Content Strategy for Yojita Yoga

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Approveers	Teacher 1, Teacher 2

Value Proposition

Yojita Yoga is the premiere yoga teacher training program in the Minneapolis-St Paul Area with an emphasis on Nada Yoga (yoga of sound) and Yoga Nidra (sleep of the yogi). The teachers bring a unique mix of musical talent, extensive travel and study with yoga gurus, and a unique and inviting energy that sets a tone for embracing diverse audiences and perspectives.

1. Content Goals

Goal	How to Measure It
Build brand awareness & Drive leads	25 downloads of lead magnet by 8/30/2024 General inquiries from potential students via email, social media, direct inquiry
Drive conversions for teacher training enrollment	9 students enroll by 8/30/2024
Attract website traffic	1 guest blogger posts by 8/15/2024

2. Audience Analysis

Name	Elena
Age	38
Sex	Female
Location	Minnesota, USA

| Bio | Elena is a graphic designer who works full-time for a small agency. She loves creating visual imagery but has been feeling very stressed by her job. The team seems to be getting smaller and the demands are getting bigger. She also has an eight year old daughter and a five year old son and she feels she can't always get enough time with them.

A few years ago, a friend of hers invited her to a gentle yoga class and she found it helpful for reducing her stress and even made a few friends at her classes. She primarily takes beginner yoga classes and hasn't had a regular practice, but she enjoys it and has tried Hatha and Vinyasa classes as well. When she attends more regularly she finds she has more energy and focus and often a more positive outlook.

She spends time on social media every day and follows a few yoga teachers and students who are very advanced in their asana practices. She's also interested in food, nutrition and travel and spends a fair amount of time browsing recipes and sifting through photographs from places around the world, inspiring her next travel adventure.

She has now been practicing yoga off and on for three years and would like to learn more about meditation and breathwork, and has some curiosity about the spiritual side of yoga. |
|---|---|
| Pain Points | Insecure about current level of yoga skills (asana) Somewhat intimidated by yoga teacher training – doesn't feel she is advanced enough to teach others She wants to manage her budget and is thoughtful about where she spends her money - not sure about the value teacher training will provide She's not sure about the time commitment; she's busy and has a stressful job |

3. Resource Analysis

People		
Name	**Role**	**Time**
Person 1	Teacher, marketer, social media manager, writer, administration, business,, finance, web goddess	10 hours/week
Person 2	Teacher, marketer, social media manager, writer, administration, business, finance, web goddess	10 hours/week
Person 3	Support as needed (marketer, writer, web goddess)	1-10 hours/week as needed

Tools	
Name and Link	**Description**
SquareSpace	Website platform / content management system
Analytics tool - set up in SquareSpace	Website platform / content management system

Budget
TBD

4. Competitor Analysis

How is Yojita different from the current programs out there?

Name	Tula Yoga & Wellness
Domain	https://www.tulayogawellness.com/
Content Format(s)	
Topics Covered	Soma Yoga
Top Pages	Text, images
What They Do Well	Have established niche in soma yoga; established as experts by association with universities and college professors teaching some courses, like anatomy
What They Could Do Better	Website design is weak and content is not optimized

Name	Yoga Sanctuary
Domain	https://www.yogasanctuarympls.com/
Content Format(s)	Text, images, video
Topics Covered	
Top Pages	

Name	Yoga Sanctuary
Domain	https://www.yogasanctuarympls.com/
Content Format(s)	Text, images, video
Topics Covered	
What They Do Well	Nice website design, clearly communicate who they are and what they offer; differentiate as non-profit, community based, and friendly to diverse groups
What They Could Do Better	Content is done very well

Name	Devanadi Yoga
Domain	https://devanadiyoga.com/
Content Format(s)	Text, images
Topics Covered	Everything yoga
Top Pages	
What They Do Well	Show diverse offerings
What They Could Do Better	Optimize content; focus homepage content - the studio offers diverse training but it's hard to sift through and may be overwhelming, esp for first-time visitors;; reduce the volume of text on the homepage

Name	Yoga Center Retreat
Domain	https://theyogacenterretreat.com/
Content Format(s)	
Topics Covered	
Top Pages	
What They Do Well	Content and focus of pages is pretty clear; nice mix of information and inspirational sales copy
What They Could Do Better	Website design could be cleaner, animated images and text is too flippy,

Name	Yoga Center Retreat
Domain	https://theyogacenterretreat.com/
Content Format(s)	
Topics Covered	
	distracting;

5. Content Audit

URL	Notes	To Do
https://www.marybue.com/yojita	Opportunities to improve search engine optimization Opportunities to address potential student pain points (time, money,) Improve "scanability" of content Highlight training program stats in big bold fonts ● **Affordable** (payment plans) ● **Convenient** (1 weekend a month) ● **Welcoming** (all levels welcome) ● **Accredited** (Yoga Alliance certification, 230 hours) Highlight key program stats in big and bold fonts - **230 hours** of training - **12 months** to complete Highlight teacher states - **40 years** combed yoga and meditation teaching experience - **20 retreats** hosted in India, Bali, Malta, Mexico and other locations - **500 students** trained and certified to teach in yoga	

6. Content Gaps

Topic	Notes
Sales funnel content	Consider content across the buyer's journey. Based on your ideal customer, what type of information potential students need at each step? ● **Introduction:** What do customers need to know when they first hear about your brand? ● **Getting to know you:** What kind of information do they need to make decisions about your brand? ● **Choosing you:** What nudges or knowledge will help them choose you? ● **Advocating for you:** How do you inspire customers to speak highly of your brand?
	Consider mix of content types - video, webinars, free sample classes (live or recorded)
Pillar Page	Create a pillar page (as website content grows)
Lead Magnet	Create a download to inspire newsletter sign ups (e.g. Mini Teacher Training Guide, 5 Yoga Mantras and Meditations for Clarity)

7. Content Guidelines

Tone of Voice Guidelines	Sweet (Kind, Gentle) Warm (Friendly, Inviting, Approachable) Trustworthy Knowledgeable Supportive Respectful Community-focused
Content Calendar	Coming soon (to include content type (e.g. blog, video, etc.), topics, frequency, dates, distribution channels)

Style Guide	Coming soon
	Note: recommend second person