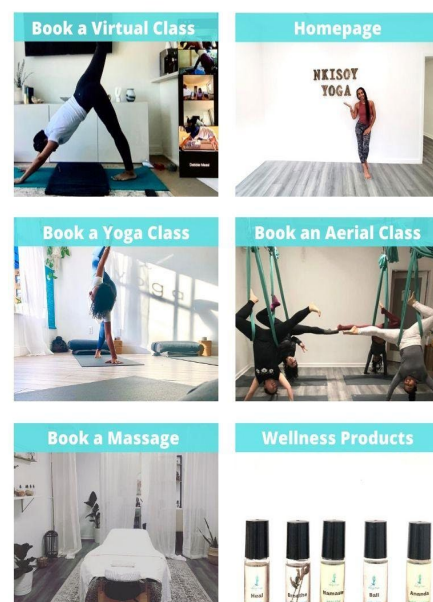


Figure 2

There are a few other minor changes that could help improve the website, including how it connects with social media. The social media icons on the homepage are not connected to NkisoY's social media accounts, instead they direct visitors to accounts maintained by Wix, the company NkisoY uses to host its website. Connecting to the company's social media accounts is a quick fix that can have a big impact.

Social media can help build brand loyalty and trust

promoting a sense of community that can result in conversions. NkisoY regularly posts to its social media channels, including motivational messages and information about promotions, that could help build interest in the brand.

One other quick improvement NkisoY can make to its website is to replace the background image on its homepage. The image shows an empty waiting room, which may be intended to convey a calming feeling, however it does nothing to showcase the meditation space. In addition, research shows that including images of people on a business website is more appealing to visitors and can give them a stronger sense of community and improve trust in the brand. NkisoY Yoga could replace the waiting room image with a picture of students taking an aerial yoga class. This will serve a dual purpose of creating a human connection with visitors to the

Links

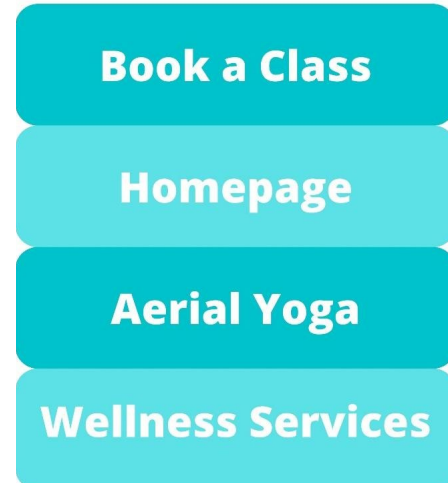


Figure 3



Figure 4

website, while also showcasing the aerial yoga classes, which few studios in the area offer.

Nkisoy has several images on its Instagram account, which could work well, such as Figure 4.

Short-Term Social Media Campaign

This campaign recommends a combination of organic social media posts and paid advertisements to maximize Nkisoy's social media reach. For the campaign to be successful, posts need to be consistent, align with Nkisoy's brand, and the business must review its analytics reports to understand how its audience is engaging with both organic and paid content and determine which posts are most successful in meeting the marketing objectives

Organic Social Media Campaign

While Nkisoy posts to its Facebook page several times a week, Instagram posts are more sporadic. Nkisoy has significantly more Instagram followers than Facebook followers, so it is important to increase the amount of content being shared on that platform. Understanding that it can be difficult for a small business to develop enough fresh content to post daily, this proposal suggests four posts a week. This campaign suggests posting on Sunday, Tuesday, Thursday and Saturday to spread content throughout the week, however Nkisoy should review past engagement activity to determine the best days. These posts can be shared on both Facebook and Instagram with minor changes to customize image sizes for each platform. If Nkisoy reviews the analytics and finds that users are engaging more with content on other days of the week, this schedule should be revised.

Committing to a regular schedule can help improve engagement by providing fresh content for followers to view and interact with. These posts can also help drive traffic to Nkisoy's website by encouraging followers to register for classes. Nkisoy can also use its social

media accounts to show followers that it is an expert in the field of yoga and meditation, which can help build credibility. Another benefit social media provides is creating a sense of community among followers. This is particularly important during the pandemic, when people who may be used to seeing each other in yoga classes are now social distancing and unable to interact with others in person. Social media can keep clients connected to the studio, but also to each other.

Hashtags. NkisoY sporadically uses hashtags in its social media posts. The studio should regularly use the hashtag #NkisoY in its Facebook and Instagram posts — and encourage clients to use it on social media as well. It is quite common for social media users to post about their workouts on their social media accounts and including a brand hashtag has several benefits. Hashtags are hyperlinks that can be clicked on. This makes it easier for businesses to track what social media users are saying about them and it also makes it easier for people who view their posts to click them and see what others are saying about the business. Hashtags can also help create a sense of community by tying together people who follow and post about the business.

Facebook Events. At the start of the week, on Sunday, NkisoY Yoga should post each virtual class scheduled for the next week as an event on its Facebook page. Creating an event will prominently display the classes on the page, but it will also allow clients to mark themselves as attending, which has the added benefit of telling their Facebook friends about the event, and organically boosting its reach. Sample Facebook Event Post:

Event Image:

Event Name: Virtual Mindful Yoga - Tuesday, May 5





Location: Zoom




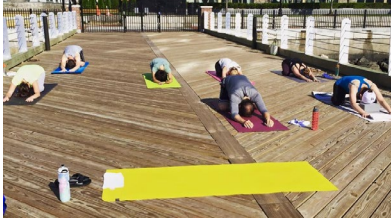
Description: Join us online for an hour of mindful yoga from the comforts of your home. Individual classes are \$11 and class packages are available. To register visit <https://www.nkisooyoga.com/virtualyoga>. Be sure to register at least an hour in advance so we can send you login information.





Category: Fitness


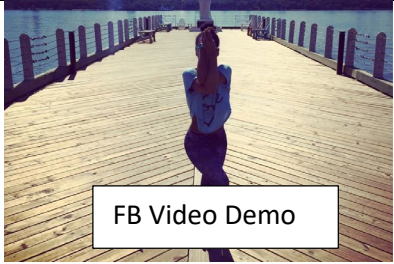
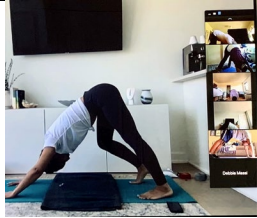

Keywords: Yoga, Wellness, Meditation

Scheduled Organic Posts. In addition to posting the events at the start of each week, the following pages include a two-week schedule of organic social media posts. There are a number of surveys and reports that suggest opposing information on the best times to post content. It really comes down to when followers are engaging with the posts. Both Facebook and Instagram offer business accounts “insights,” which include information about how followers interact with their content. Facebook insights can be used to see what days most views occurred and what time of day was most popular for views. Nkisooy should review this data for the past 28 days to determine what time of day and days of the week resulted in the most engagements.

WEEK 1	Instagram	Facebook
Sunday	 <p>Who is ready for some virtual yoga? Full class list is posted in our events section and our Nkiso.com! Click the link in our profile to register. #Nkiso</p>	 <p>Who is ready for some virtual yoga? Full class list is posted in our events section and our Nkiso.com! Register at nkisoyyoga.com/virtualyoga #Nkiso</p>
Tuesday	 <p>Feeling Anxious? Try this breathing exercise to bring yourself back into balance. Sit tall with a straight spine or lay on your back. Inhale through your nose for a count of four. Hold the breath for a count of four. Exhale through your nose for a count of four. Repeat until you feel your anxiety decreasing. #Nkiso</p>	 <p>Feeling Anxious? Try this breathing exercise to bring yourself back into balance. Sit tall with a straight spine or lay on your back. Inhale through your nose for a count of four. Hold the breath for a count of four. Exhale through your nose for a count of four. Repeat until you feel your anxiety decreasing. #Nkiso</p>

Thursday	 <p>Start your morning with a sun salutation. It's more energizing than a cup of coffee! Watch our demo and give it a try! If you loved this, we hope you'll join us for a class. Click our profile link to register. #Nkiso</p>	 <p>Start your morning with a sun salutation. It's more energizing than a cup of coffee! Watch our demo and give it a try! If you loved this, we hope you'll join us for a class. Check out our schedule at nkisoyyoga.com/virtualyoga #Nkiso</p>
Saturday	 <p>Grab a mat and join us for some virtual yoga! Take advantage of our discounted online rates. We even have class pack discounts available. Click our profile link to register! #Nkiso</p>	 <p>Grab a mat and join us for some virtual yoga! Take advantage of our discounted online rates. We even have class pack discounts available. Visit nkisoyyoga.com/yoga for details! #Nkiso</p>

WEEK 2	Image	Text
Sunday	 <p data-bbox="440 575 854 867">Have you tried a virtual Vinyasa class yet? It focuses on breathing while you flow through the yoga poses. It's great for relieving stress. We offer one every Wednesday at 6 p.m. Click our profile link to register! #Nkisoy</p>	 <p data-bbox="883 569 1386 789">Have you tried a virtual Vinyasa class yet? It focuses on breathing while you flow through the yoga poses. It's great for relieving stress. We offer one every Wednesday at 6 p.m. Register at nkisoyyoga.com/virtualyoga #Nkisoy</p>
Tuesday	 <p data-bbox="440 1125 850 1346">Sometimes a little sunshine and a quiet Savasana is all you need to clear your mind and refocus your intentions. Remember to take some time for yourself today. #Nkisoy</p>	 <p data-bbox="883 1094 1419 1272">Sometimes a little sunshine and a quiet Savasana is all you need to clear your mind and refocus your intentions. Remember to take some time for yourself today. #Nkisoy</p>

Thursday	 <p>IG Video Demo</p> <p>Eagle pose or Garudasana can strengthen your arms and legs, open your shoulder and hip joints, stretch your IT bands, enhance your balance and help you focus. And it can even improve your digestion! Check out our quick how to video above and try it yourself! #Nkiso</p>	 <p>FB Video Demo</p> <p>Eagle pose or Garudasana can strengthen your arms and legs, open your shoulder and hip joints, stretch your IT bands, enhance your balance and help you focus. And it can even improve your digestion! Check out our quick how to video and let us know how you do! Feel free to post questions or pictures in the comments! #Nkiso</p>
Saturday	 <p>We made it through another week of social distancing. While we're apart we can still be together. Join us for a virtual class! Book one today at the link in our profile #Nkiso</p>	 <p>We made it through another week of social distancing. While we're apart we can still be together. Join us for a virtual class! Book one today at nkisoyyoga.com/virtualyoga #Nkiso</p>

Managing so many organic social media posts can be challenging, but there are tools available to assist small businesses. Facebook allows for posts to be scheduled far in advance and will even suggest a time to schedule posts that aligns with when most followers have viewed prior posts. While Facebook's scheduling tool helps make it easy to plan content and decide when best to publish it, Instagram does not offer such a tool. Third party apps can help

accomplish this. The proposal recommends NkisoY consider using Hootsuite, which offers a free social media publishing platform, that can be used with Instagram. Hootsuite can be used to simultaneously schedule content for Facebook and Instagram, which is particularly useful for small teams looking for an efficient workflow. There is one caveat to this proposal. Publishing to Instagram through Hootsuite requires an additional step. Because Instagram does not allow scheduling, Hootsuite will send a notice when the post is scheduled to be published. Users must click on the reminder, which will open the Instagram app and publish the post. So posts should be scheduled for a time when staff is available to complete this confirmation step to publish the post.

Measuring Success. Facebook insights offer information about how many users posts reach (both for organic posts and advertisements), post clicks, and reactions, comments and shares. Instagram insights show how many people liked, commented, shared or saved a post, how many people posts reach and how many people who viewed the post also visited the profile page. This last measure is important because the only place Instagram allows a clickable link is on a profile page.

NkisoY should regularly review these insights to see which Facebook posts are generating the most clicks and which Instagram post views also include profile page visits. While social media cannot tell whether these clicks on organic posts resulted in conversions, it's still important to know which posts generate clicks. These types of posts could be replicated in advertisements, or in future organic posts, to continue driving traffic to the website.

It's also important to explore which posts generate the most shares, comments and likes, because these interactions can also be beneficial to the business. The more people who engage

with Nkiso's posts the more people these posts will reach. Raising the business' profile can help generate additional interest and attract potential customers.

Paid Social Media Advertisements

Social media also presents Nkiso with a great opportunity to run paid advertisements. Facebook and Instagram advertising can drive traffic to Nkiso's website at minimal costs. Because Facebook owns Instagram, its ad manager allows businesses to create ads that run on both platforms. Facebook's Ads Manager allows users to run ads targeting a particular audience. For example, Nkiso could use Facebook to target people living near Fort Lee who list health and wellness, or even yoga as an interest. This is something Nkiso should explore in the future when the studio reopens.

Because it can be difficult to attract new clients while the studio is closed, for now, Nkiso should use Facebook and Instagram to target existing customers who are already familiar with the studio and would be more likely to take a virtual class. Facebook Ads Manager allows businesses to upload customer email lists and create a custom audience to display ads to. Nkiso should take advantage of this feature. Because Nkiso is new to social media advertising, the business should start with ads on both platforms to assess which generates more conversions. We suggest Nkiso use two ad designs, with a total budget of \$10 per day, for one week. This fits within the constraints of Nkiso's marketing budget.

The next page includes two social media advertisements, formatted for Facebook and Instagram, that Nkiso should use to raise awareness about its online classes. Both ads would link to the *Virtual Yoga* classes page and aim to generate conversions – in this case class sales.

Advertisement 1: Facebook and Instagram



Nkiso Yoga

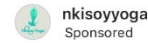
Sponsored · ⚙️

Stuck at home? No problem. Make some room, roll out a mat and join us online. Virtual yoga classes meet daily. Register today!



NKISOY.COM

Virtual Yoga Classes: Relax With Nkiso From the Comfort of Your Home!



nkisoyyoga

Sponsored


[Learn More](#)


nkisoyyoga Stuck at home? No problem. Make some room roll out a mat and join us online. Virtual yoga classes meet daily. Click Learn More to register today! #Nkiso

Advertisement 2: Facebook and Instagram



Nkiso Yoga

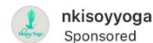
Sponsored · ⚙️

Do you miss us as much as we miss you? Our studio might be closed right now, but we can still practice together. Register for a virtual class!



NKISOY.COM

Miss us? We miss you too. Join us for a virtual yoga class today!



nkisoyyoga

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[Learn More](#)


nkisoyyoga Do you miss us as much as we miss you? Our studio might be closed right now, but we can still practice together. Click Learn More to register for a virtual class! #Nkiso

Measuring Ad Campaign Success. Running two advertisements would allow NkisoY Yoga to assess which advertisement was more successful in generating conversions. Following the first week, NkisoY can also use Facebook Ads Manager to assess whether ads were more successful in generating conversions from Facebook or Instagram. If one ad was more successful than the other, NkisoY should use that ad as a model for future social media ad campaigns. NkisoY may also find that one platform was more successful in generating conversions. If that is the case, NkisoY should only run ads on that platform in the future. The campaign can be considered successful if it generated more revenue from conversions than it cost to advertise.

Long-Term Ad Campaign

Once NkisoY reopens, it should update its social media ad campaign to reflect that it is offering its full menu of classes. As note earlier, NkisoY should consider a separate ad campaign to showcase its aerial yoga classes. This is something unique that the studio offers that makes it stand apart from the local competition. Although NkisoY is the only yoga studio in the Fort Lee area that offers these classes, it doesn't rank well on Google search results. NkisoY should update its social media ad campaign to target the broader audience in the Fort Lee area, instead of just existing students. Sample aerial yoga ads for Facebook

and Instagram are included here:



Nkisoy should also focus its Google ad campaign on its aerial yoga classes, because these are something unique that other local studios do not offer. These ads could help attract people in the area who were unaware a local studio offered aerial classes. The ad should take visitors to a dedicated aerial yoga landing page. Keywords should include “Aerial Yoga Bergen County,” “Aerial Yoga Fort Lee,” “Aerial Yoga” and “Yoga Hammocks.” Sample ad text is included below.

Aerial Yoga Classes | Nkisoy Yoga Studio | Fort Lee, Bergen County, NJ

www.nkisoyyoga.com/aerial

Come fly with us! No aerial experience needed. New student discounts. Book a class today!

Nkisoy should run the ad in one-week increments so adjustments can be made as needed. Nkisoy should analyze the keyword results to determine which words generate the most conversions and eliminate keywords that are not performing well.

Remarketing

Nkisoy should take advantage of Google’s remarketing capabilities. Remarketing can be used to target people who clicked an ad to visit Nkisoy’s website, but did not purchase a class. By using dynamic remarketing ads, Nkisoy can encourage people to complete a conversion, by either reminding them to complete a purchase or encouraging them to purchase a class. Nkisoy should place a limit on the number of ads a person will see so it does not alienate potential clients. A good place to start may be no more than five times per day. Again it will be important for Nkisoy to analyze the campaign’s performance to determine whether it is effective and a worthwhile investment.

Conclusion

Social media advertisements and a regular content schedule of organic posts can help NkisoY broaden its reach to attract new clients. During the ongoing pandemic, the social media marketing campaign should focus on promoting the virtual yoga classes to existing members. Once the pandemic ends, however, NkisoY can begin marketing its in-studio classes and aerial yoga offerings. While this proposal focuses on a social media marketing strategy there are other steps NkisoY can take to grow its business.

As noted in the long-term strategy, Google ads could be used to reach a broader audience that might be interested in the studio's niche aerial yoga classes. One key to this advertisement's success will be revamping the website to include a dedicated landing page about aerial yoga and how clients can book classes. This ad campaign could be supplemented with social media videos to showcase how fun and exciting aerial yoga classes are.

NkisoY could also benefit from improvements to its email marketing efforts. Rather than grouping all subscribers into one list, NkisoY should consider creating separate lists to deliver targeted marketing to students who only take aerial yoga classes or traditional yoga classes. The business would also benefit from creating a list of people who subscribed to the newsletter but have yet to take a class. This group could be offered a discount to try their first yoga class.

All of these pieces — social media advertisements and content schedules, Google ads and email marketing — would work together to improve NkisoY's overall branding. Implementing all of these strategies at once would be overwhelming for a small business with limited funds and staff resources. As this proposal details, launching a social media campaign that incorporates organic posts and paid advertisements is a cost-effective way to get started.

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