

CASE STUDY

London Yoga Factory

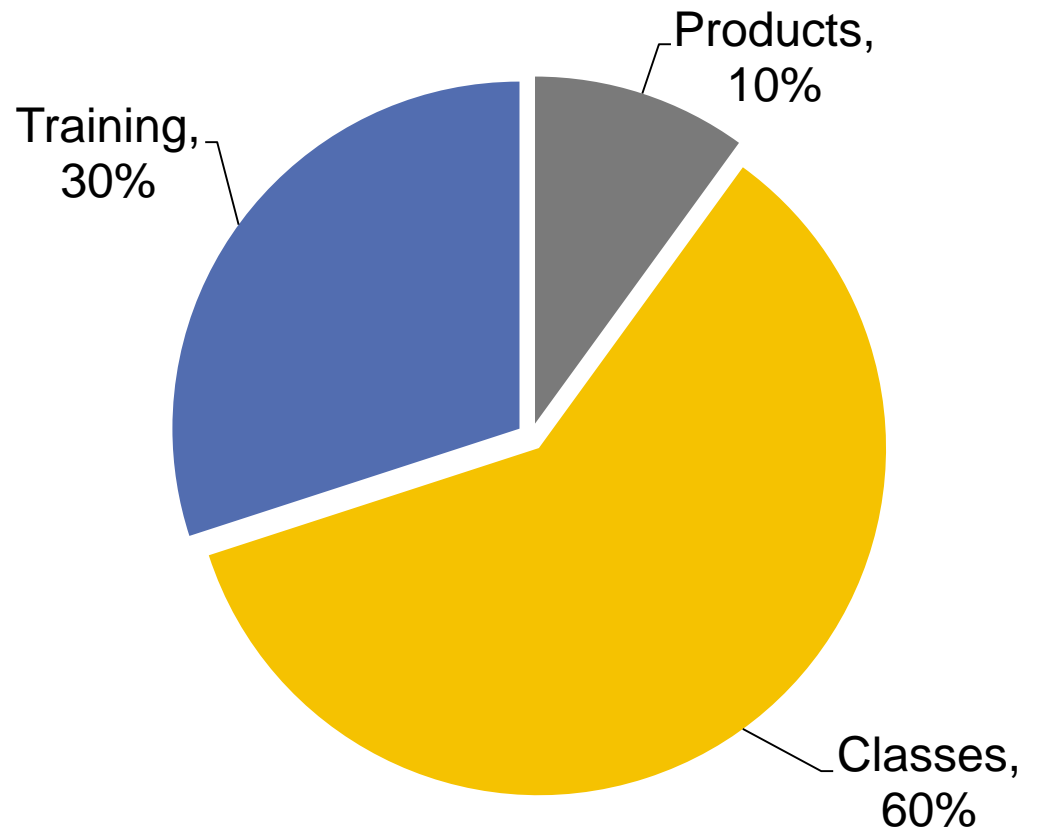
Client

- London Yoga Factory
- Central London Based
- Hatha Yoga Specialist



Revenue

- 3 Revenue Streams
 - Products
 - Classes
 - Training



Objectives

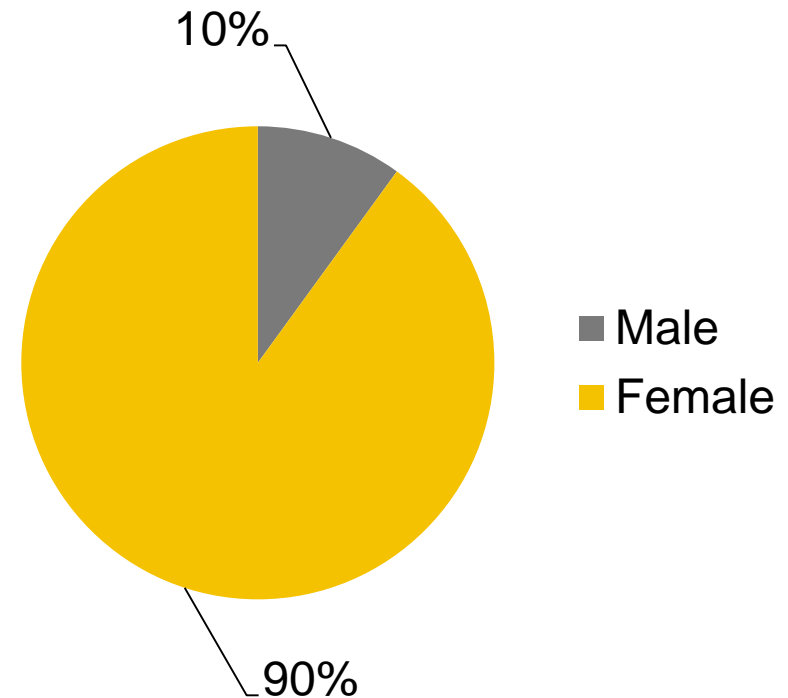
- Sell Products Online
- Promote
 - Classes
 - Instructor Training
- Boost Profile
- Establish Credibility
- Thought Leader



Audience

- Affluent
- High Disposable Income
- None Price Conscious
- Spiritual
- Health Conscious
- 90% Female
- 10% Male

Gender Split



Content Guidelines

- Clear Messaging
- Strong Calls-to-Action
- Key-Word Rich Content
- Intuitive user interfaces
- Segment Viewers



Promotion Plan

- Direct Mail
- Display Advertising
- Directories
- Social Media
- Pay Per Click
- Word of Mouth
- Organic SEO *

