



Local Marketing and Awareness Campaigns

About The Client

Mudra Yoga Kendra is an affiliated Yoga training centre of Vivekananda Yoga Anusandhana Samsthana (VYASA), which is the parent body of the S VYASA Yoga Univeristy.

Challenge:

- › The client, who owns a Yoga coaching business, wants to create a website and establish a strong local presence.
- › The client was unable to achieve the desired revenue through newspaper insertions and other local promotions.
- › To reach out to their target demographic, they decide to use digital marketing strategies.

Customer Website:

<https://mudrayoga.in>

Industry:

Yoga Coach

Optimization Used:

Wordpress, Elementor, Photoshop
Facebook Ad Manager

The customer had an outdated website with low loading speed & low quality images. Website categories & formats were wrong. Also, they didn't have any online ptomotions to create awareness for the Yoga training

Solution:

We recommended a completely new website, swell as a GMB listing and Social media campaigns. The goal is to create as many inquiries as possible within the budget constraints.

The campaign was successfully completed on time and on budget.

The Facebook campaign delivered around 1.7L impressions which resulted in 942 click to call CTA