

# Sample Marketing Plan

*Insert year*

## Specific Income Goals

- Sales increase of \$ \_\_\_\_\_
- Acquire \_\_\_\_\_ # of new students/clients a month (you can put the monetary value of this here)
- Retain \_\_\_\_\_ # of students a month (here also)
- Increase class average by \_\_\_\_\_ # students per class
- \_\_\_\_ % autopay/packages/ \_\_\_\_\_ # more autopay/packages by \_\_\_\_ (specific date)/ (could also include a total desired # for the year)

## Newsletter

- monthly/quarterly/weekly? – complete by \_\_\_\_ day of month & send out \_\_\_\_ day of month
- Elements of :
  - general overview
  - updates
  - student of the month (keep list)
  - what's happening: could be in Yoga locally or globally – or – could highlight community events related to Yoga
  - personal touch: story/picture
  - auto-pay like//is a Call to Action

## Social Media (may wish to break it down by Facebook, Instagram, etc.)

- monthly sign up promotion: when post?
- which media avenue to use in promoting which events, specials or other happenings you want to get the word out about
- create a spreadsheet a table with daily posts and weekly comments or thoughts. Another option is create a theme for each day and post according to themes and use hashtags. (for example: #thankfulThursday)
- plan ahead, makes it easy to post when busy. Great tools for setting up posts ahead of time are *buffer* or *hootsuite*.
- student pictures or Yoga related theme images
- updates: Yoga in the news, studio happenings