



# **My Yoga Network**

## **Omni Channel Marketing Audit**



**KASHISH**



**CHUKS**



**MALAVIKA**

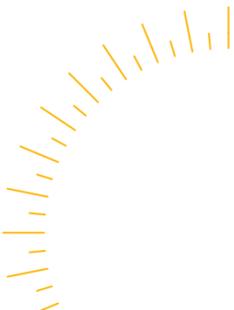


**CASSANDRA**

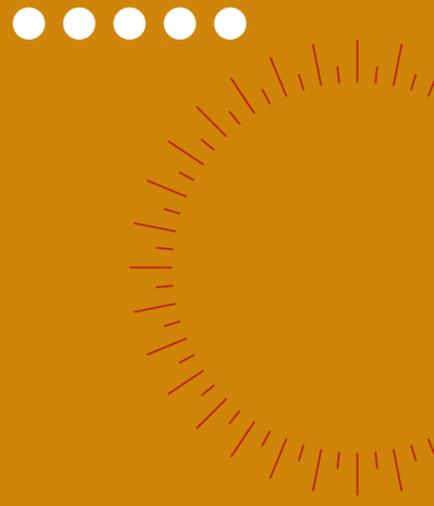
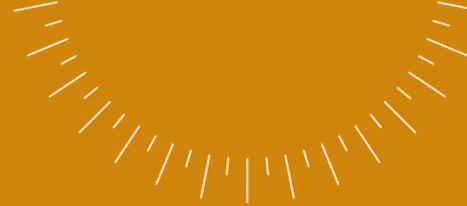


**DHRUV**

# Meet Our Team



# Agenda



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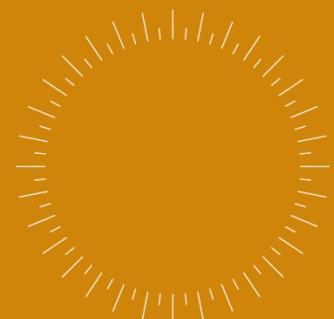
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09 OUR RECOMMENDATIONS

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10 CONCLUSION

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# Business Overview

PURPOSE

CURRENT  
ORGANIZATION  
STRUCTURE

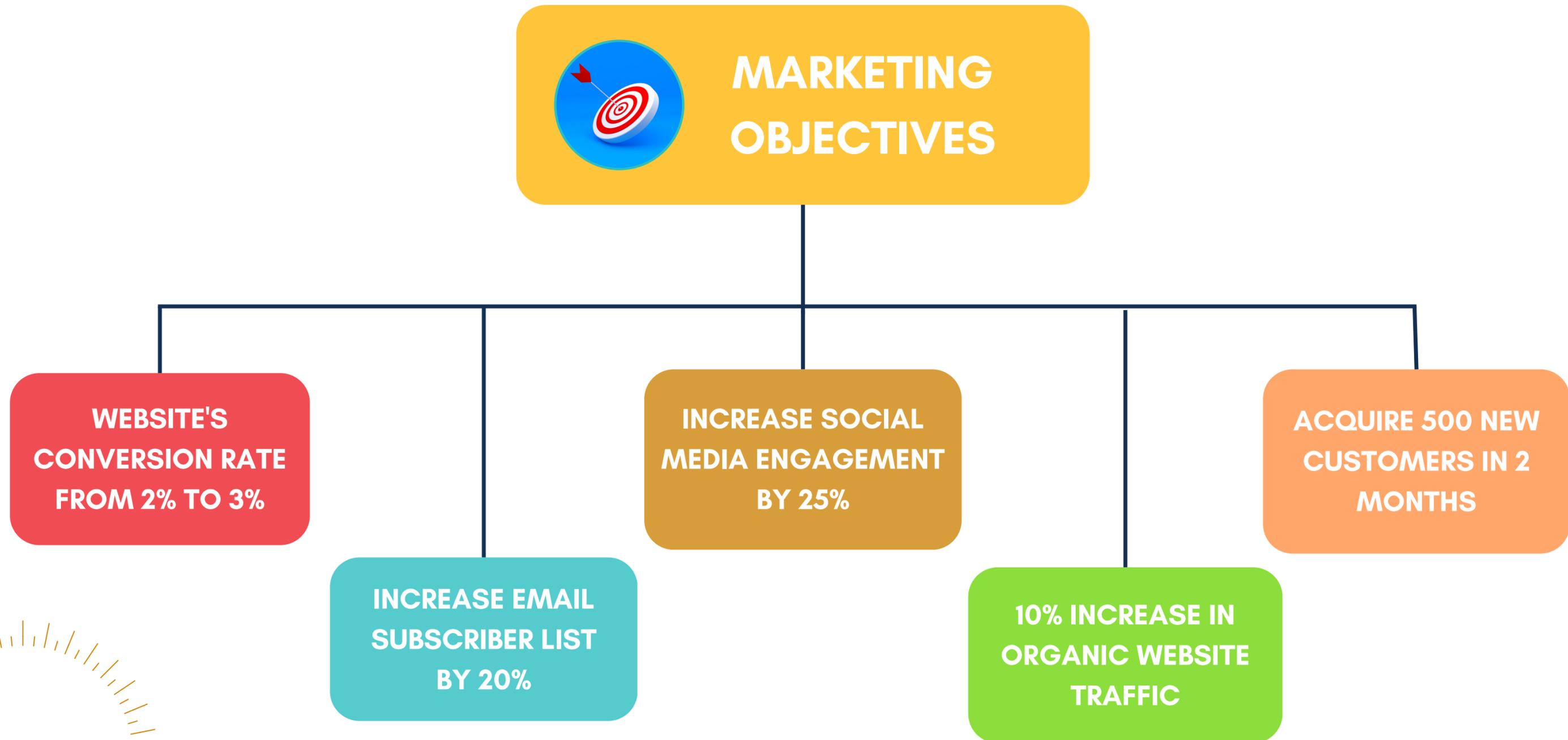
CURRENT  
DEPARTMENTS



## SMART GOAL

Increase Customer Acquisition  
by 15% in 6 months

# Business Overview



# Target Market & Persona

## DIVERSE & DETERMINED

*High-income, multi-ethnic suburban families*

### **Alejandro Martinez**

**Age:** 38

**Occupation:** Business Consultant

**Marital Status:** Married to his husband Carlos with a child named Sofia

**Lives:** Toronto, Ontario



*"SUCCESS ISN'T SOLELY FOUND IN THE BOARDROOM; IT'S ALSO DISCOVERED IN THE LAUGHTER OF LOVED ONES, THE TRANQUILITY OF INNER PEACE, AND THE EMBRACE OF HOLISTIC WELL-BEING"*

# Gaps in the Current Buyers Journey

## Gaps In the Awareness Stage:

- Lack of SEO Optimization
- Need for Improved Visibility
- Potential Missed Opportunities

## Gaps In the Interest Stage:

- Incomplete Class Information
- Potential Customer Confusion
- Missed Engagement Opportunities

## Gaps In the Engagement Stage:

- Social Media Relevance
- Content Personalization
- Conversion Focus

## Gaps In the Conversion Stage:

- Lack of Free Trial Option
- Hesitant Users

## Gaps In the Consideration Stage:

- Absence of Social Media Ad Strategy
- Missed Opportunity

## Gaps In the Onboarding Stage:

- Schedule Access
- Welcome Materials Missing

## Gaps In the Loyalty Stage:

- Missing Engagement Tools
- Loyalty Program Opportunity
- Personalized Support
- Smart Notifications

## Gaps In the Development Stage:

- Limited Visibility
- Missed Opportunities
- Unstructured Feedback

## Gaps In the Advocacy Stage:

- User Testimonials
- Social Sharing
- Referral Program

## Gaps In the WinBack Stage:

- Targeted Outreach
- Highlight Benefits
- Special Offers
- Social Media Ads

# Future State Journey Map

## Awareness

### Touchpoints:

- Word of mouth
- Organic Search & Blog posts

### Actions:

- Seeking Solutions
- Online Discovery

### Qualitative KPIs:

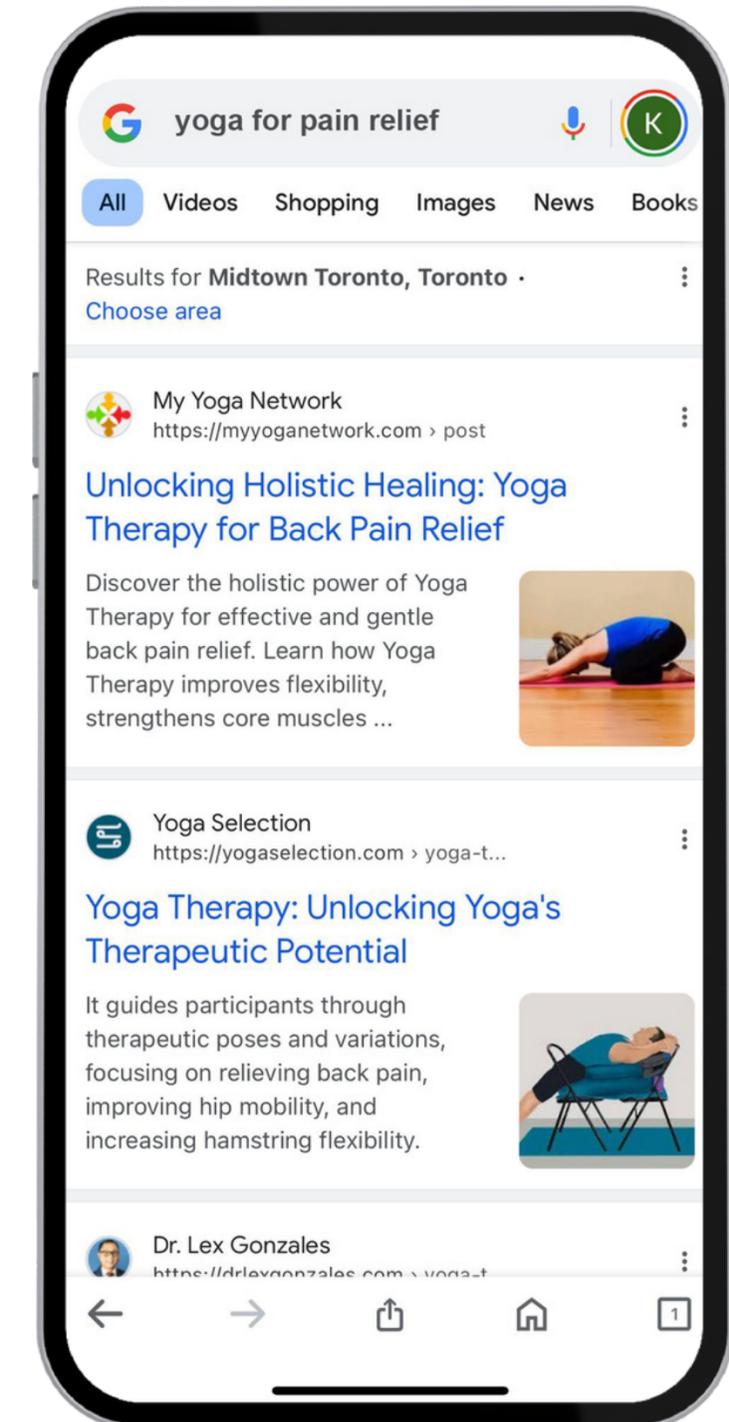
- Brand Recall
- Brand Perception
- Content Relevance

### Recommended Marketing Activities:

- SEO Optimization
- Content Marketing Strategy
- Social Media Engagement

### Quantitative KPIs:

- Organic Search Ranking: Benchmark: CTR -6.44% ([wordstream, 2024](#))
- Organic Website Traffic: Benchmark: 39% ([conductor, 2023](#))
- Social Media Reach ([socialinsider, 2024](#))
  - Average Instagram reach: 7.6
  - Average Facebook reach: 5.9
- Social Media Engagement Rate: ([hootsuite, 2024](#))
  - Average Instagram engagement rate: 1.7%
  - Average Facebook engagement rate: 1.17%



# Future State Journey Map

## Interest

### Touchpoints:

- MyYogaNetwork website
- Testimonials
- Social media content.

### Actions:

- Deep Dive
- Trust Builders
- Engaging Community

### Qualitative KPIs:

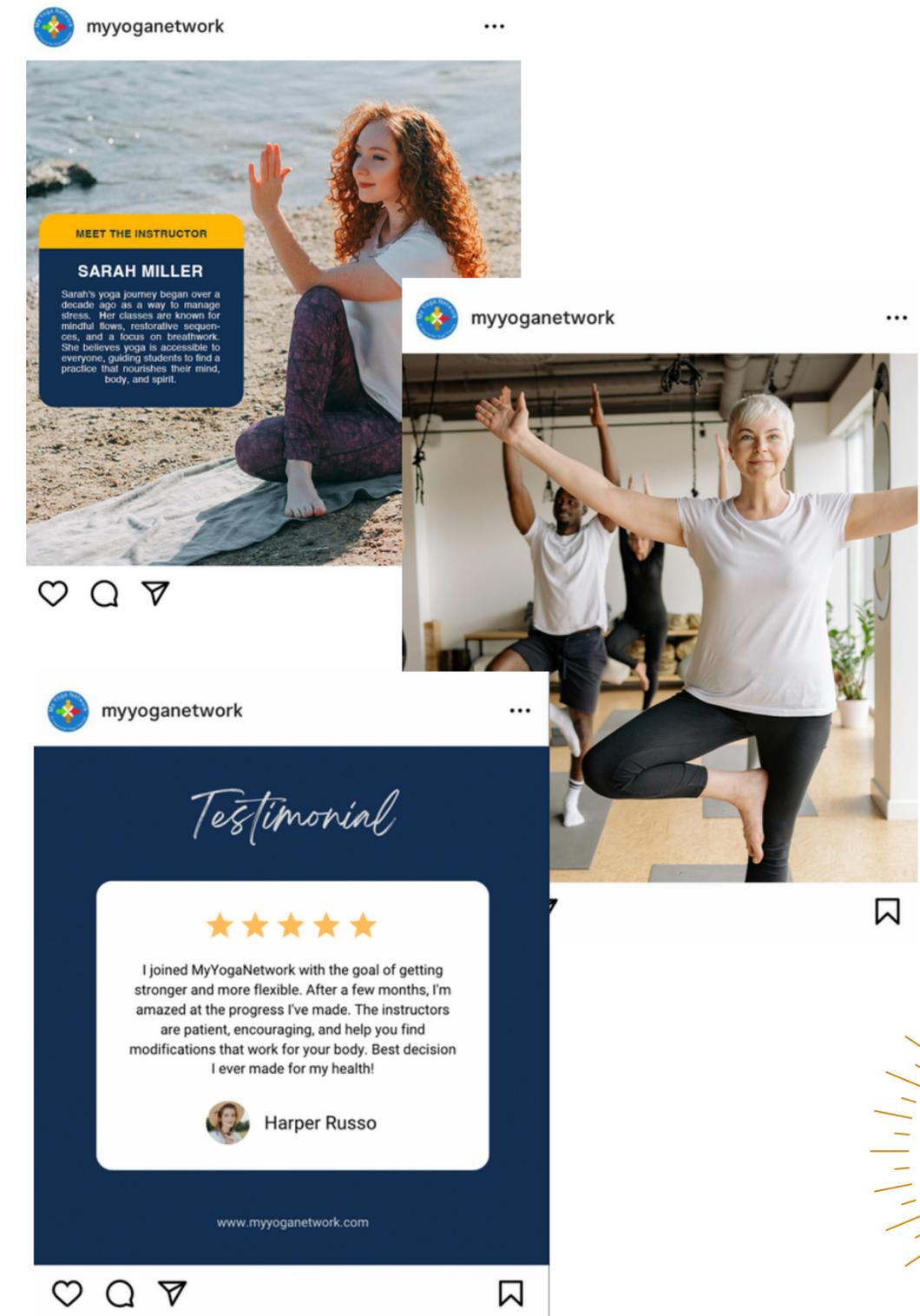
- Testimonial Impact
- Personalization Effectiveness

### Recommended Marketing Activities:

- Tailored Website Experience
- Strategic Testimonials
- Engaging Social Media Content

### Quantitative KPIs:

- Social Media Engagement Rate: (hootsuite, 2024)
  - Average Instagram engagement rate: 1.7%
  - Average Facebook engagement rate: 1.17%
- Social Media Audience Growth Rate: Benchmark: 1.64% (hootsuite,2024)



# Future State Journey Map

## Engagement

### Touchpoints:

- Online videos
- Case studies
- Social media

### Actions:

- Learning Resources
- Exploring Value
- Building Connection

### Qualitative KPIs:

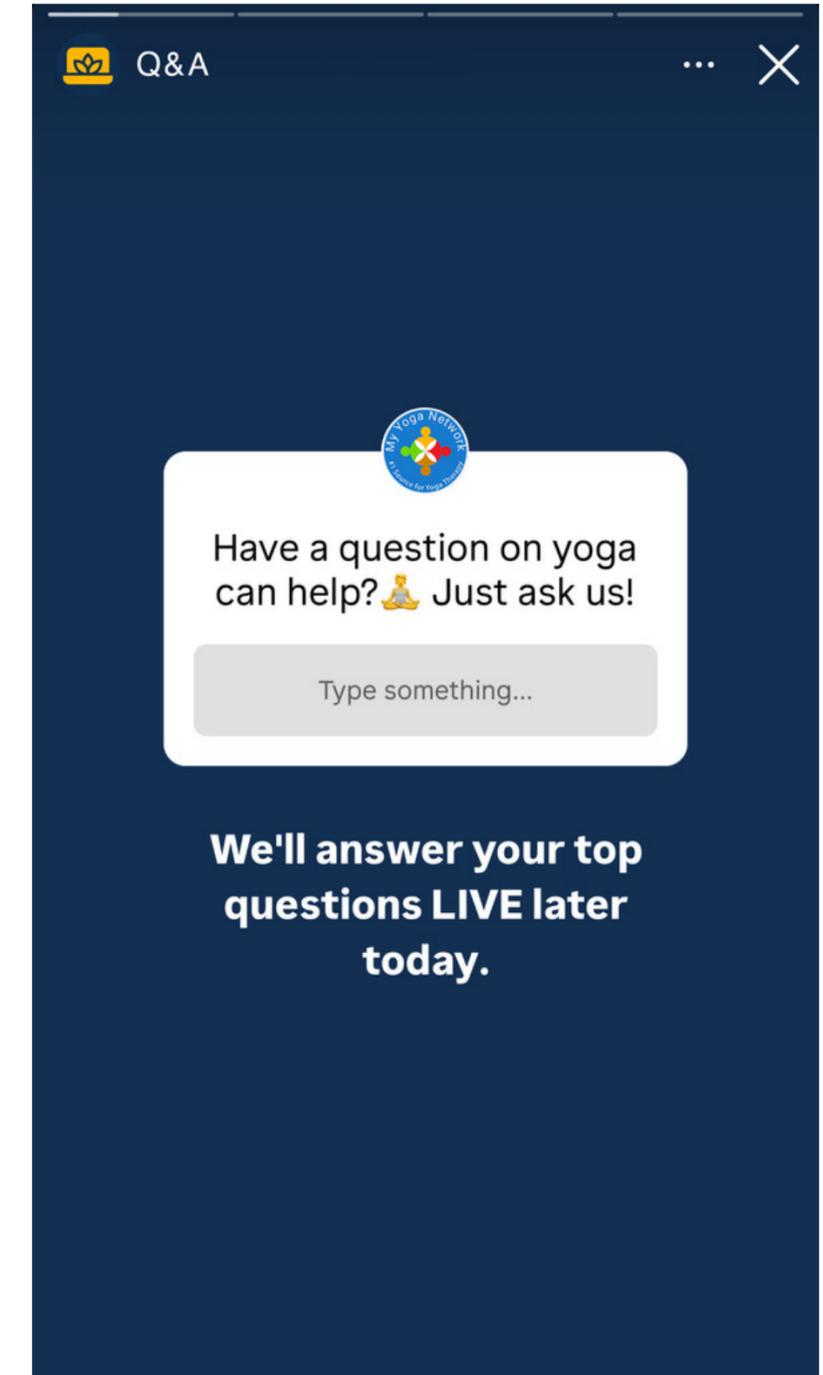
- Brand Advocacy
- Resource Interaction

### Recommended Marketing Activities:

- Host interactive sessions
- Leverage user-generated content
- Personalize your approach

### Quantitative KPIs:

- Live Stream Attendance: 55% (gevme, 2023)
- Social Media Engagement: (hootsuite, 2024)
- Average Instagram engagement rate: 1.7%
- Average Facebook engagement rate: 1.17%



# Future State Journey Map

## Consideration

### Touchpoints:

- MyYogaNetwork's instructor profiles
- Social Media Ads

### Actions:

- Instructor Discovery
- Yoga Therapist Search
- Targeted Social Media Ads

### Qualitative KPIs:

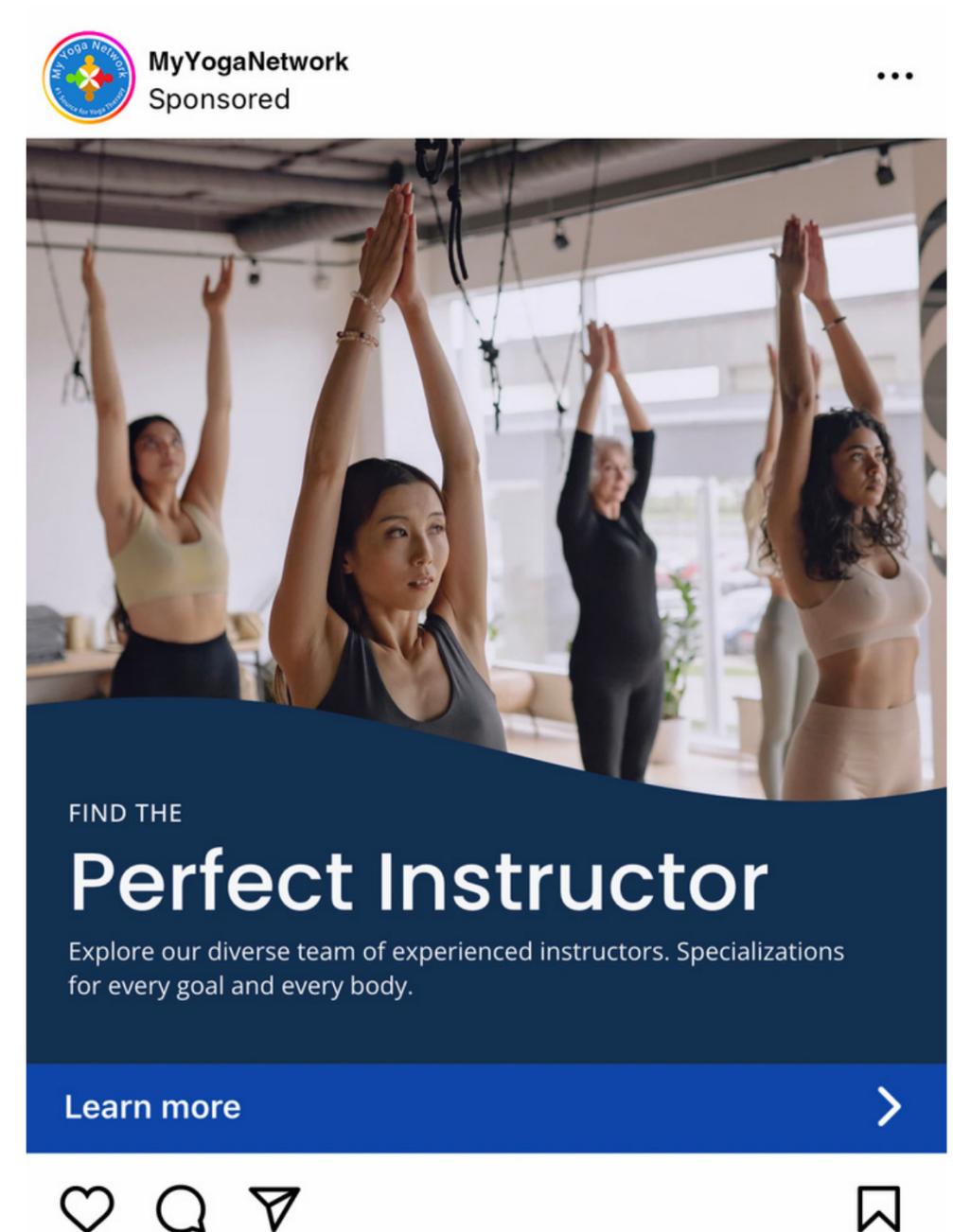
- Brand Sentiment
- User Satisfaction
- Ad Relevance

### Recommended Marketing Activities:

- Filtering & Search Functionality
- Targeted Social Media Ads

### Quantitative KPIs:

- Form Completion Rate: Benchmark-1.7% (Ruler Analytics, 2023)
- Ad Click-Through Rate (CTR):
  - - Facebook: 0.90% (brafnton, 2023)
  - - Instagram: 0.22% - 0.54% (brafnton, 2023)
  - - Youtube: 0.65% (brafnton, 2023)



The image shows a social media advertisement for MyYogaNetwork. At the top left is the MyYogaNetwork logo, a colorful circular emblem with the text 'MyYogaNetwork' and 'A Community For Your Yoga Journey'. To the right of the logo, it says 'MyYogaNetwork Sponsored' and 'Sponsored'. Below the header is a photograph of four women in a yoga studio, performing a standing yoga pose with their arms raised. The bottom half of the ad has a dark blue background with white text. It says 'FIND THE Perfect Instructor' in large font, followed by 'Explore our diverse team of experienced instructors. Specializations for every goal and every body.' At the bottom of the ad is a blue button with the text 'Learn more' and a right-pointing arrow. Below the ad are icons for heart, comment, share, and bookmark.

# Future State Journey Map

## Conversion

### Touchpoints:

- MyYogaNetwork booking page
- Free trial form
- Retargeting Ads

### Actions:

- Trial Class Discovery
- Reduced Risk Appeal
- Retargeting Success
- Conversion Achieved

### Qualitative KPIs:

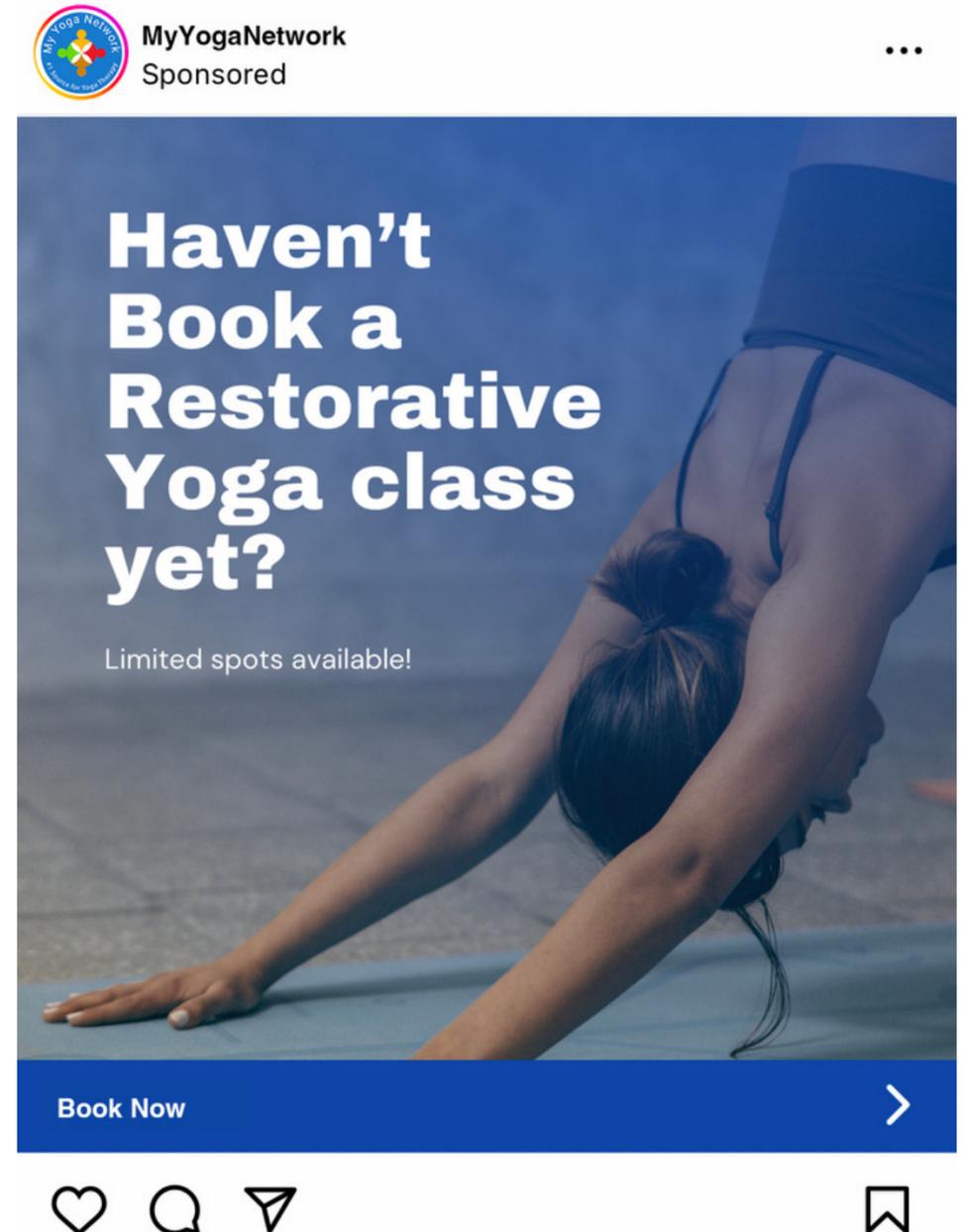
- Feedback on Free Trial Experience
- Competitive Advantage

### Recommended Marketing Activities:

- Targeted On-page Messaging
- Simplify the Form

### Quantitative KPIs:

- Form Completion Rate: Benchmark-1.7% (Ruler Analytics, 2023)
- Free Trial Signups: Benchmark-8.5% (FirstPageSage, 2024)
- Conversion Rate from Free Trial to Paid Membership: Benchmark-18.2% (FirstPageSage, 2024)



# Future State Journey Map

## Onboarding

### Touchpoints:

- Welcome package
- FAQ section
- Short introductory call with an instructor

### Actions:

- Welcome Package Exploration
- Empowerment Through Knowledge
- Personalized Connection

### Qualitative KPIs:

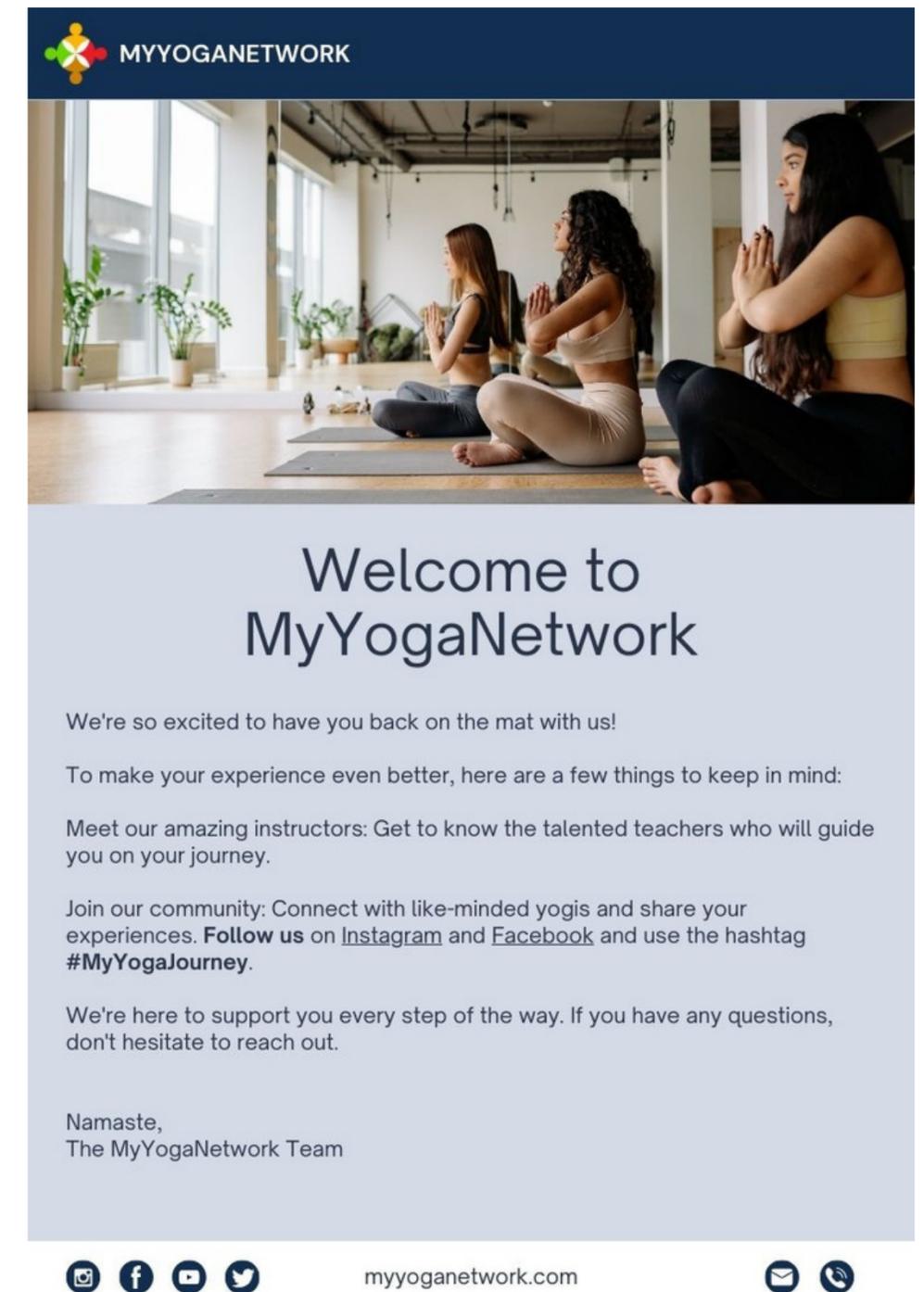
- Community Building
- SEO Effectiveness
- Trust and Authority

### Recommended Marketing Activities:

- Social Media Integration
- SEO-Optimized FAQs
- Engaging FAQs

### Quantitative KPIs:

- Social Media Audience Growth Rate: Benchmark: 1.64% (hootsuite,2024)
- Social Media Engagement: (hootsuite, 2024)
  - - Average Instagram engagement rate: 1.7%
  - - Average Facebook engagement rate: 1.17%
- Time Spent on MyYogaNetwork Website: Benchmark- 52 seconds (metricHQ,2024)



**MYYOGANETWORK**

## Welcome to MyYogaNetwork

We're so excited to have you back on the mat with us!

To make your experience even better, here are a few things to keep in mind:

Meet our amazing instructors: Get to know the talented teachers who will guide you on your journey.

Join our community: Connect with like-minded yogis and share your experiences. **Follow us** on [Instagram](#) and [Facebook](#) and use the hashtag **#MyYogaJourney**.

We're here to support you every step of the way. If you have any questions, don't hesitate to reach out.

Namaste,  
The MyYogaNetwork Team

[Instagram](#) [Facebook](#) [YouTube](#) [Twitter](#) [myyoganetwork.com](#) [Email](#) [Phone](#)

# Future State Journey Map

## Loyalty

### Touchpoints:

- Email check-ins from instructors
- Notifications from MyYogaNetwork about upcoming classes

### Actions:

- Personalized Support
- Engaged by Notifications

### Qualitative KPIs:

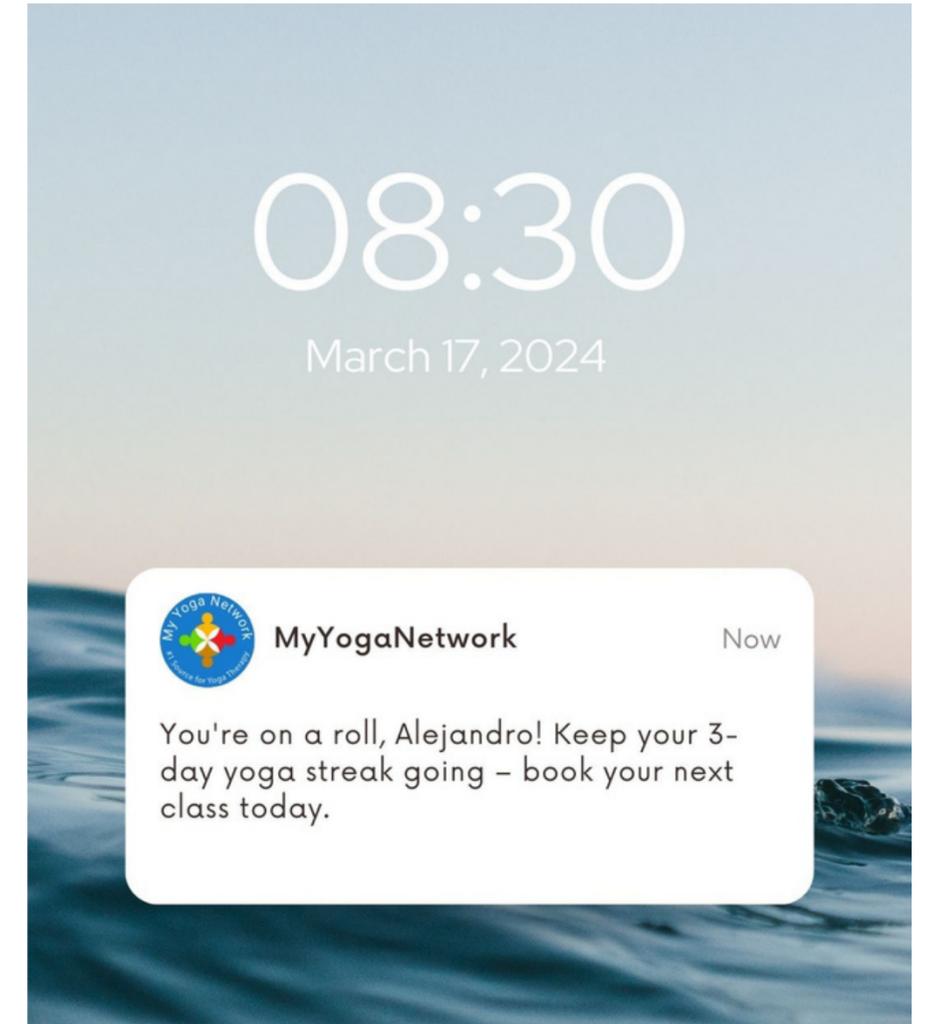
- Perceived Value of Gamification
- Instructor-Participant Connection
- Quality of Experience

### Recommended Marketing Activities:

- Targeted Notifications & Gamification
- Personalized Emails

### Quantitative KPIs:

- Open Rate for Emails- Benchmark: 42.7% (mailerlite,2024)
- Click- Rate on Emails- Benchmark: 2.41% (mailerlite,2024)
- CTOR Emails: 5.65% (mailerlite,2024)



# Future State Journey Map

## Development

### Touchpoints:

- MyYogaNetwork website
- Email newsletters
- In-person interactions at the yoga studio

### Actions:

- Seeking Advancement
- Workshop Awareness
- Personalized Growth

### Qualitative KPIs:

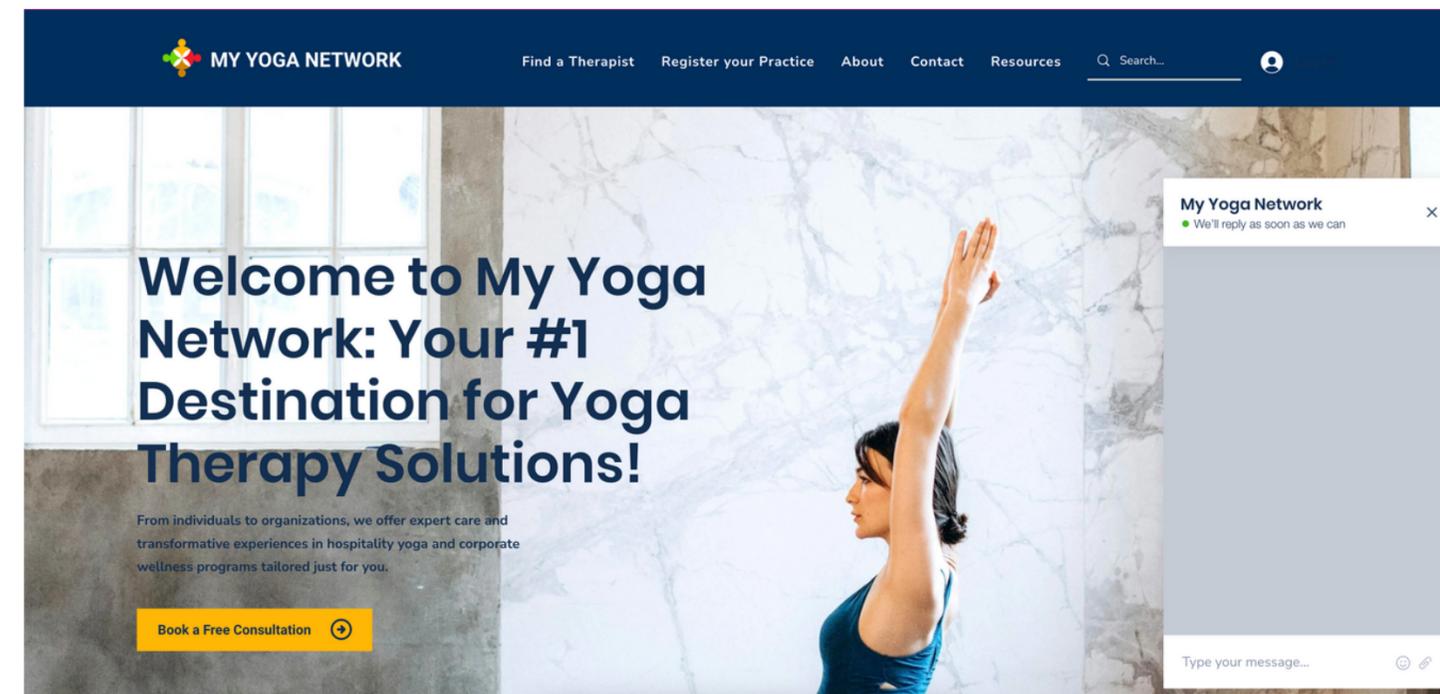
- Customer Satisfaction
- Perceived Personalization
- Accessibility and Responsiveness

### Quantitative KPIs:

- Live Chat Performance: Benchmark- 13.7 per day (playvox,2024)
- CSAT Score: Benchmark- Between 75% and 85% (HubSpot,2023)

### Recommended Marketing Activities:

- In-Studio Engagement Program
- Live Chat Feature on Website



# Future State Journey Map

## Advocacy

### Touchpoints:

- Testimonial section
- Social media sharing options
- Referral programs.

### Actions:

- Sharing His Story
- Spreading Awareness
- Becoming an Advocate

### Qualitative KPIs:

- Emotional Tone of Testimonials
- Personalization Effectiveness

### Recommended Marketing Activities:

- Community Building
- Rewarding Loyalty

### Quantitative KPIs:

- Social Media Engagement: (hootsuite, 2024)
  - - Average Instagram engagement rate: 1.7%
  - - Average Facebook engagement rate: 1.17%
- Sign-up Rate: Benchmark: between 2% to 5% (metricHQ, 2022)
- Referral Rate: Benchmark: 2% (growsurf,2022)



**MYYOGANETWORK**

Did you enjoy your class, Alejandro?

Alejandro, it was fantastic seeing you on your mat! We'd love to hear how your class went. Would you mind sharing a quick testimonial? Your insights help us make MyYogaNetwork even better.

[LEAVE A TESTIMONIAL](#)

[Instagram](#) [Facebook](#) [YouTube](#) [Twitter](#) [myyoganetwork.com](#) [Email](#) [Phone](#)

# Future State Journey Map

## Win-Back

### Touchpoints:

- Tailored re-engagement emails/offers
- Reminders of benefits

### Actions:

- Open to Re-engagement
- Evaluating Offers
- Potential Re-booking

### Qualitative KPIs:

- Customer Feedback
- Perceived Value
- Brand Sentiment

### Recommended Marketing Activities:

- Targeted Re-engagement Offers
- Automated Nurture Campaign

### Quantitative KPIs:

- Open Rate for Emails- Benchmark: 42.7% (mailerlite,2024)
- Click- Rate on Emails- Benchmark: 2.41% (mailerlite,2024)
- Unsubscribe Rate on Emails - Benchmark: 0.32% (mailerlite,2024)



## Personalized yoga support awaits



Hi Alejandro,

We've missed seeing your smile around MyYogaNetwork! We understand that sometimes life gets busy, but we want to make your return to yoga as smooth as possible.

That's why we're offering you a complimentary **30-minute private consultation** with one of our amazing instructors. Think of it as a personalized refresher or a way to tailor your practice to where you are right now.

Ready to get back into your flow? Simply reply to this email, and we'll schedule your session.

[BOOK A CONSULTATION](#)

See you soon!  
The MyYogaNetwork Team



myyoganetwork.com



# Recommendations

## Reorganize the Organizational Structure

By creating a dedicated omni-channel team responsible for managing the customer journey across all touchpoints.

## Additional Staff

Hire additional staff with expertise in areas such as Journey mapping, Content optimization and Omni-channel marketing.

## Google Ads Campaigns

Invest in targeted Google Ads campaigns that reach potential customers at the right time and place.

## Marketing Automation Tools

Investment in marketing automation tools like Email marketing software, Social media management platforms and Analytics tools to enhance customer experience.

## Content Marketing Strategy

Develop a comprehensive content marketing strategy that includes a mix of educational, promotional, and entertaining content.



# Conclusion

These recommendations will enable My Yoga Network have better engagement with customers, improve their experience, ultimately driving growth and achieving their SMART business goal of increasing customer acquisition by 15% over the next 6 months.

Call to action: Schedule a meeting with the leadership team to discuss the implementation of these recommendations and develop a comprehensive plan to transform My Yoga Network's omni-channel strategy.

