



Quiet Mind Yoga

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I. Executive Summary

Quiet Mind Yoga is a yoga healing center located in McAllen, TX. They offer yoga, meditation, energy healing, breathwork, and sound healing. It was founded and is currently run by Matthew Morales. The studio does not target a specific age group, instead seeking to appeal to individuals looking for a holistic wellness experience. The social media platforms currently being utilized by Quiet Mind Yoga are Instagram, Facebook, and YouTube. They also use a website and app for their customers to learn more about classes and events offered, both platforms allow for signing up for classes. A detailed plan with strategies on improving their social media marketing and a breakdown of how much budget should be allocated is further explained.

II. Company and Industry Overview

Operating as a high-service business, Quiet Mind Yoga maintains a small staff of nine total with the owner and creator at the forefront of the day-to-day activities. Matthew has taken the time to slowly grow his business in a way that allows him to be in control of its growth. Out of the many classes that are offered daily, Matthew teaches at least 1-2 of them. The classes must be booked using the MindBody app. A limited number of participants are allowed in each class to ensure that each class has an intimate and personalized feel. In addition to himself, Matthew also has a staff member who helps him to post and keep track of comments and inquiries on social media. This facilitates questions to be answered quickly, allowing customers to feel heard and acknowledged.

III. Social Media Audit

Quiet Mind Yoga's target audience does not have a specific age group, they have customers from 16-80 years of age. The main goal is to create that healing space that focuses on the physical

but also on the emotional side. Quiet Mind Yoga's target audience is people looking for a holistic-wellness experience. Since the pandemic happened there was a strong movement for holistic experiences to improve mental health. Over the past three years, there has been an increase in depressive and anxious symptoms in every age group that has been evaluated. Adult participants in research conducted in January 2021 by Panchal et al. revealed that 41% of them reported symptoms of both depression and anxiety, up from the previous year. When individuals display inadequate physical activity, poor nutrition, and insufficient sleep, these numbers rise significantly (Madan, 2022). Quiet Mind Yoga actively engages with its audience on various social media platforms, including Instagram, Facebook and YouTube.

Their main social media platform is Instagram here is where they get most engagement. Quiet Mind Yoga also has a Facebook and YouTube account. They are actively posting content simultaneous content from Instagram to Facebook. Their YouTube channel is currently inactive, they plan on start posting content this year. Altogether their social media reach is 10,000 followers. Currently Quiet Mind Yoga has over 4,347 followers on Instagram, 5,000 on Facebook and 400 on YouTube. Currently all the content that is posted has been designed for Instagram. Nevertheless, this content is reposted on Facebook. However, the content for Facebook needs to be created specifically for the platform. The language and features vary from platform to platform because every platform is unique (Bellrae Marketing, 2020). The content from Facebook and Instagram should be different from each other, since the platforms have different audiences and goals to determine the success of a post. Furthermore, Quiet Mind Yoga's YouTube channel is currently inactive. Back in 2020 during the pandemic, Quiet Mind Yoga was trying to build its YouTube channel. However, this ended up not being very successful. The videos consisted of classes that varied from 30 min to 90 min, the latest video was posted two years ago. Finally, Quiet Mind Yoga

does not have any shorts on their channel. The popular short-video feature on the platform, YouTube Shorts, had received over 70 billion views every day as of October 2023. After one year of introduction, YouTube Shorts, which went live internationally in June 2021, has 30 billion views every day (Ceci, 2024). Shorts have started to become more popular as time goes by, this type of content could potentially benefit the impact of Quiet Mind Yoga at YouTube.

IV. Listening/Competitive Analysis (SWOT Analysis)

Strengths

One of the strengths of Quiet Mind Yoga is its strong brand identity as a holistic wellness space that goes beyond a common yoga studio. This method of focusing on a person's emotional and physical health is a true differentiator among other studios. Because of the previously mentioned differentiator, since the studio opened, Quiet Mind Yoga has been able to establish a strong and loyal customer base; having students of all ages who joyfully partake in every possible class given by the Quiet Mind Yoga team. Furthermore, Quiet Mind Yoga has distinguished itself from the competition through its various community events. Also, the active participation of Quiet Mind Yoga's owner Matthew constantly ensures high quality classes.

Weaknesses

As for the weakness Quiet Mind Yoga presents various concerns like having the owner working with all the social media platforms (see Appendix A). This could cause problems since the owner must take over multiple responsibilities that would normally fall into other positions. Also, this could lead to an inconsistency with posts, decreased engagement and missed

opportunities. Furthermore, the content being produced for the different social media platforms is exclusively designed and edited for Instagram. Instagram is a visual-heavy platform that generates more participation from its audience than Facebook, which is more text-based. Instagram ads tend to receive more likes, shares, and comments, making them good for brand development, awareness creation, and customer acquisition. However, Facebook is a popular social network for older consumers, who may have higher incomes (Jackson, 2019). Since Facebook and Instagram have different engagement benchmarks, the content specifically designed for one platform could not have the desired effect on the other. Moreover, the absence of a TikTok account creates more gaps among Quiet Mind Yoga social media platforms.

Opportunities

Quiet Mind Yoga has diverse opportunities to continue growing. One of the opportunities being the collaboration of local influencers to increase brand awareness and reach a wider audience in the RGV. Quiet Mind Yoga has the mission to stay relevant within the community and should continue its involvement with any social media platform that arises. A key opportunity is to increase brand awareness by implementing a social media strategy that includes TikTok. This platform has continued to grow as time goes by and now is a reference point for a generation. By establishing a presence in this platform brand awareness would increase leading to more yoga students, followers and views. Furthermore, increasing UGC is something that can increase brand awareness. Implementation of giveaways and other strategies that can help Quiet Mind Yoga create UGC will have a strong impact in the business. Finally, Quiet Mind Yoga can implement a referral program for existing members that provides a free class or a discount to incentivize members to continue spreading WoM about Quiet Mind Yoga classes.

Threats

There are several threats that could impact the success and growth of Quiet Mind Yoga. The first one being competition, there are very few yoga studios in the RGV. However, recently Yoga House just opened its second location in Mission. Of course, the expansion of a direct competitor like Yoga House generates concerns for Quiet Mind Yoga. Besides, finding qualified staff to continue to provide the classes that are currently being offered is another threat to Quiet Mind Yoga. Another threat for Quiet Mind Yoga is their ability to adapt to the upcoming social media changes like new platforms and algorithms. This is a true concern for the business because currently the social media strategies are just designed for Instagram (see Appendix A).

In this next section, we have provided Quiet Mind Yoga with some Goals, Objectives, and Strategies to assist them in expanding their presence. According to Baluch, "Social media marketing has become a vital component of the market mix of many businesses—large and small. Having a presence on social is an excellent way to connect with current and potential customers. No matter what your industry is, social media is an effective way to reach your target audience, strengthen your brand, establish a loyal customer base, and increase your revenue." (Baluch, 2024).

V. Goals

Increase brand awareness for its current audience.

Quiet Mind Yoga demographics range from 16-80 years old. Quiet Mind Yoga will be able to strengthen its brand with customers. We will track how often their brand gets mentioned after posting and reach. The measure is the number of people who see your content. Quiet Mind Yoga can utilize Google Analytics or Hootsuite monitoring tools to measure the reach. The second

measurement is an amplification rate, calculated by $\text{Total posts share/follower} \times 100 = \text{Amplification Rate Percent}$. Their main Goal is to create a benchmark around healing space, focusing on the physical and emotional side (Seo et al., 2023).

The second Goal is to develop a partnership with a social media Influencer.

Quiet Mind Yoga needs an influencer to help market its studio. We recommend exploring this area as a potential marketing strategy as they expand and grow. Quiet Mind Yoga can reach locals who influence the area, use their studios, or participate in their events. Quiet Mind Yoga can find a local influencer to help promote them by offering them free yoga lessons instead of paying them to promote their product. Quiet Mind increases user-generated content (UGC) campaigns: this would allow Quiet Mind to have customers create and share content related to their services through an influencer. We need to measure it by utilizing the engagement rate (Deren, 2023). We get the total number of likes, comments & shares /followers $\times 100 = \text{Average Engagement rate percent}$ (Newberry, 2023).

The third Goal is to drive word-of-mouth recommendations from others through social media platforms and SSOV.

This can be measured through Validity Percentage, which is the amount of share /number of impressions $\times 100$. Impressions are the number of people who view your context. To increase the audience on different platforms, we will create a TikTok account to share video content from YouTube to TikTok (Deren, 2023). We can also use Social share of voice (SSOV) “which measures

how many people are talking about your brand on social media compared to your competitors. The can be direct or indirect thru Hootsuite.”

The fourth Goal is increasing membership by measuring audience growth rate,

Audience growth metric allows them to calculate how their audience will grow with new followers. By utilizing the provided data, they can schedule more yoga events to continue growing and attracting new customers—growth rate by tracking net followers on each social media platform over a monthly or quarterly reporting period. To get the audience growth rate, you get the net followers you have grown from the previous period divided by the number of your total audience on each platform. For example, if you have 500 followers on Facebook, last month you grew to 525 on the net, which is 25 divided by 500 x 100, which gets you a growth rate percentage of 5%. Contests and Giveaways: Quiet Mind Yoga has promos for new customers, but this can be an excellent opportunity to expand and provide giveaways or contests for frequent customers or new customers to engage their audience and increase brand visibility (Leonard, 2023).

VI. Objectives

We want to identify some critical Key Performance Indicators (KPIs) to help Quiet Mind Yoga hit its goals regarding posts, page impressions, reach, engagement, followers, likes, comments, audience growth, sales growth, or more memberships (Sprout Social, 2022).

- Increase engagement on social media platforms by 20%. We want to increase our Facebook followers from 5100 to 6,000 by December 30, 2024.

- Increase mentions by 5% on Instagram before, during, and after classes and events by September 30, 2024.
- Increase Brand awareness by 20%, measured by brand mentions, posts, and reach by December 30, 2024.
- Create brand advocates through influencers and increase by 15% across all platforms. Identify 2 influencers on Instagram to build relationships to help blog, repost, and spread the word about the online program by September 30, 2013.
- Increase word of mouth through Social Share of Voice (SSov) by 10%. Increase our month-to-month.
- Create a TikTok account to spread video content across other platforms by June 1, 2024.
- Grow YouTube video view and video completion rate by 10%
- Increase new members and expand on outside events and promotions by 10%. We also want to use social media platforms to increase the number of views of Quinta Mazatlán and McAllen Convention Center events by 10% by September 2024 (Keyhole, 2024).

VII. Strategies

Quiet Mind Yoga's strategy is to be more aggressive in setting well-defined goals and using Social Media Marketing Strategies. Quiet Mind Yoga will need to invest some time and even personnel. It will be essential that Quiet Mind Yoga establishes some social media engagement standards and processes that will help its employees interact with social media and the web. All of these strategies will aid in Quiet Mind Yoga's goals to grow their social media platforms and expand their business

- **Social Media Listening:** Quiet Mind Yoga does an excellent job of monitoring its social media channels and working on understanding what it is saying and doing. It understands

the feedback the customer is providing, and the owner has someone who posts and responds when necessary. We want to determine where the brand is mentioned and who is talking about them. It will also let us know what attracts customers to their studio and events (Zahay, Roberts, Parker, Barker, & Barker, 2021).

- **Customer Engagement:** Quiet Mind Yoga will need to engage more with its customers on social media by responding to comments, messages, and mentions, which drives word-of-mouth recommendations to new customers (Seo, et al., 2023).
- **Collaborating:** Engaging your audience and adding an influencer can assist in encouraging user-generated content from your customers during events or classes by uploading pictures and videos and showing their healing space, which focuses on the physical but also the emotional side. Quiet Mind Yoga's target audience is people seeking a holistic wellness experience (Kenan, 2023).
- **Interacting:** By adding TikTok and Expanding on YouTube, Quiet Mind Yoga can garner a large audience from these platforms, which have a high concentration of audiences and continue to grow. We want Quiet Mind to act as a contributor (Zahay, Roberts, Parker, Barker, & Barker, 2021).
- **Influencing:** We want Quiet Mind Yoga to use the emotional side of its experience by connecting with its followers. Using Instagram and TikTok and finding local influencers helps them bring brand awareness.

VIII. Target Market

Quiet Mind Yoga is in a market filled with people who seek more than just physical exercise, they desire a profound and holistic journey. In today's fast-paced world, there is a strong desire for genuine connections and face-to-face interactions, particularly among young adults who

prioritize their health and the environment (Davey, 2023). These individuals strive to find a harmonious balance between their work and personal lives, seeking both tranquility and a sense of belonging, and Quiet Mind Yoga is here to help them (Sims, 2021).

The younger generations, like Generation Z and Millennials, are actively participating as both consumers and contributors, fostering a sense of community. They are attracted to brands that align with their beliefs and offer them resources to amplify their content and imagination (Push Press, 2024). Quiet Mind Yoga understands the importance of storytelling and has embraced it by featuring weekly student spotlights. These spotlights explore inspiring stories that delve into the motivations behind why individuals choose to embark on a yoga journey. The personas, Sophie, William, and Emma, have been carefully crafted from these narratives, portraying the target audience as real people with unique aspirations and obstacles.

Quiet Mind Yoga strives to connect with a valuable demographic of affluent, younger adults by tailoring their services, communication, and community engagement to meet their specific needs. Every persona, based on insights and interactions, has their own unique set of needs and motivations. Sophie represents individuals who are searching for harmony and fulfillment beyond the material world, focusing on wellness (GloFox, 2024). William represents professionals who strive for excellence and balance, while Emma embodies the harmonious combination of sustainable living and family welfare (Push Press, 2024). (See examples of the personas below).

1. Sophie, The Holistic Seeker:	2. William, The Mindful Professional:	3. Emma, The Conscious Parent:
<ul style="list-style-type: none"> - Age: 28 - Occupation: Freelance Graphic Designer - Lifestyle: Values work-life balance, seeks activities that nurture mind-body wellness 	<ul style="list-style-type: none"> - Age: 35 - Occupation: IT Project Manager - Lifestyle: Busy professional, looking to manage stress and maintain mental clarity 	<ul style="list-style-type: none"> - Age: 42 - Occupation: Part-time Environmental Blogger, full-time parent - Lifestyle: Balances family life with environmental activism,

<ul style="list-style-type: none"> - Financials: Moderate income, willing to invest in health and wellness - Social Media Habits: Active on Instagram, follows wellness influencers, participates in wellness forums - Looking For: A sanctuary for stress relief, personal growth, and community connection - Motivations: Embracing holistic health, finding peace amidst the hustle, expanding her spiritual practice 	<ul style="list-style-type: none"> - Financials: Higher disposable income, prioritizes quality experiences over material goods - Social Media Habits: Uses Instagram and Facebook to follow local events and workshops - Looking For: Effective ways to decompress after work, event retreats to recharge - Motivations: Staying fit both mentally and physically, improving focus and productivity, seeking a supportive community 	<ul style="list-style-type: none"> prefers organic and sustainable products - Financials: Budget-conscious but will spend on eco-friendly and health-oriented services - Social Media Habits: Active on Facebook groups related to parenting and sustainability, watches YouTube for educational content - Looking For: Family-friendly yoga sessions, classes that support a green lifestyle - Motivations: Incorporating fitness into a busy family schedule, educating her children on wellness and sustainability
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IX. Tools:

After completing an organizational and social media audit, the most beneficial conclusion is to use a tool that will help them manage and create content, such as Hootsuite. Hootsuite enables you to manage multiple social media profiles from a single dashboard, streamline post scheduling across different platforms, and even offers content creation tools like Canva templates and AI-assisted caption writing. With Hootsuite, Quiet Mind Yoga can schedule posts in advance, which can save them a significant amount of time, which was one of Matthew’s concerns and it will provide more opportunity for rest and strategic planning.

Additionally, Hootsuite offers analytics to track the performance of posts and determine the return on investment for the social media efforts. The platform integrates with major social networks like Facebook, Instagram, and YouTube, all which are Quiet Mind Yoga’s main form of social platforms. For a yoga and wellness center like Quiet Mind Yoga, which values community and holistic health, utilizing Hootsuite can help them maintain a strong online presence, engage

with their audience effectively, and analyze the success of content in promoting events and classes. Hootsuite also offers a range of plans to fit different business sizes and needs, so Quiet Mind Yoga can choose one that aligns with the marketing budget and goals, though first they can sign up for a free trial to explore the features and see how it fits with their business before purchasing an enterprise license. Once this decision is made, training must be completed to use the software.

In addition, it is highly recommended to incorporate Google Analytics 4 (GA4) into Quiet Mind Yoga's website. This is because there have been several recent updates that improve data analysis and ensure privacy compliance. GA4 has undergone a redesign to align with a privacy-focused future, moving away from dependence on third-party cookies. It is essential to keep up with the changing landscape of consumer data privacy regulations. The Protected Audience API in GA4, which is expected to be widely accessible in early 2024, enables remarketing without relying on third-party cookies. This is achieved by utilizing interest groups stored in the browser and selecting ads on the user's device, prioritizing user privacy (Ganem, 2023).

GA4 also brings in Enhanced Conversions, which enhance the accuracy of conversion tracking. This feature utilizes hashed, consented first-party data to enhance existing conversion tags, ensuring measurement accuracy remains intact as traditional tracking methods are phased out (Hines, 2023a). In addition, the new trend change detection feature in GA4 could prove to be highly beneficial for Quiet Mind Yoga. This feature is designed to spot important changes in data trends over time, enabling early detection of possible issues or opportunities. The focus is on capturing lasting shifts rather than sudden fluctuations, providing valuable insights into the long-term impact of marketing campaigns and user engagement strategies (Hines, 2023b). Quiet Mind Yoga's website would greatly benefit from upgrading to Google Analytics 4 (GA4).

This upgrade offers a comprehensive and privacy-conscious solution for analyzing visitor behaviors and evaluating the success of marketing strategies. Utilizing advanced features such as the Protected Audience API, Quiet Mind Yoga can effectively implement remarketing strategies while respecting user privacy, which is crucial for maintaining trust. Improved Conversions would enable more precise monitoring of user activities, such as registering for classes or making purchases, by utilizing first-party data. The website's ability of detection of changes in trends would identify early patterns, for optimizing marketing efforts and boosting conversions by responding to user engagement.

X. Platforms:

Quiet Mind Yoga's selection of social media platforms demonstrates an approach that caters to the unique behaviors and preferences of their target audience. Instagram's high level of engagement among younger demographics, particularly Gen Z and millennials, is a great fit for the buyer personas described in the project documents. The platform's consistent expansion and the rise in user engagement, with an average daily usage of 33.1 minutes, highlight its ability to effectively deliver Quiet Mind Yoga's genuine and community-oriented content (Zote, 2024). Given the wide reach of Facebook and its ability to facilitate connections within communities, it aligns perfectly with Quiet Mind Yoga's objectives of engaging a large audience and nurturing a strong brand community. The platform's consistent appeal, with U.S. users spending an average of 30.9 minutes daily, forms a strong basis for the brand's comprehensive content strategy (Gottfried, 2021; Bretous, 2024).

Quiet Mind Yoga can experience significant growth by leveraging YouTube's popularity among U.S. Gen Z adults. The platform's increasing popularity for video content, with users dedicating an average of 48.7 minutes per day, suggests a great opportunity for the brand to

enhance its presence with content that aligns with the overall wellness themes found on their other social channels (Zote, 2024).

Adding TikTok to their social media strategy could result in significant advantages, considering the platform's impressive growth in user base and the noteworthy increase in average daily usage time to 53.8 minutes. Given the proven success of short-form video content, this platform presents an exciting opportunity for Quiet Mind Yoga to connect with the creative and influential Gen Z audience (Zote, 2024; Bretous, 2024).

It is crucial to adopt an integrated, multi-platform approach due to the high level of engagement that the average social media user has with over seven different platforms each month. It helps Quiet Mind Yoga establish a strong presence online, allowing them to engage with a wide range of potential clients. By utilizing different types of content and engagement strategies, they can create a more connected and lively online community (Bretous, 2024).

XI. Implementation

Following an in-depth audit, it's evident that Quiet Mind Yoga stands to gain substantial advantages by adopting robust content management tool like Hootsuite. Acquiring an enterprise-level license for this social media monitoring and management solution is set to significantly enhance the efficiency of their digital marketing endeavors. By the centralized platform provided, Hootsuite, allows the studio to access and manage all social media profiles seamlessly from a unified dashboard. This streamlined approach greatly simplifies post scheduling across multiple platforms, ensuring a consistent and cohesive content distribution strategy.

Moreover, Hootsuite provides valuable content creation tools, like Canva, that has multiple templates even AI assisted writing. Thus, enhancing Quiet Mind Yoga's ability to produce

engaging and visually appealing posts for their pages. Taking their capabilities, the studio can schedule posts in advance, saving significant time in turn for the concern of what Matthew expressed for strategic planning. This time saving benefit will not only improve operational efficiency but also provides opportunities for rest and focusing strategic decision-making.

For a business like Quiet Mind Yoga, they prioritize community engagement and holistic health, Hootsuite serves as a valuable tool for maintaining a strong online presence. It facilitates effective content analysis in the success of marketing goals. Furthermore, they can be tailored to different business sizes and needs, into choosing a plan that aligns with their marketing budget and objectives. They can begin by exploring the platform from its free trial to assess its suitability and functionality for their specific requirements. Upon making the decision to implement Hootsuite, all members of the social media marketing team will undergo training to maximize the software's utility and effectiveness in achieving marketing goals.

a. **Platform-Specific Tactics and Tools**

- i. **Facebook:** Holding an online presence of real-time video content, create events for held classes, and to increase participation relevance within Facebook groups building with local communities.
- ii. **YouTube:** Placing videos online with optimized titles for click age, description details, tags with relevant keywords. All of this will improve search visibility toward the social page. Creating a surface of content diversity with attracting new subscribers.
- iii. **Instagram:** Building on content posting related to: Stories, Live casts, and Content behind the scenes. Highlighting curated content collections on profile page and reels for shorter content.

- iv. TikTok: Creation of entertaining and educational short videos showcasing yoga poses, tips for stretching, and client transformation. With the built-in editing tools makes it a simple source to post content.

b. **Content Development**

- i. Content Creation: Developing a mix of content formats such as videos, images, blogs, and infographics to cater to different audience preferences. The incorporation of user-generated content along with client testimonials would build credibility further.
- ii. Frequency of Content: Determining the optimal posting schedule based on platform analytics of measurement. Taking the data of highest audience engagement metrics, can we post within time and days of these peak engagement periods
- iii. Themes: Align content themes within the yoga studio's brand values and targeted interests from audiences. Focus on wellness, mindfulness, yoga techniques, experiences, and community events altogether.

XII. Organization Structure

Roles & Responsibilities: Assign roles such as content creators, community managers, analytics specialists, and social media coordinators. Clearly define workflows, approval processes, and communication channels within the team.

Training & Development: Conducting regular training sessions and workshops to upskill team members on social media best practices, content creation tools, and platform updates.

Collaboration & Coordination: Foster collaboration between different departments (e.g., marketing, customer service, instructors) to ensure cohesive messaging and brand consistency across all touchpoints.

XIII. Monitoring

Tracking various aspects of social media performance is crucial for evaluating the effectiveness of digital strategies. Firstly, engagement rate tracking involves monitoring metrics like likes, shares, comments, and retweets to gauge audience interaction and interest levels over time. Employing social media analytics tools such as Hootsuite or Google Analytics provides in-depth tracking capabilities for comprehensive analysis. Secondly, tracking reach and impressions helps understand the size and impact of the audience reached by social media posts and campaigns. Analyzing trends and patterns in reach and impressions data enables businesses to optimize content distribution strategies for broader visibility and engagement. The goal of top-of-funnel social media marketing is to draw in new users while tracking user behavior like impressions, average time on site, and web traffic. Monitoring the effectiveness of your brand awareness activities is essential (Chacko, 2023). Thirdly, conversion tracking is essential for monitoring specific user actions, like form submissions, purchases, or newsletter sign-up, through conversion tracking tags. This data is instrumental in assessing campaign effectiveness, measuring ROI, and identifying areas for improvement. Finally, audience behavior tracking involves using analytics dashboards to monitor demographics, interests, and device preferences of the audience. This information allows for tailored content creation and targeted strategies that resonate with the audience, leading to improved engagement and conversions. Integrating these tracking methodologies into social media management practices enhances data-driven decision-making and optimizes digital marketing efforts for better performance and outcomes.

Measuring the effectiveness of social media strategies involves several key aspects. As we know, an audience that is enthralled is indicated by a high engagement rate, which may boost conversions, loyalty, and overall success (Usermaven, 2024). Firstly, engagement metrics measurement is crucial, which includes evaluating engagement rate, click-through rates, and other relevant metrics to gauge how well social media campaigns and content are resonating with the audience. It's important to compare performance across different platforms and content types to identify trends and patterns. Additionally, ROI measurement plays a significant role in assessing the financial impact of social media efforts. This involves calculating the return on investment by analyzing the cost of investment, such as ad spend and content creation, against the financial returns generated, such as sales and leads. Conversion rate measurement is another essential aspect, focusing on evaluating how effectively social media campaigns are driving desired actions, such as purchases, sign-ups, or downloads. By measuring conversion rate, businesses can identify high-performing campaigns and optimize underperforming ones for better results. Lastly, audience insights measurement involves using analytics data to gain valuable insights into audience demographics, preferences, and behaviors. This information helps in identifying trends, patterns, and opportunities for audience segmentation and personalized targeting, ultimately leading to more effective social media strategies. Evaluating the effectiveness of social media initiatives involves various essential components. Firstly, conducting regular performance reviews and audits helps assess the success of strategies and campaigns. This includes identifying strengths, weaknesses, opportunities, and threats through a SWOT analysis to guide future planning and decision-making. In its most basic form, A/B testing is a method of comparing two versions of something to see which works better. Although the strategy is most commonly linked with websites and apps, according to Fung, it has been around for than a century (Gallo, 2017). A/B testing evaluation is

another critical aspect, where the result of experiments is analyzed to determine which variations perform better in terms of engagement, conversions, or other key metrics. Leveraging data-driven insights from A/B testing helps refine strategies and optimize outcomes for better performance. Additionally, analyzing customer feedback, social media comments, and team input provides valuable insights into content quality, audience satisfaction, and overall brand perception. By closely examining feedback, businesses can iterate strategies through feedback loops to address pain points effectively and enhance user experience. Lastly, evaluating the achievement of predefined goals and objectives is essential. This involves assessing the extent to which social media efforts have contributed to goal attainment and adjusting strategies and tactics based on performance data to align with business goals and priorities effectively.

XIV. Budget

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	\$468,000	\$486,000	\$504,000.00	\$522,000.00	\$540,000.00	\$558,000.00
Costs	\$255,732	\$284,008	\$290,376	\$296,849.00	\$303,454.00	\$310,169.00
Expected Profit	\$212,268	\$201,992	\$213,624	\$225,151.00	\$236,546.00	\$247,831.00
Social Media Manager	0	\$17,280	\$18,240	\$19,200.00	\$20,160.00	\$21,120.00
Videos/photo marketing	0	\$6,000	\$6,300	\$6,615.00	\$6,946.00	\$7,293.00
Website fee	\$432	\$432	\$432	\$432.00	\$432.00	\$432.00
MindBody app	\$2,028	\$2,028	\$2,028	\$2,028.00	\$2,028.00	\$2,028.00
Employees	\$247,352	\$252,299	\$257,345	\$262,492.00	\$267,742.00	\$273,097.00
Rent	\$2,250	\$2,295	\$2,341	\$2,388.00	\$2,436.00	\$2,485.00
Insurance	\$800	\$804	\$808	\$812.00	\$816.00	\$820.00
Utilities	\$1,070	\$1,070	\$1,082	\$1,082.00	\$1,094.00	\$1,094.00
Misc. expenses	\$1,800	\$1,800	\$1,800	\$1,800.00	\$1,800.00	\$1,800.00

Certain costs are fixed and only increase on a slight percentage increase from year to year. The rent amount is contractually set to increase by 2% every two years. The insurance amount is relatively low given the nature of the business and is expected to only increase approximately ½ a percentage point annually if there aren't any claims reported on the policy. Matthew pays himself a \$125,000 salary with one of his assistant managers earning \$40,000/yr and the other earning \$20,000/yr. The yoga instructors are paid \$100 a class averaging approximately \$866 a month individually. The revenue is largely comprised of most of the studio participants holding a monthly unlimited class membership. This membership is currently selling for \$130 a month and is set to increase by approximately 4% annually for new members.

The biggest change to both the Quiet Mind Yoga budget and social media marketing strategy is the addition of an employee. Although Matthew currently does utilize one of his employees to help with his social media, we felt it necessary to have an individual solely dedicated to that task. The social media manager would be a part-time employee who would be responsible for making sure that all the current social media channels are updated regularly with fresh and captivating content. The social media manager would start with 18 hours a week for the first year, gradually increasing the time worked by an hour a week every year. An outside video/photography marketing firm has also been added to the budget to create additional professional media that can be shared. Since Matthew has already paid to build his website the only additional fee that would be related to his website would be the monthly \$36 a month that Wix charges for the business plan. The MindBody app allows clients to schedule classes, offers self-check-in for classes on an iPad, and automates email and text marketing. The monthly fee for the MindBody app is \$169/month. The use of a skilled social media manager and visual content creator coupled with the free social media

platforms; Instagram, Facebook, YouTube, and possibly TikTok in the future will significantly grow Quiet Mind Yoga’s social media presence.

XV. Return On Investment

Quiet Mind Yoga is a relatively “new” yoga studio in McAllen. They have only had a brick-and-mortar location for approximately eighteen months. They would like to utilize their enhanced social media marketing efforts to increase brand awareness in the community and subsequently grow their monthly membership pass holders each year. Utilizing and studying Google Analytics’ reports will allow the social media manager to more accurately track where their traffic is coming from and if those people take action to purchase a class pass.

Value/ Investment x 100= Social Media ROI (as a percentage)
Value = \$486,000
Social media marketing investment= \$25,700
$(\$486,000 / \$25,740) \times 100 = 1,88$
Projected Marketing ROI for Year 1= 18.88%

From the given dataset, we can view the whole formula for return on investment as: Social Media ROI, is taken the Value over the Investment times 100. Where, the value represents the monetary worth from social media marketing efforts, estimated at \$486,000. Investment denotes the financial resources allocated to social media marketing, totaling \$25,700. Taking $(487,000/25,700) \times 100 = 1,888\%$. This calculation yields a projected Marketing ROI for Year 1 at 1,888%. However, it’s crucial to view each year comprehensively to gauge the evolving success of the social media marketing strategy.

While quantifying value can be intricate, the focus remains on anticipated growth in monthly memberships as a tangible metric. With an anticipated marketing ROI of 1,888% for Year 1, the trajectory suggests steady growth. Subsequent years' data analysis will be imperative to ascertain if the strategic marketing adaptations are yielding the desired financial upswing for Quiet Mind Yoga. Regular evaluations and adjustments based on these guidelines will be a pivotal factor in sustaining the studio's digital marketing efficiency and financial returns.

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Appendix A

Interview with Matthew.

Group 1: What social media does Quiet Mind Yoga currently use actively?

Matthew: Um, we use Instagram and Facebook.

Group 1: Okay. And then, how do you decide which content to share on each platform?

Matthew: How do I decide, um, as far as like, what type of content?

Group 1: Yeah, like, are you sharing the same thing on each platform?

Matthew: Except for reels. Because, you know, I find that reels don't really work that well on Facebook anyway, like, I know they have the option now to do that. They don't really do much for us, um. But everything that's posted, as far as a post on Instagram, does automatically get posted to Facebook.

Group 1: Okay. And, do you mainly do, like, individual graphics, or is it reels? Or what do you do?

Matthew: We do a mixture of both, for sure. We do some carousels, we do some single graphics, and then we also do some reels.

Group 1: And like, what type of content do you share? Like, is it just like, I guess “these are the classes for this week”, or is it you actually showing moves?

Matthew: Um, we do all different things. So we have some informative, like maybe facts about yoga, that kind of stuff. We have some of those. Um, we have a student spotlight. So we choose a student, and we ask them five questions about their experience or how they found us. Um, those tend to do really well. We try to make it as personal as possible. So we have that. And then, um, we do reels, some, like you were saying, like, we show some poses. Sometimes, like, here's a quick breathing technique to do. We have those, of course, our events. We have a lot of events. So we're posting almost every week about a special class at Quinta Mazatlán, or at Draft House or something like that. So those take up a good amount of our posts. So we do have a set post right now. Um, a quote. Um, it's one of our set posts per week. Student Spotlight per week. And then right now, it's a myth or facts is what we are. We switch it up every now and then, but it's myth or facts about yoga. So that's so we have, yes a variety.

Group 1: So right now, like, what's the frequency of the schedule?

Matthew: Mondays are myth or facts. Wednesdays are student spotlight. And then Fridays are the quotes. And then between those, we'll have a reel or an event. Stories, for sure, stories every day.

Group 1: Oh, how often do you post stories? Like, how many times a day would you say?

Matthew: That's kind of random. Um, it's at least one a day, because I always post a schedule and the link, to sign up for the class. So I do that on the stories. Um, every day. But, you know, sometimes it goes missing. Um. So there's that. And then we reshare stuff from the classes. We reshare our students, not all of them, but the ones that I feel like are in alignment and that work well with us. We'll reshare those as well. So, I mean, I'd say, on average, at least four to eight stories a day is what we have. I mean, a lot of our students take photos, you know, they have themselves here, so that helps a lot.

Group 1: Do you do all of the social media?

Matthew: No, I have somebody that does it for me. Well, he helps me. I create all the reels just because it's hard for somebody to know how yoga works unless you're doing it.

Group 1: So, so you mentioned that you reshare stories, I guess. Do you also engage with people in comments and kind of comments?

Matthew: I try to. Okay. We do try to do that for sure. Um, and I think we're pretty successful.

Group 1: Okay. And what about, like, the community of Quiet Mind Yoga? Why? What would you say would be like things about the community that it's driving the people here?

Matthew: Well, the fact that it is a community. So I've, I don't know if you've been to other yoga studios, um, and maybe not necessarily here, but just in general, there's not always a sense of community. A lot of the times people go into class, they're to themselves. They don't really talk to each other very much unless you already know the person. Sometimes that happens, um. But here it's immediately. You always feel like it's a community. There's always somebody that's gonna say hi to you. Um. You're greeted very warmly shown around. And even like the students in class, not just by the staff, but the students themselves, will be like, oh, have Is this your first time here? I haven't seen you before. So there's always this sense of community, especially with our events. Um, so you always feel, you always feel welcomed. That's one thing we get all the time is you always feel welcomed here, which it doesn't always happen.

Group 1: How long have you had Quiet Mind Yoga?

Matthew: The brick and mortar a year and a half, but the whole business seven years.

Group 1: How many events do you actually do?

Matthew: About two a month events outside of the studio. At least two, if not three.

Group 1: And they're charged, like, independently from the monthly membership?

Matthew: Yes. So we have, well, consistently, we have, actually, it's gonna be about four of them because we have two. We do Quinta Mazatlán every other week. We do a class there that's a donation based one. And then, besides that, will do, um, like the yoga brunch or yoga beer or top golf, something like that. So we do all kinds of different things. Okay, so I'd say four, including the Quinta Mazatlán ones. So you can count those events because there's no less.

Group 1: So, I see you do like, a lot of things around community, like you mentioned, but in your words, how else would you describe your brand? Like, what is your goal?

Matthew: The goal? Um, so it's a healing space, really. I think that's what makes us different, is that we are not just focused on the physical, but we're focused a lot on the emotional. It evokes a lot on the mental part of it. Um, I mean, even on, like the door, you can see it says, like, meditation. It says healing. It says breathwork. Because we incorporate all the various aspects of yoga. A lot of people don't realize that yoga is more than just the poses. They think like, that's it, but there's so much more to it. And so I feel like that is part of it. Um, a part of the brand. Um. And then, can you repeat your question again, because I got a little lost, I guess?

Group 1: Um, well, no, you, you answered most of it. So I'm just trying to, like, put it in our own words, kind of like, holistic wellness?

Matthew: Yes, it's basically holistic I called it, I've called it before, like, yoga healing center, um, I always say it's your home away from home. Because I want people to come here. This is like people's safe space, basically. So people will come. And everyone says that, like, this is their safe space where they feel so comfortable, they are able to just come and release the day that they've had, whatever is going on in their life. It's that okay.

Group 1: And so online, like, how would you portray that? Like, would you say you're kind of just positive and sort of, you're positive informing?

Matthew: Um, I'm more informing, um, I know I'm very open and honest about everything that we do. So I-I post about like healing a lot. Of the places around here are kind of scared to mention that because people might be turned off by that that's okay. I'm if people are turned off by that. This is not their place. So I talk openly about all the stuff we do, the energy work, the breath work, the healing, um, we have this week in a huge event where we're doing, we can have healing with Reiki energy. And, you know, some people like, energy cleanse, yes.

Group 1: Who's your target audience? Who are you trying to target? Is that everybody?

Matthew: Everybody, every demographic, eight-year-olds. We have 18-year-olds. We have five-year-olds that come here. Like, we have a wide variety of people that, um, come to us.

Group 1: Do you have, like, a month-to-month monitoring process where you track and measure how social media is helping you or do you have someone that does that for you?

Matthew: Um, yes and no. We can track, like, on the website, but, um, we haven't broken it down necessarily.

Group 1: Okay. Do you have a budget that you invest for social media?

Matthew: No, I kind of go on a whim, just like I want to spend this much on this ad, and I'll do it. Um, it's probably as much as I would have done. We've done Google ads. I don't like them. They don't work for us. Um.

Group 1: Well, what I'm referring to is the budget to invest in expanding your social media platforms is what I'm probably to be more specific, because it's more like, like a lot of businesses and big corporations, especially they have a social media platform or department that just caters to this. And they're constantly monitoring, checking, tracking, responding to posts, especially if it's a big organization, like a complaint or something, you know, there they have people who are just paid to do that. Of course, we're doing something for a smaller business, but that's something that we will probably add in there or look at like, you know, hey, if you invest this that, or you get

somebody who does it for you, like you said, or a company that could do it for you. That, that they specialize in this, there's a lot of things that we could do and and propose and recommend. But that's what I wanted to ask you that question. If you had something that was a set budget

Matthew: Nothing set, I mean, I would say, if you're gonna include something like that, I would give different tiers and kind of like, here's something for a thousand bucks. Here's something for 2000, that kind of, we would do that kind of thing, um, because there's no right now, it's kind of whatever I feel that works.

Group 1: So you're kind of in the driver's seat, basically, you have somebody that helps you, but at the end of the day, you check off

Matthew: I-I do I'm the one that always I am the one that boosts all of that so just depending on um if I feel like it needs to be boosted because I know also how the classes work so if I feel like a class is struggling a bit, I'll boost that class versus another us. That makes sense. So just depending on that, it's hard. Yes, I can communicate it to my person, and he would gladly do it. Um, but I'm also kind of type A, so I'll just get it done real quick. I know how to do it. And just click two buttons, and there you go, get it done hours.

Group 1: Would you say, like a week? Does the social media person dedicate for them? If that makes sense? For his job of doing social media?

Matthew: I think it would vary. I would say maybe about like, 5 to 6 hours is what he dedicates. It depends if we have, like, an event, he'll come and take content, right? Or if we want a social media shoot here at the studio, I'll get the teachers together, and he'll come and help with that. So it'll just vary.

Group 1: Um, have you guys ever gone live during classes? Or have you considered going live?

Matthew: We have. I think we've only gone live during events, possibly. And I think that was my social media person. He was the one that did that. I've never done it before. I think he did it. Or he was at least posting about the event as it was happening, like with the story

Group 1: During the pandemic. Matthew, you did.

Matthew: Oh, those are separate, though. That was a class I would give online class.

Group 1: Did that help grow the business?

Matthew: Oh, for sure. We've got thousands of followers from that. For sure. Um, that was Facebook, though.

Group 1: So can you, can you talk about that?

Matthew: So that was Facebook. I did during the pandemic. I started doing on Facebook live classes. And so we would have thousands of people join almost every class. I mean, obviously it's the pandemic went on it dwindled right? But at the beginning, we were having thousands of views on those, um, the classes. And then we got tons of followers from that. I don't know how many we got from it. I couldn't really tell you maybe a couple thousand. Um, that's what we've got to do.

Group 1: How often?

Matthew: About five days a week, or five times a week, sorry, five times a week, I would do it. So some of them were 30 min and then some of them were hour long classes, so, which is really neat. So we and I have those classes on YouTube now. Oh, so I just downloaded them and then uploaded them onto there. So the YouTube needs some help. But that haven't done a class on YouTube since the pandemic, which that's my intention for this year, is to create content in here to post every classes on YouTube.

Group 1: Okay, would you consider going on TikTok as well?

Matthew: I've considered it, um, and I would, I, it's just a lot to learn from me. And I'm already, I already have a lot of different things, platforms. And then also, like managing the studio and just everything, all the aspects that come onto it. I feel like if I had somebody like, train me and be like, this is what you do, because I'm a fast learner. I can do things quickly. But if I learn it on my own, that's where I'm like, okay, give up what I want to So I just need somebody to be like, this is how you do it. This is where you go to this and this. And then I'll be like, okay, I know how to do that. Kind of like set templates for me, kind of thing. That's the easiest thing I get. TikTok is great. I've wanted to, but it's complicated. It's complicated.

Group 1: It's like, as a business owner, then we get overwhelmed a bit with, like, it's like, so, like, oh, I need a poster, Facebook and Instagram and TikTok and YouTube. And then it's like, and I need to manage my daily tasks. Like, I'm not an influencer. It's like, it's a lot. So. There is a website where you where it manages all that for you. You post here, and it goes everywhere. Automatic. There's stuff like that that we just learned in one of the chapters.

Matthew: So it can go to like TikTok as well?

Group 1: I think so It was one of the chapters that we read. I'm not too familiar with it, but that's something that we will probably look into.

Matthew: Absolutely, I would be so down for that

Group 1: It's called Hootsuite. And there's, I mean, obviously, like there's also set templates for videos in CapCut. CapCut will, like, auto-generate the templates and it makes it really easy, Instagram does it too, I think as a business owner, like, for me, I'm like, like, now, let me sit down. And then I'll create the videos. And then I'm like, I just need to put in CapCut. And then, like, scroll, right? And I'm like cool I have all this content to post, and I haven't done anything, you know. So it's just getting that schedule, I think is hard,

Matthew: Exactly. Scheduling up, carving out time to do it.

Group 1: Do you have any goals for us that you would like to see? Like you said, YouTube needs work, or, like,

Matthew: Definitely YouTube needs work. Um, I mean, a TikTok, just starting a TikTok would be good. Um, like, tips on that. Um. I don't know Instagram works very well for us, so I don't really have much there.

Group 1: That's your main focus?

Matthew: That's the main focus. That used to be Facebook, but it switched about two years ago. Um, now Instagram, the big one, versus a Facebook one.

Group 1: Um, I think it's because of the reels. You guys started posting them.

Matthew: We started posting a lot more reels. So I think that definitely switched it, um. But I don't know why Facebook, for some reason, just stopped working as well. Even like the pay to pay to advertisements, I've stopped doing those completely on Facebook because they just weren't getting as much traction.

Group 1: Their algorithm changed.

Matthew: Yes, it changed. Yes. So that's I was like, no, I'm gonna do the paid ones.

Group 1: They're starting to push a lot more like videos to, like, sort of like reels, to mimic TikTok. That's why they're going into reels a lot on Facebook, they wanna copy that.

Matthew: I've posted some of our reels on there. They do kay, um, but Instagram is definitely the one where it thrives.

Group 1: What do you feel brings more new clients? Is it word of mouth, or is it the social media or Instagram

Matthew: I think right now, I think it's a mix of Instagram and word of mouth. Word of mouth still is very big for us, um, but Instagram is the one. I because I tend to ask people, especially the new clients, like, where did you find us? And a lot of them have said, Instagram.

Group 1: Are you looking to expand, you know, like, have more, more locations besides this one? Have a more, a bigger studio, studio, bigger crews, um, you know, have, you know, somebody who runs the operation, and you got, you know, the people who do the front line, the ones that do the, the, the training and all that stuff you're looking. Is that one of your goals to kind of get bigger, expand more locations, more locations?

Matthew: Yes I mean, we already have some assistant managers that help, but eventually they'll, I would want if, obviously, if we get other locations, they would have to be moved too to manage them for me.

Group 1: How many yoga studios would you say? There is a McAllen that are like yours?

Matthew: It depends what you would qualify as. Like a yoga studio, like something comparable to us, Um, there's us, there's Yoga House, there's Hot Yoga a franchise, So there's Hot yoga, yoga House and us. There is Hot Works, but they're not comparable because they don't have live teachers. It's not like a yoga studio. It's all recorded. It's weird. it's kind of like, Peloton but like, in a sauna. But, like, they have, like, all these different classes. You can choose your one, and it's a, so it's not like yoga, I wanna say, that's it not comparable.

Group 1: So would you say, those are your two competitors?

Matthew: Those would be the main ones. I mean, I never say we compete. Nobody's my competitor, because we're so different. But those would be the ones that people would compare.

Group 1: I was gonna ask, what about the online classes? Are you interested in, like, doing a different vertical business, like just online classes for certain?

Matthew: I've thought of that at the moment. It feels very overwhelming. Okay, um, but yes, eventually we will have that direction as well. I feel like once I keep, continue to build my support staff, um, then we'll be able to get to that place also.

Group 1: Um, do you have, like, a platform where, you know, like in Trybe (an indoor cycling fitness center), you go into the app and you reserve a bike. You guys have that same?

Matthew: We have mind body, mind, body, yes. So mind body is actually well used by different establishments, I think tribe used to use them, yes, but like Orange Theory uses them. Um, yoga house, pilates, yogahouse, hot yoga, I think, also use mind body. So it's a big system that a lot of big studios will use.

Group 1: How many instructors? And, like support staff do you have?

Matthew: Instructors We have eight, including myself. Out of those two of them are, also are my assistant managers. And then I also have one, just solely, like behind the desk staff. So there's nine of us total

Group 1: Just going over um over the what the structure of the template outline is that we were put together. And I think we answered most of, um, because I asked the ones that we hadn't talked about. So, you know, we'll do, like, an executive summary, a company and industry overview. We'll do that. We'll do a social media audit. Like, you know, what you have, what's going on, what's popular...

Matthew: Yea and if you all wanna do like, hashtags, anything like that, I don't know if they'll still work. But, like, any kind of information like that that you have, um, like, collaborators, don't know if that really works as well as we hope it would work.

Group 1: You use any type of influencers or anything?

Matthew: Not like an influencer collaborator. I mean, like, when you collaborate on an Instagram post, like you collab with a different account and it shows up on both feeds, I don't find that those necessarily boost the post very much.

Group 1: No, it just shows it to your following and theirs. It's just because of the algorithm, like it just shows you interests catered to you versus what the accounts you follow are actually posting. If that makes sense, it's a little annoying. Instead of chronological order, it'll just always just do what's popular. You don't do YouTube, right?

Matthew: Yes, we do.

Group 1: Okay. Okay. So then we'll, we'll do competitive analysis. You know what your goals are. You mentioned some of that already, your objectives, strategies. You kind of mention who you're targeting, which is almost everybody the tools that you use the platforms. And then we'll do an implementation on specific tactics and tools for like Facebook, YouTube, and TikTok. Those usually like the four big ones that everybody uses, you're using two of them already content development. And then kind of give you an organized structure to monitor, track, measure and evaluate how it's working out for you. So we'll find something and that might be available out there that you could use to help you track. Um, so, like, right now we're learning how to do a blog and then we tied it to Google Analytics and then you open this thing up and I just started learning it. And it's like, how many people looked into it? Did they like this content? And then you start

seeing, I wanna learn more about this content. And I think that the Facebook and the Instagram like business suite gives that be right that.

Matthew: So what exactly is that?

Group 1: Well, it'll say, like, how many people liked this post. How many comments you have you saw

Matthew: Oh for sure, for sure, you can find that all there the insights on Instagram and all that.

Group 1: So just kind of will look at that, and then we'll see if there's anything else that could help you measure how many hits are getting, what they're liking and what they're wanting to hear from you. And I-I we'll try, to do research on seeing what's up there right so so That's, the one thing that we're learning that that, I'm starting to learn that there's all these metrics out there that could help us analyze, you know, what we do on social media. I just find it like interesting but I feel like. There's things that we like we might be reluctant like look at, when TikTok first came Out we're like oh it's for kids and so it's like as business owners, we weren't really like, let's get on TikTok

Matthew: And also, I never was really that and thrilled about, like, appealing to that generation

Group 1: but now it's open to other generations. I mean, there is a lot of people who haven't tapped into it. That could, that, that could help people grow their business. That I'm just learning about for sure.

Matthew: I think TikTok would be something that could absolutely help to grow the business. Like I said, I feel like I'm one of those that just needs like a training for, like, show me everything, and I can go, I think my social media guy would be the same way, because I don't know that he used TikTok

Group 1: You can actually just transfer your reels, which you're already doing to Facebook, transfer to TikTok, and just make captions and do the tags and location, right and from there, and then. And once you get a following, they do have the option for you to, I guess, sell specialized content to your followers. So they would pay, like, a subscription fee. The same with Instagram, and you could give, like, special classes on there. I was thinking about it because you said he used to go live. Maybe you could do, like, special live classes for a set price on both Instagram and TikTok

Matthew: That would be something that I would definitely look into for future, for sure.

Group 1: Okay, but that's all we have. Thank you very much.

Special thank you to:

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