

A woman with brown hair in a bun, wearing a pink sports bra and dark blue leggings, is in a yoga pose (Anjali Mudra) with her hands pressed together in front of her chest. She is kneeling on a purple yoga mat. The background is a light-colored wall with a subtle pattern. A green vertical bar is on the left side of the image, and a green plant is visible on the right.

# **Establish Your Legacy:** **The Professional's Guide** **to Yoga Studio Management**

**For Professional Yoga Studio Owners**

Powerful tips and best-practices to create new benchmarks for your studio's success

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## **Step 1:** **Set Up Workshops and Events**

This step will show how you can leverage yoga workshops and events to build brand value and expand your customer base in the long run.

## **Step 2:** **Nurture Your Community**

This step will help you grow your business through your community with the help of suitable referral marketing strategies.

## **Step 3:** **Drive Growth with Paid Marketing**

This step will guide you through the strategies that can be adopted to generate more leads through paid marketing on social media platforms.

## **Step 4:** **Teacher Training and Management**

This step will help you train others who would like to teach yoga in your style and build a strong team to expand your yoga studio moving forward.





# Introduction

Once you spend years growing and consolidating your yoga studio, there comes a point where you will need to go back to the drawing board and work with a broader view of your business.

The insights you have gleaned over the years from your customers are now worth their weight in gold. This is the opportunity to maximize your value as an established yoga studio within your community!

The best way to do this? You will need to work out an actionable plan that will help you deliver a remarkable customer experience and enhance your brand value in the long run.

This guide will help you delve deeper into the various areas of your business that can be improved so you can create a more valuable business and most importantly, deliver invaluable customer delight.



# Step 1: Set Up Workshops and Events

When you already have a well-established studio, you might find yourself at a point where you want to try something different or deliver something more to your customers. You have been working on your own style of yoga and you want to share it with the world, but you can't change your existing class programs and disrupt your students' progress.

**Change can be tricky.** It can pose a significant challenge especially when you have a large customer base who already likes what they're getting from you and your team. That said, it also presents you with an opportunity to **test the waters** and potentially **attract a wider audience** to your studio.

This is where a short workshop would come in handy! None of your existing programs will be affected, but you will find yourself toying with the possibility of creating something much more exciting for your studio and your customers.

## Why workshops can **change the game** for your studio:



## Choosing the right workshop



Conducting a workshop may not be a novel idea, but it most certainly can be an effective one. All you need to do? Make sure you pick a workshop that **aligns with your vision** for your studio and **relates to your brand values**.

Let's say you have been working on polishing your style of yoga for a while now. You would like to incorporate other wellness practices and help your students connect with themselves more effectively. Here are a few things you need to ask yourself as you plan your first workshop and bring your style of yoga practice to life!

- What are your strengths as a yoga practitioner?
- Are there any poses or styles that you can teach more effectively than your competition?
- What other wellness practices do you enjoy? (Dance, aerobics, pilates, etc)
- How many of your current customers would be interested?
- Who else can you attract from outside your existing base of customers?

Once you have answered these questions to the best of your satisfaction, you will be able to plan a workshop that introduces your customers to your own brand of yoga and open up a world of possibilities for you!

After you have nailed down an outline for your workshop and organized the necessary resources, it is time to spread the word.



- Create a discount for members and early sign ups
- Run a campaign on social media
- Email your members with details on the workshop
- Use pop-ups on your website to ensure more conversions
- Set up a live event on Facebook and LinkedIn

**Note:**

You can further simplify your workshop and event management with the right use of technology. ***Click here*** to find out how.



# Workshops & Events Planner

1. What are your strengths as a yoga practitioner?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

2. Are there any poses or styles that you can teach more effectively than your competition?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

3. What other wellness practices do you enjoy? (Dance, Aerobics, Pilates, etc)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

4. How many of your current customers would be interested?

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5. Who else can you attract from outside your existing base of customers?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_



# Step 2: Nurture Your Community



For businesses such as yoga studios, establishing early trust with an interested audience could swing their choices in your favor. That said, most forms of advertisement could be fairly impersonal and might not impress your audience as much as you would like!

**This is where your community can help you out!** This is a community that trusts you and loves your work, making it the perfect agent to help you market your services. According to a Nielsen report, 83% of people trust the opinions and recommendations of their friends and family and are just as likely to act on it.

This is why the best way to build trust beyond your community starts with your community itself.

## Referral programs – Community-based marketing

A referral program encourages your members or customers to invite their friends and family to purchase your services through a variety of incentives including discounts, special offers, bonus classes, and more!

### Benefits of referral programs

- Generate stronger leads
- Raise your marketing ROI
- Increase member retention
- Build a more connected community
- Grow revenue in the long term



Referral programs can deliver great results, but to be most effective with your program, you will first need to understand your community. Identify the motivating factors that would drive them to share your referrals. Here are just a few you might discover:

- A rewarding member experience
- Compensations per referral
- Social media campaigns
- Free classes for referrals
- Discounts on classes or packages

## The key to referral success

To get your program to succeed, identifying the motivating factors will only take you halfway. To execute effectively, you need to back yourself with numbers. Survey your members and customers before setting up your programs; run a variety of referral programs and measure their success.

Soon, you will have the referral program or programs that work best for your studio. Reinvest in these as and when you need to give your revenue a good boost and you will see your member base growing in no time!



# Referral Program Worksheet

Potential motivating factors for your referral program:

1. A rewarding member experience
2. Compensations per referral
3. Social media campaigns
4. Free classes for referrals
5. Discounts on classes or packages

**Others:**

6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Your referral program:**

**a. Name:** \_\_\_\_\_

**b. Goal:** \_\_\_\_\_

**c. Metrics for measurement (Sales made, revenue raised, customers added, etc.)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**d. Define your program:**

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# Step 3: Drive Growth with Paid Marketing



As a long-running yoga studio, you are bound to have acquired a healthy following on social media and other online channels by now. At the very least, you would have a sizable section of your customers and members following you on one platform or the other to stay up to date with your latest classes and activities. By this point, you might even have experimented with ads, whether on social media or on search engines and found some measure of success.

This is the perfect opportunity for you to not only **consolidate your online presence** further, but also convert this into an **effective lead generation** channel. With fitness and wellness constantly trending online, you would find yourself in highly competitive environments, but also ones that are **ripe with warm leads** that can be drawn to your business over your competition.

When you are managing an organic online community, your **authenticity** pays off big time. Your strategy would be focused on the **quality of the content** on offer, the way you **respond to comments and feedback**, and the kind of **social engagement** you encourage on a daily basis.

In the case of paid marketing, you will be starting with a single point of entry to your brand – that would be the ad or ads you put out on each platform. This is why it is important to **map out your paid marketing strategy** through a funnel that helps you generate maximum returns on your investment.

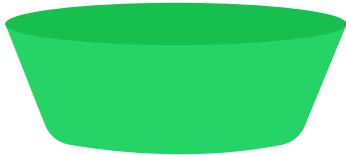
## Paid Marketing Funnel for Yoga Studios



### Level 1

#### BOOST REACH AND ENGAGEMENT

Metrics: Profile visits, Follows, Likes, Shares, YouTube Subscriptions



### Level 2

#### TRACK AUDIENCE BEHAVIOR

Metrics: Cost-per-click, Click-through-rate



### Level 3

#### PURSUE CONVERSIONS

Metrics: Memberships, Class registrations, Workshops and Event sign-ups

As you record and **analyze these metrics** at each stage of the process, you will begin to see how and where this targeted audience begins to drop off as they get closer to booking a service. Try out **different campaigns** with various goals starting with class registrations or one-off events, before moving on to **marketing your memberships**. This will give you a better idea of what will draw a wider audience through the opening stages of your funnel and also **where you can convert most effectively**.

Before you begin planning your paid marketing campaigns, however, make sure you have the following data points recorded and organized:

- Who is my target audience?
- What is the best way to reach my target audience?
- What are your Unique Selling Points?
- What kind of graphics work best with your audience?
- What are the prominent keywords in your existing online engagement?
- How much can I spend on acquiring one customer?

The last point is particularly crucial to understand how you can experiment with your campaigns, at least in the initial stages of your paid marketing strategy. Start by setting a budget that you know you can afford comfortably, so that you can experiment without fear. Track your campaigns as you go along, so you know what is working and what is not. It will allow you to correct your campaigns early on and target your audience more effectively and funnel them along to your website.

For a positive return on your investment, the revenue you generate through a customer should be greater than the cost of their acquisition. However, allow yourself to start with a negative ROI as you will take some time to understand how your audience moves and you will be able to improve ad efficiency over time.



# Paid Marketing Worksheet

## 1. Identify your Unique Selling Points

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

## 2. Platforms for paid marketing campaigns

☐

Google

☐

Facebook

☐

Linkedin

☐

Instagram

☐

YouTube

## Campaign Details

**Campaign Name:** \_\_\_\_\_

**Campaign Objective(s):** \_\_\_\_\_

*(e.g. lead generation, class registrations, etc.)*

**Campaign Budget:**

**Daily limit:** \_\_\_\_\_

**Maximum spend:** \_\_\_\_\_

**Goal Value Achieved:** \_\_\_\_\_

*(leads generated, revenue earned, etc.)*



# Step 4: Teacher Training and Management

You can offer a lot of depth to students through your studio by diversifying your classes or raising the quality of your services. You could set standards for your teachers to follow and set feedback loops to gain constant insights into your studio's performance on a regular basis.

However, to truly take your yoga studio to an **elite space**, you need to train other yoga teachers to follow your work. It is an excellent opportunity for you to **formalize the teaching pedagogies** that you have been working on for years now. It would also give your studio an added dimension and cement your legacy as a true yoga institution!



## Student training vs Teacher training

Student training in yoga studios would focus mostly on helping the students find their flow, refine their body alignment, and improve their techniques in the long run.

With teacher training, the focus shifts towards the teachers' understanding of the practice – exploring the essence of Yoga and taking a more holistic approach that enables an all-round development that will allow them to guide students in their practice most effectively.

Training your teachers will involve a whole different set of skills and practices as you would now be working with experienced individuals who have a fair background in yoga already.

Teacher training may be an opportunity to introduce some of your own teaching methods to more people, but **it is important to remember that teacher training goes beyond sharing pedagogies or styles of yoga**. Here are some of the things you could also try to accomplish with your teacher training:

- Train your teachers to understand their students better
- Add depth to their perspective on yoga
- Teach them more about the benefits behind each pose or technique
- Demonstrate the art of guiding with little interference
- Highlight the role of sequences and program management

As you continue to educate more teachers, you would be able to **build your own team** with teachers who are already familiar with your style and your customers. Your studio will gradually start aligning itself more closely with the brand of yoga and lifestyle that you have worked on as a teacher. This process may take some time, but there are ways you can speed things up.

- As you work on building your team, it would help to have effective organization right from the start.
- Maintain open and clear communication between your team members.
- Keep everyone up to date with each other's classes and activities.
- Automate key business operations and allow your trainers more time to focus on their teaching.
- Keep an eye on how your teachers are aligning with your vision and mission through their teaching

With the right teacher training and management, not only will you have a great team at your studio, you will also be sending teachers out into the world who will continue to spread joy and greater well-being to those around them. And nothing would ever be a greater testimony to your studio than that.



# Teacher training & Management Worksheet

**Decide on your objectives for teacher training:**

- ☐ Train your teachers to understand their students better
- ☐ Add depth to their perspective on yoga
- ☐ Teach them more about the benefits behind each pose or technique
- ☐ Demonstrate the art of guiding with little interference
- ☐ Highlight the role of sequences and program management
- ☐ Others

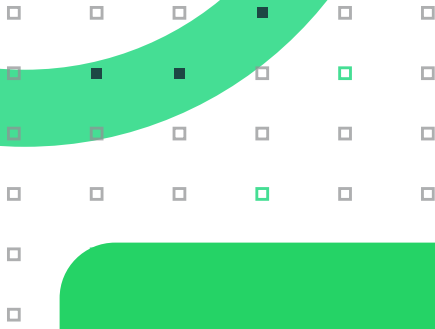
**Note any other objectives you would like to target through your training program:**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

## Teacher Management Checklist

- ☐ Team structure and defined roles
- ☐ Open and clear communication channels
- ☐ Synchronized schedules within the team
- ☐ Automated operations
- ☐ Team aligned to your vision and mission





Restructuring a business for the long haul can take up significant time and effort. Time and effort that you are focusing mostly on your sizable day-to-day operations.

When you need to make space to grow your business, automating key functions and trimming operation time will deliver the results you are looking for.

Adopting the right scheduling and management solution can give you more than just the boost you need to upgrade your operations.

Omnify's all-in-one online booking system will deliver a bird's eye view of your business, enable key operations across devices, and help you create an exceptional customer experience through smooth, intuitive technology.

Find out how Omnify can help your yoga studio collect stellar returns!

[Talk to us](#)

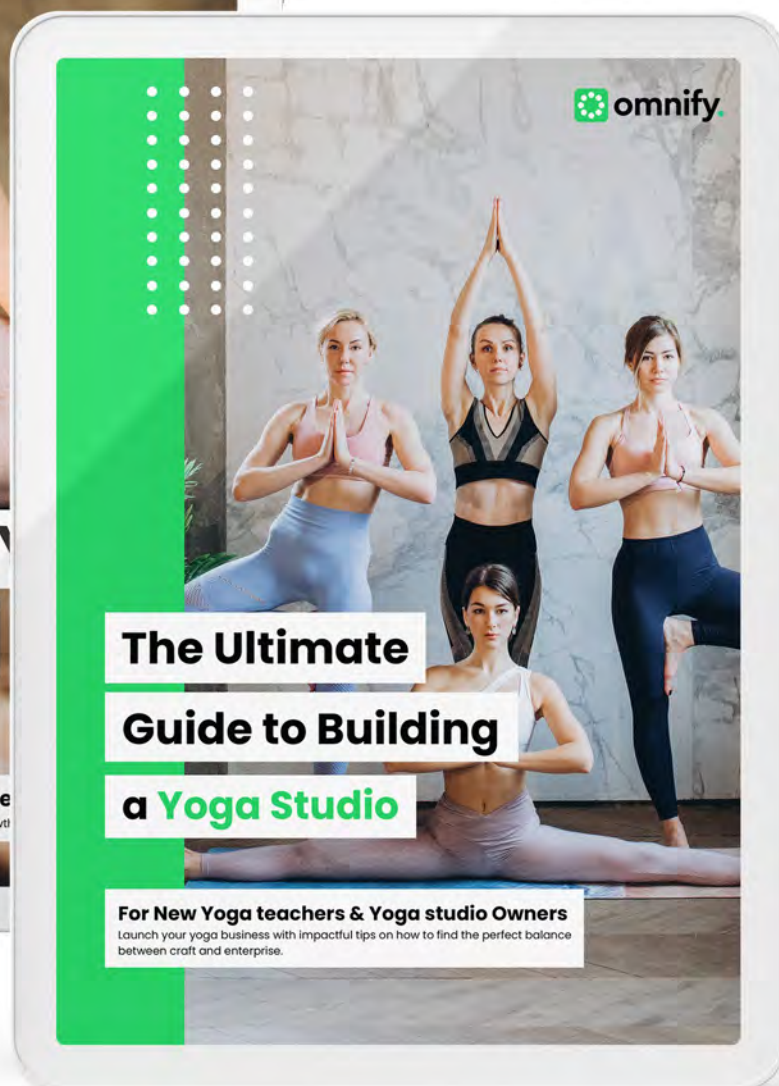
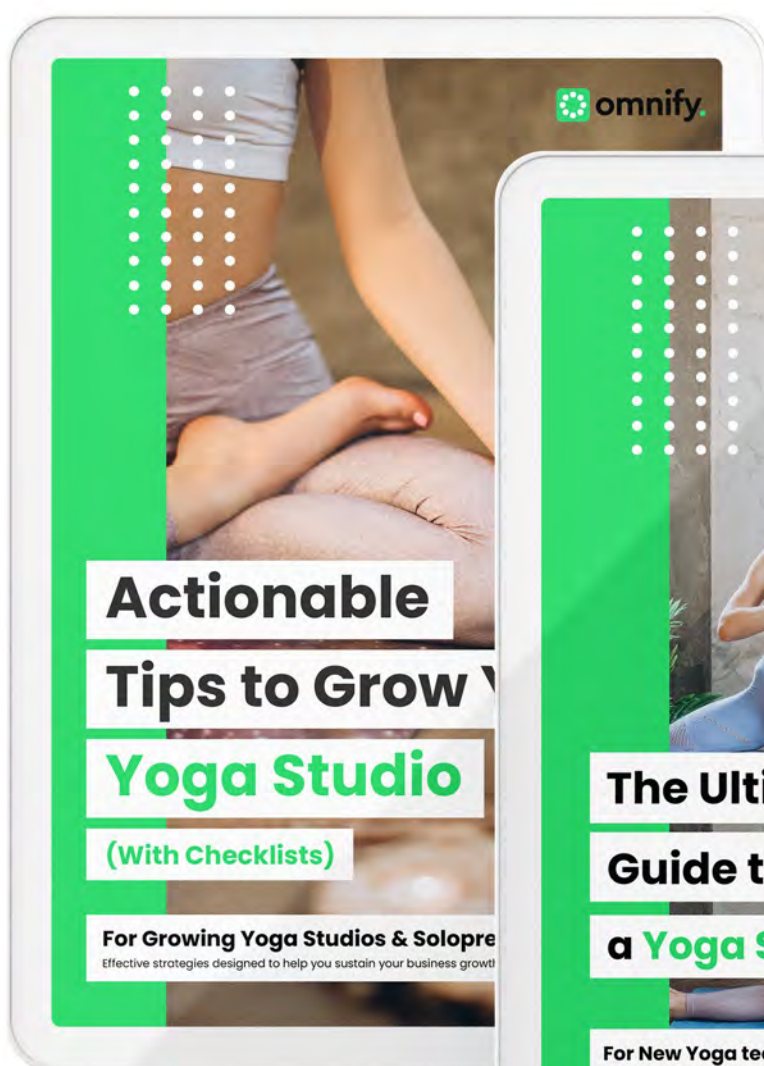




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## Actionable Tips to Grow Your Yoga Studio

*For growing Yoga Studio owners*



## The Ultimate Guide to Building a Yoga Studio

*For new Yoga Studio Owners*