

CASE STUDY: DIGITAL + PRINT

Titanium Yoga (Ponte Vedra, Florida)

A new yoga studio in Ponte Vedra, Florida, partnered with Majority Strategies for a data-driven marketing campaign ahead of the studio's grand opening to identify, persuade and motivate new customers to join.

THE DATA

We started with a deep-dive geographic analysis of the studio's location in relation to the competition, then overlaid census and consumer data, including population estimates and median household range. That allowed us to identify the most target rich areas, including key zip codes as well as identified consumers who lived within a given distance of a location.

The next step was to use consumer data and predictive modeling to determine the consumers within this geographic area who would be most interested in the studio's services – female consumers modeled “Yoga Enthusiasts” or likely to have an interest in aerobic exercise, sporty living, yoga, physical fitness or pilates. Additional targeting, including cross-platform remarketing from search and mobile, rounded out the data-driven direct mail and digital advertising plans.

THE PLAN

Direct Mail	Mobile Advertising
Remarketing	Search Advertising
Email Marketing	Social Media Content

THE RESULTS

Impressions	164,447
Clicks to Site	1,441
CTR	Higher than industry standard on all platforms
	Facebook 1.03%
	Remarketing 0.40%
	Mobile 0.62%
	Search* 6.20%

***41.83%** of the Market
Share for High Traffic Terms

Our client secured over 100 transactions before the doors to the studio opened, including double-digit platinum memberships sold. All told, the studio saw over \$2,000 in pre-opening promotional sales.

