

***Yoga Studio  
Sample Marketing  
Calendar & Template***

# **Why create a marketing calendar for your business?**

**It's simple – you want to layout the course of action that you need to take to create the sales and profit objectives of your business.**

**It is critical to the success and profits of your business to write a marketing calendar. It is good to do this starting no later than October of the previous year you are planning.**

**Once your calendar is written, review it with others that can help you fine tune it. You can also contact me and we can review it together for no charge.**

**Be sure to share your calendar with those employees and teachers that can help you implement it.**

**Be flexible and willing to make adjustments as you go. This is a sample calendar.**

**Use the template included to write your own marketing calendar based on your situation.**

**For more in-depth marketing strategies:**

**Michael Harris**

**Call 541-633-7210**

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**[www.michaelbharris.com](http://www.michaelbharris.com)**

# **2013 Sample Marketing Plan**

## **2013 Specific Sales Goals**

- **Sales increase of \$50,000 & Total Sales of \$350,000**
- **Acquire 150 New Students a Month / 1,800 for the year**
- **Retain 50 New Students a Month / 600 for the year**
- **Increase class average by 4 students per class**
- **75% Autopay / 150 New Auto Pays by April / 250 total for the year**

## **Newsletter**

- **Monthly – complete by the 25th of each month / Send 30th to the 2nd**
- **General Overview and Updates**
- **Student of the Month – Make possible list**
- **In the News – Google News**
- **Funny Story and or Picture**
- **Auto-Pay Link // Call to Action**

## **Facebook**

- **Monthly Sign up Promotion**
- **Use Facebook Ads to promote**
- **Post daily and weekly comments and or thoughts**
- **Student Pictures**
- **Yoga Updates**

## **Twitter**

- **Quick Tweets 3x's a week**

## **Website**

- **Home page opt-in with pdf download**
- **Video Testimonials**
- **Update Teacher Bios**
- **Change Cover Picture to Monthly Calendar Media**
- **Make list of all local media / TV, Radio, Print Monthly Press Releases Special events,visiting teachers, new teachers, re-certification**

# Sample Monthly Calendar

**The intention of the monthly calendar is to primarily attract new students, retention of students and reaching financial objectives, goals and profits.**

**Make adjustments as you go. You will have new ideas come to you.**

**Consider the following**

- **January – Take advantage of new years resolutions. Double your normal sales.**
- **February – Offer information about the yoga to interested students – for retention.**
- **March – Reinforce auto pay.**
- **April – 30 Day Challenge month.**
- **May – Increase new students to keep summer months busy.**
- **June – Summer challenge – keep students coming at least 3x's a week.**
- **July – Yoga and the outdoors work together.**
- **August – Have a yearly sale and boost the monthly income.**
- **September – Celebrate the summer challenge and all students.**
- **October – 30 Day Challenge month.**
- **November – Get everyone talking about yoga and its benefits**
- **December – Celebrate the year and the students with a party**

## **January**

1<sup>st</sup>

- Noon / New Years Day Party
- 70 Students
- Make Song List
- Current Students only – No first timers
- Post and announce in studio and on-line
- Sign up list at front desk begins Dec 20<sup>th</sup>
- Buddy Pass \$39 One Month Intro
- Passes handed out to all New Years Day students

10<sup>th</sup>

- Constant Contact
- Returning Student Package
- Students not attended since between 7/14/10 to 7/13/11
- \$39 One Month

1<sup>st</sup> to 3<sup>rd</sup>

- Yearly Sale
- Normal yearly \$1,047
- Sale price \$937 (one payment)
- Three payment price \$325 Each payment on 1/3 2/3 3/3
- Delayed payment price \$330, June \$650
- Goal 10 Yearly's sold // 7 full price / 3 on payment plan
- Post and announce in studio and on-line

21<sup>st</sup> Saturday

- Dessert and Yoga Talk 7 to 10
- Open Discussion about yoga
- Sign up at front desk
- Everyone brings One Piece of Dessert
- We provide drinks // coffee, tea, hot cider, etc
- 50 participants

## **February**

18 - 19

- Bring a Friend Weekend
- Current student brings a friend who has not done Bikram Yoga
- Current student receives one week free
- Friend receives a free class
- Friend can buy One Month Unlimited for \$29
- Advertise in house, website and newsletter

25<sup>th</sup> Saturday

- Dessert and Yoga Talk 7 to 10
- Open Discussion about yoga
- Sign up at front desk
- Everyone brings One Piece of Dessert
- We provide drinks // coffee, tea, hot cider, etc
- 50 participants

## **March**

1<sup>st</sup> to 10<sup>th</sup>

- Auto Pay On-line Special
- First month \$59
- \$99 Month ongoing
- Receive a free Breathe Mat (\$54 value)
- 10% off all merchandise (except water products)
- Goal – 20 New Auto Pays
- Buy On-line
- Post and announce in studio and on-line

## **April**

- 30 Day Challenge
- Teacher Challenge Card  
All Teachers Sign Twice  
Guest Teacher Sign
- Special Gift for Completion // Bonus for Guest Teacher Signature  
Signed picture of all teachers  
Key chain with crazy picture of teachers  
One week free classes
- Goal – 50 Students Participating
- April 30<sup>th</sup> Party and Awards
- April 30<sup>th</sup> No 6:30pm class

## **May**

5<sup>th</sup>

- Saturday Community Day
- 11:30am and 2:00pm Special Class
- Complimentary Yoga Class to all new students
- Advertise with ½ Page Ads in Weekly for four weeks
- Send Announcement to Local Community Calendar
- Sign-up On-line
- Sign-up at Studio
- Can buy one month unlimited for \$29
- Offer new students Auto Pay \$69 first month – \$99 ongoing
- Goal – 100 Students // 50 Students per class

## **June**

- Summer Challenge 52 classes in 91 days
- June 1<sup>st</sup> to August 31<sup>st</sup>
- Strike a Pose Calendar for 2014
- Encourage outdoor yoga photos
- Submit through email
- Special web page to highlight submitted photos
- Choose winners in September



## **July**

14<sup>th</sup>

- Outdoor Yoga Class
- Promote in studio / web / Facebook
- Announcement to local paper
- Local supporters?

28<sup>th</sup>

- Yoga / Bike / Walk Race

## **August**

- Yearly Sale
- Normal yearly \$1,047
- Sale price \$937 (one payment)
- Three payment price \$325 Each payment on 1/3 2/3 3/3
- Delayed payment price \$330, June \$650
- Goal 10 Yearly's sold // 7 full price / 3 on payment plan
- Post and announce in studio and on-line

18<sup>th</sup>

- Picnic in the park

## **September**

8<sup>h</sup> - Saturday

- Strike a Pose Calendar Party
- Select photo winners
- Order Pizza

## **October**

- 30 Day Challenge
- Teacher Challenge Card  
All Teachers Sign Twice  
Guest Teacher Sign
- Special Gift for Completion // Bonus for Guest Teacher Signature  
Signed picture of all teachers  
Key chain with crazy picture of teachers  
One week free classes
- Goal – 50 Students Participating
- Halloween Party and Awards

## **November**

10<sup>th</sup> - Saturday

- Dessert and Yoga Talk 7 to 10
- Open Discussion about yoga
- Sign up at front desk
- Everyone brings One Piece of Dessert
- We provide drinks // coffee, tea, hot cider, etc
- 50 participants

## **December**

1st Saturday

- Holiday Party // Twister Party
- Recent Challenge Awards
- Prizes from local merchants
- Potluck // Provide drinks
- Post in Studio
- Music

26<sup>th</sup> to 31<sup>st</sup>

- Year end clothing and mat sale
- 30% off

**Additional Notes:**

***Yoga Studio  
Sample Marketing Plan  
2013  
Template***

**Following is a template that you can use to create your own marketing plan.**

**For more in-depth marketing strategies call us at 541-633-7210.**

# 2013 Marketing Plan

## 2013 Sales Goals

Sales Increase of \$\_\_\_\_\_ Total Sales \$\_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Newsletter

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Facebook

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## **Twitter**

- \_\_\_\_\_
- \_\_\_\_\_

## **Website**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## **Media**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Monthly Plan

## January

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## February

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## **March**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## **April**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_



## **May**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## **June**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## **July**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## **August**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## **September**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## **October**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## **November**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

## **December**

- 1<sup>st</sup> – 3<sup>rd</sup> \_\_\_\_\_
- 10<sup>th</sup> \_\_\_\_\_
- 15<sup>th</sup> \_\_\_\_\_
- 20<sup>th</sup> \_\_\_\_\_
- Other \_\_\_\_\_

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