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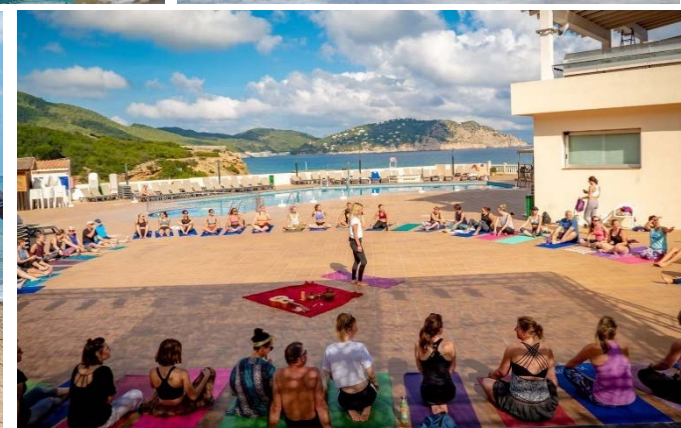
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# yogafit RETREATS



Yogafit mood board created by author, Images of Yogafit Ibiza retreats, classes staff and guests. (images taken from Yogafitretreats, 2020)

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## **Task 1. Digital Techniques Briefing Document for Yogafit**


## 1a. Background information on the chosen organisation: Yogafit, and justification of the focus on customer acquisition.

**Organisation name:** yogafit RETREATS (referred to as Yogafit)


### Organisation information:

Yogafit are a **small independent family run fitness/wellness company, based in the UK** (Yogafit, 2020) (see mood board p.2) that offer **fitness and wellness retreats** in Ibiza (bi-annually) and Greece\* (annually), with the aim to continue to continue expand. Yogafit are advantageously positioned with **friendly and inclusive** retreats designed to be as flexible and accommodating as possible, with 250+ classes and activities available at each retreat all centred around fitness, community, wellness and holistic therapies.


### Current (June 2020) Yogafit customer base




5,142 likes




4,604 followers



203k subscribers\*\*



x signed up



450+ guests attend each retreat, mostly UK based but also from around the world

**Yogafit customers are loyal**, and feedback from the retreats is always outstanding, leading to a 60% repurchase rate. Retreats always sell out, leaving a long waiting list of guests hoping to attend. Customer acquisition is usually achieved through guests' or presenters' personal connection or recommendations through word of mouth.

### Yogafit's main competitors:

'Wellness Tourism' is one of the top 5 travel trends this year, with 41% of UK holidaymakers interested in a 'wellness' break (Mintel, 2019). **Customer demand** has led to the proliferation of wellness travel companies within the UK and beyond and created a **saturated market** containing many direct and indirect competitors of Yogafit such as:

 (Bodyholiday, 2020)	 (Fitnessfiesta, 2020)	 (3ness, 2020)	 (No1bootcamp, 2020)	 (Thebodycamp, 2020)
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Table.1. Five of Yogafit's main direct competitors. (Created by author)

These direct competitors also offer fitness and wellness retreats or events/festivals in the UK and overseas. Key competitors such as these (along with others who may arise) could be a **source of inspiration** to Yogafit, in understanding customer needs and wants, and for continued business development so to **maintain competitive advantage** (Mannix, 2020).

### Yogafit stakeholders and why they matter:

Being a small, independent business, Yogafit have fewer stakeholders than a larger organisation would, however they are **crucial to running a successful business** as they are 'interconnected' and a pivotal part of an organisation (Crane, 2020). The Yogafit stakeholders outlined in table 2 are all part of the **Yogafit brand community** or 'brand tribe' (economic times, 2020) and are all influential on the communication of brand values and positioning.

\* A Yogafit Greece retreat has not yet taken place as the launch was due to take place in May 2020, but due to Covid-19 was postponed to 2021.

\*\* YouTube subscribers are to the Lindsay Jay profile as this is what is linked to the Yogafit website and where all Yogafit videos can be found as Yogafit do not have a separate profile

	Stakeholders	Details	Stakeholder needs and why they should be considered
Internal	Owners	Lindsay, Ken and Antonia	Financial emotional and career invested
	Staff and support	'Yogafit Family': friends, family and world-class fitness instructors that support the team	Many staff support Yogafit as they are part of the 'brand tribe' (economic times, 2020), and without them Yogafit would not be possible, classes would not happen and customers would not be welcomed and taken care of.
External	Customers	Retreat goers, retreat seekers and those part of the fitness and wellness industry	Customers are the most crucial stakeholders and their needs should always guide the business, because without them Yogafit would not be successful. Business and marketing actions can show customers how important they are to Yogafit (Love, 2019)
	Suppliers	Venues where retreats are hosted. Other external companies include sound/lighting suppliers and printers for merchandise and advertising.	Without the suppliers, the retreats would not run. These stakeholders are also invested financially as without Yogafit, their businesses and sales would decrease.
	Sponsors	Fitness brands such as Ilufit and Adidas	Through Yogafit, sponsors can subsequently grow their brand and reputation. Sponsorship creates reduced costs and increased profit through product sales for Yogafit, and gives added perks to customers but are less crucial for the business to run than other stakeholders.
	Brand advocates/ affiliates	Those with a commission code such as fitness instructors and companies like Fitness Fiesta who promote Yogafit	Individuals and organisations with commission and discount codes are emotionally and financially invested, and contribute to Yogafit sales. This is an excellent marketing technique for a small business (Supermetrics, 2020).
	Media	i.e. digital and in-print newspapers magazines and blogs that have featured Yogafit	External media channels can help publicise Yogafit, and be a way for new customers to be acquired- the more media coverage the more the company will be known.

Table.2. Yogafit's Stakeholders and why they matter. (Created by author)

This stakeholder table provides an overview of the key people who are invested in Yogafit. As customers are on the receiving end of the business decisions and communication, and are the drivers of sales, customers are key stakeholders. **Stakeholders should therefore be valued and well considered for the benefit of the customers and the business**, Yogafit.

### Key customer segment overview:



'Retreat seekers' are a segment that have been created based on Yogafit's current customer base who are mostly female, aged 25-45, and enjoy exercising, fitness, yoga, wellness and/or meditation. Retreat seekers enjoy the prospect of some **active time** away in the sun over a more relaxed break. They also be **new to fitness and wellness**, and may feel they don't take enough time for themselves, and are wanting to do so, therefore are seeking a retreat break.

### Chosen theme and rationale for choice:



Yogafit's current customers are loyal and actively engaged with the brand, and so retreats sell out in advance, therefore it can be deduced that there is no need to directly focus on retaining customers or changing behaviours as loyalty and sales are not direct issues for Yogafit.

Instead **acquiring new customers**, the 'retreat seekers' is the chosen theme because Yogafit are a relatively new small family-run business, who **intend to continue growing and expanding**. Focussing marketing investments on customer acquisition is a fast-acting strategy which can lead to long term business grown and where impact can be clearly noticed and results measured (Villanueva, Yoo and Hassens, 2008).

As outlined through the RACE framework (Chaffey, 2020a) acquiring or 'reaching' new customers would **directly aid this business goal** to grow their audience. Building a larger Yogafit customer-base through customer acquisition will also benefit current customers and the Yogafit family through expanding their own personal networks when attending the retreats.

## 1b. Two best-practice digital marketing tools which could be used by Yogafit in the acquisition of retreat seekers.

Digital marketing is an integral part of business for brands to **communicate directly to their customers in this digital age** (Lyfemarketing, 2019). There is a myriad of digital marketing tools available to support grow and develop businesses' websites, social media, email, blogs and more; many of which are free or very low cost (Zazzlemedia, 2020) which is ideal for a small business like Yogafit. Yogafit have the opportunity to **remain relevant and competitive in the ever-changing digital landscape**, by gaining digital marketing inspiration from other companies, particularly within the saturated market of fitness and wellness retreats.

### Digital marketing best practice tool 1: Instagram

Social media marketing is the most effective form of digital marketing (Jones, 2017; Digital Marketing Institute, 2020b), and is recommended to be the leading tool for a customer acquisition strategy (Grover, 2019). Instagram can be particularly useful in acquiring customers as it has a simple user interface and is more visual than other social media platforms.

Kayla Itsines, a famous fitness coach with 12.5m followers (Fig 1 and 2) demonstrates best practice (as outlined by Arens, 2019) through videos, photos, information and clear calls to action aimed at informing, inspiring and acquiring customers.

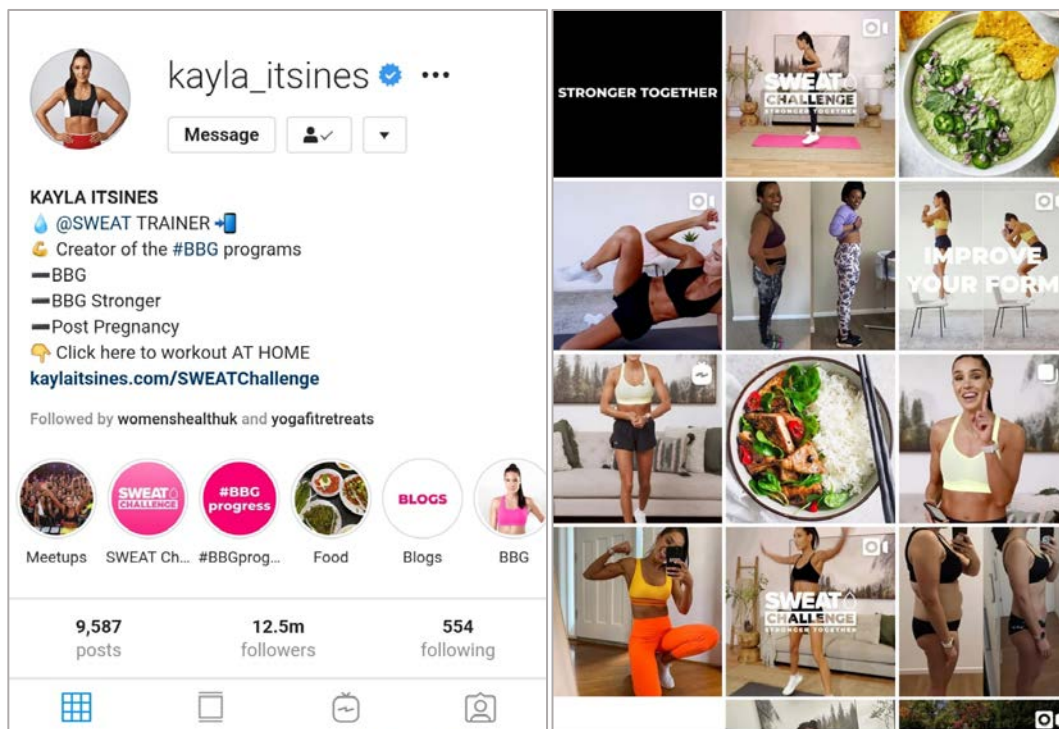


Fig.1 and 2. Kayla Itsines Instagram profile (Screenshot taken from @kyla\_Itsines, Instagram)

Although Yogafit have 4k+ Instagram followers, Instagram is continuously updating and so it is important to keep up-to-date when aiming to acquire new customers. One engaging Instagram tool is carousels, which can be more effective than a standard post for accounts with less than 5K followers, as they keep users engaged for longer through a continuous piece of marketing up to 10 slides long (Lozan, 2019). Instagram carousels are used by Kyla and similarly by Agency Digital Marketing NYC to inform and educate followers (Fig. 3 and 4).

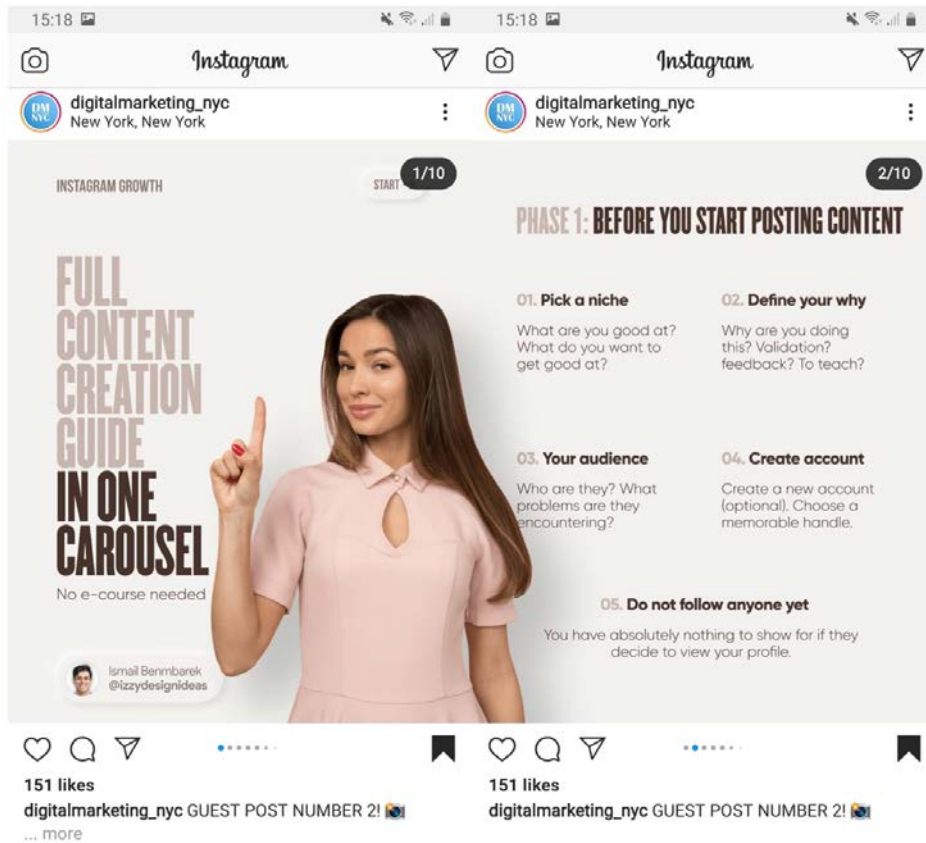


Fig.3 and 4. Digital Marketing NYC marketing carousel (Screenshot taken from Instagram, 2020)

## Digital marketing best practice tool 2: Real-time Chat

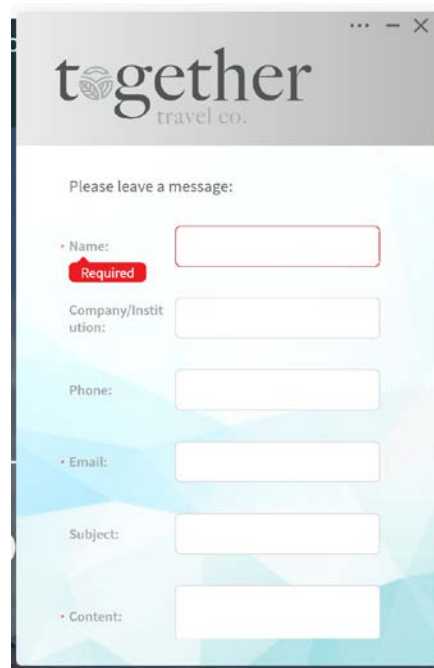
Together travel (2020), alike Yogafit are a small independent UK-based travel company that offer premium and holiday homes and wellness getaways and have a built-in live chat option on their menu bar (fig.5). Real time chat can **enhance customer experience and encourage customer acquisition** through a personable, direct and easy contact method for prospective customers who may be interested in products of have a question (Digital marketing institute, 2020a). Real-time chat can also be easily integrated into Yogafit’s WordPress site using low-cost tools like LiveChat or ChatBot (WP Beginner, 2020).



Fig.5. Screenshot of Together Travel website, live chat visible in pink, top left. (Together Travel, 2020)



When the button is clicked a pop-up-box appears (Fig.2), which is live during standard working hours, and switched to leave a message outside of this.



The image shows a live chat popup box for Together Travel. The popup has a header with the 'together travel co.' logo. Below the header, it says 'Please leave a message:'. There are six input fields: 'Name' (with a red 'Required' label), 'Company/Institution', 'Phone', 'Email', 'Subject', and 'Content'.

*Fig.2. Live chat popup box for Together Travel (Together Travel, 2020)*

Having the live chat controlled by a member of the Yogafit team, alike Together Travel, would be more appropriate for a small business than AI/chatbots so that prospective customers are welcomed and not deterred (Helmstetter, 2020).

### 1c. Assessing the effectiveness of online content current used by Yogafit for the acquisition of retreat seekers.

With the prevalence of digital marketing and the necessity of omnichannel integrated marketing, it is common practice for brands to deploy various digital marketing techniques in order to **keep marketing relevance and increase engagement**. Digital marketing content should be evaluated and managed for effectiveness to monitor performance and relevance (Chaffey and Patron, 2012).

#### Assessment criteria for evaluating Yogafit’s online content

The content marketing institute (Leibtah, 2019) propose a **five-point checklist** for producing valuable digital marketing content (Fig.4) which will be used as a foundation for criteria in assessing Yogafit’s online content for the acquisition of retreat seekers. However, this checklist is predominantly for social media and written content and so has been adapted to be relevant in this context for acquiring new customers.

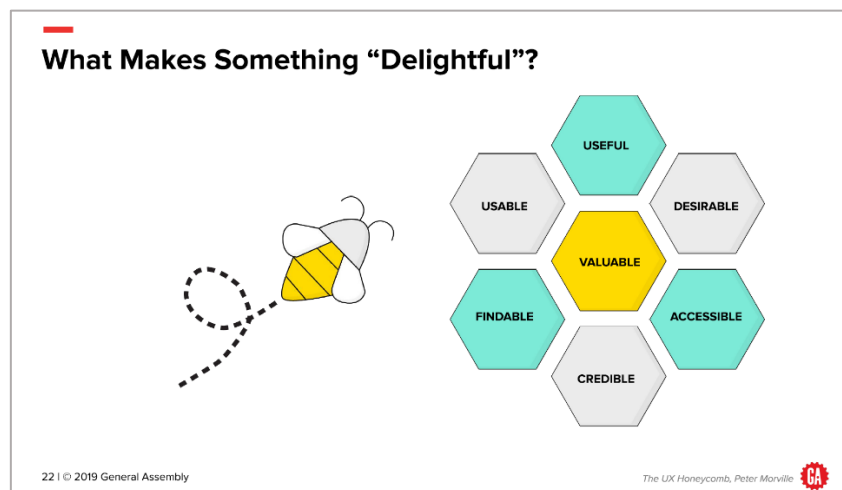
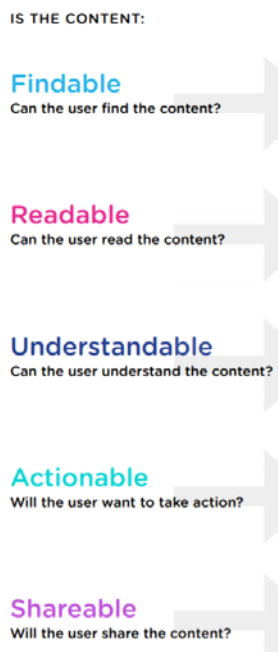


Fig.4. (left) Five criteria for assessing digital content (screenshot taken from CMI, 2019).

Fig.5. (right) Seven steps to customer delight (screenshot taken from General Assembly’s UX webinar slides, May 2020)

In addition, the assessment criteria ‘delightful’ has also been added, due to a recent webinar on user experience (UX) run by General Assembly (GA, 2020), which highlighted the **importance of customer ‘delight’** when marketing to new customers in order to convert their acquisition to sales (Fig.5). A general criterium for ‘encouraging’ of customer acquisition has also been added, to ensure relevant analysis.

The two models (Fig.4 and Fig.5) have therefore **been combined and adapted** to create the assessment criteria, and used alongside a coded checkbox system in the table below.

### Assessing Yogafit’s online content using the outlined criteria

	Findable	Digestible	Actionable	Sharable	Delightful	Encouraging	
Website							When google searching using related keywords, the Yogafit Website did not appear on the first three pages. In addition, there is no clearly directed information or calls to action aimed specifically at prospective new customers.
Facebook							Facebook posts are clear, informative, often interactive, engaging and easy to read. All include hashtags and links and encourage customer acquisition.
YouTube							YouTube channel connected to the Yogafit website is Lindsay Jay’s channel, not Yogafit’s. No videos are directly targeted at customer acquisition.
Instagram							The Instagram content is engaging and consistent with digestible information, direct language and call to actions.
Emails							Although the emails contain useful information, images and calls to action, they are written in a more informative way, not emotive or directly engaging for customer acquisition. Arguably, however, the mailing list is usually loyal and informed customers rather than new customers.

Key:

Criteria		Affective	
Content		Neither affective nor ineffective/ not applicable	
Summary		Ineffective	

Table.3. Assessment of Yogafit’s online content. (Created by author)

Although Yogafit are utilise digital marketing channels that are **fully integrated and connect** with each other through branding and through the website, there appears to be not enough content speaking directly to acquiring new customers, with emails and YouTube being the least

affective content for acquiring customers, and the website not being findable or having directly marketed information to new customers – particularly as the website is a key customer touchpoint.

## Task 2. Digital Enhancement

### Presentation for Yogafit, with a focus on customer acquisition

Presentation for Yogafit directors – Lindsay, Ken and Antonia  
Prepared and presented by – 40068502

Title:

**The importance of digital enhancement:  
Understanding prospective Yogafit customers, and using their feedback  
for digital enhancement and customer acquisition.**

*(complete with speaker notes and speaker prompts in italics)*

June, 2020

## 2a. Using a Yogafit prospective customer persona, the 'retreat seeker', for customer acquisition.

### Slide 1: Cover slide and welcome

## 2a. Using a Yogafit prospective customer persona, the 'retreat seeker', for customer acquisition.



*[Greet and thank audience and introduce myself].*

*[Direct question at Lindsay Ken and Antonia] Did you know that your customers' experience and feedback can create invaluable insights into Yogafit and subsequently lead to digital marketing and business enhancements, and give Yogafit a leading competitive edge?... Well I'm here today to show you how.*

*This presentation will first outline a customer persona of a prospective Yogafit customer – the target customer of this overall assignment [draw audience attention to title on this slide].*

*Second, an explanation into at what parts of their customer journey feedback can be gathered so to inform digital and business enhancements.*

*To conclude, a discussion of the importance of full marketing channel integration will be presented, along with its relevance to Yogafit and its customers.*

## Slide 2: Introduction to customer personas

Customer personas can be an **incredibly insightful tool** to help organisations such as Yogafit better understand and empathise with their customers – their most important stakeholders-, so to create deeper, more meaningful marketing communications (Useresting, 2019).

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[Read slide]

Customer personas can also be used as a cost and time-effective tool, for maintaining customer-led business and marketing decisions (Newberry, 2018).

**Slide 3: Understanding the customer segment of interest to Yogafit for customer acquisition: retreat seekers**

Getting to know 'retreat seekers' – the customers Yogafit aim to acquire.



Best practice:  
**Understand and really know your customers from their perspective**

(Zoella, 2020).

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It is imperative that we need to get to know these prospective customers [point to image of person sitting in the centre of the slide]. Usually a company would conduct primary research before creating a customer persona (Zoella, 2020), so that the details of the customer are driven by the customer's experience and not yours and the other internal stakeholder's belief of what the customer wants and needs are.

However, as this is not possible in this case, a persona has been built for Yogafit based on your existing brand positioning and customer base, and what is known and understood of prospective customers already.

Slide 4: Introduction to Leah, the retreat seeker

**The Retreat Seeker**










Image taken from (omandah.com)


*'I'd love to have more me time for me... I work long hours and really love spending time with my partner and my son, but I'm exhausted'*

**Personal profile**

-  Leah
-  31 y.o.
-  Part-time Estate Agent and full-time mum
-  Engaged
-  27k
-  Hampshire, Surrey, UK

**Background**

Born in Paros, Greece  
 Enjoyed travelling (pre-pregnancy)  
 Been living in the UK for 12 years, and with her partner, Ali, for 8 years. Their son, Aiden, is 6 years old.




Using Neil Patel's (Patel, 2020) insights into detailed and accurate customer personas, a profile of a 'retreat seeker' was created, placing emphasis on the psychographics of the customer so that their personality, interests and pain points are the focus. The personal profile and background provide an overview into who Leah really is *[point to and read quote]*.

Leah, the retreat seeker represents the customer segment that Yogafit aim to acquire outlined in the briefing (task 1), as we can see from her personal profile *[point to profile and read out]*.



Slide 5: Prospective customer persona continued



**Hobbies and interests**

Staying active: Spending weekends with her family – going on walks at the local nature reserve, climbing trees and feeding the ducks with Aiden.

-----

Attending the local fitness centre for Tabata, HIT and core strength and conditioning classes during her lunchbreak.

-----

Eating well and staying healthy: enjoys cooking exotic foods she learned about when travelling.

-----

After Aiden has been put to bed, Leah takes time to catch up on her Facebook feed and Instagram which is filled with images of nature, travelling, fitness influencers, fitness-wear brands.

**Goals:**

To be fitter and stronger, and try new fitness classes.

-----

To relax more. To take more time to breathe, and focus on herself through mindfulness practice.

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Leah’s hobbies and interest are also aligned with those of the key segment.

*[Point to some of these hobbies interests and goals and read these to the audience.]*

The more detailed a customer persona is, the more insightful it will be to Yogafit in understanding how to acquire their potential customers (Patel, 2020). Leah can really be understood through the things she enjoys and the goals she is hoping to achieve.

Slide 6: Prospective customer persona continued

**Purchasing decisions and habits**

Leah takes time considering purchases and evaluating all options, especially large or non-essential purchases, often reading FAQs, reviews as she wants to be confident in her purchase decisions.

----

Leah hasn't been abroad for 4 years and has been considering booking a short break away

----

Leah is influenced by Facebook and Instagram posts and adverts around holidays and fitness.

**Biggest fears:**

Burning out from working too much and giving too much time and energy to her family without taking care of herself.

----

Leah is shy, and although she has been considering going away on a retreat, she is worried about not knowing anyone there and feeling isolated.

**Frustrations and challenges**

Balancing work and home life with her fitness and wellbeing goals

----

Finding a holiday or retreat that will be both active and relaxing where she will be welcomed without breaking the bank!

----

Having to spend time sifting through so many different retreat options online

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The finer minutiae of detail included here are some of the most crucial within the persona.

*[Bring attention to purchase decision and habits, the read some of Leah's fears and frustrations].*

These customer 'pain points', are particularly useful as they highlight opportunities where solutions can be provided (Gatell, 2016) for Leah by Yogafit, and subsequently communicated through digital marketing content.

These can help to guide the digital marketing content to remain targeted and relevant, and directly speak to customers like Leah and other retreat seekers so to acquire more customers.

Slide 7: How Yogafit can answer Leah's needs and wants



450+ attendees from all around the world and all walks of life. **Many retreat attendees come alone**, and there are lots of opportunities to meet new people – most attendees leave with **new friends and connections**



Yogafit is **flexible and affordable**, with the option to stay 3-7 nights and prices far cheaper than competitors, with the option to attend alone or with a friend or partner - plus there's **childcare facilities**, too



All inclusive full-board, with **diverse and exciting healthy food offerings** cooked fresh everyday. Nutrition classes and talks are also available along with life guidance talks on **balancing your time and your physical and mental wellness**.

Why Yogafit would appeal to Leah



**Nature walks** and activities to explore the island are scheduled and optional



**No pressure**, and freedom to choose and explore with **250+ activities and classes to choose from** where you can opt in and out. Classes include hit Tabata, core strength and mindfulness meditation and yoga and much more!



**Added bonus:** High quality **fitness gear** is available to purchase at discounted prices at Yogafit



(images sourced from Yogafit Facebook page)

*[Address audience]* Did you notice that Leah's characteristics, habits, interests, goals and frustrations which I highlighted to you across the proposed customer persona were linked to products and services you at Yogafit provide?

There are lots of ways that Yogafit would appeal to Leah *[choose one or two to highlight and read]* – these are visually explained here.

These images could also be used as an additional tool, a customer-centric mood/vision board (Decker, 2017) to inspire Yogafit marketing content to be more directly targeted at retreat seekers like Leah.

## 2b. Exploring Leah, the retreat seeker's customer journey, to understand where customer feedback can be gathered by Yogafit to better understand customer acquisition.

### Slide 8: Cover slide

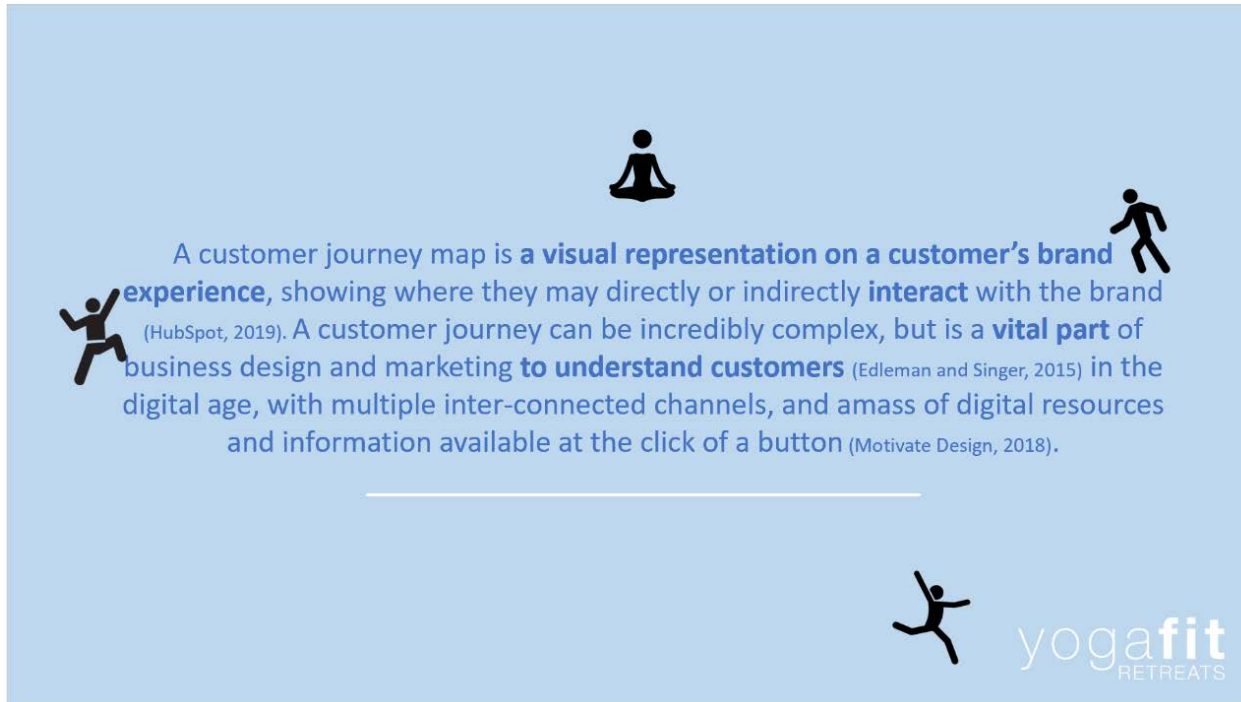
2b. Exploring Leah, the retreat seeker's customer journey, to understand where customer feedback can be gathered by Yogafit to better understand customer acquisition.

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Gathering direct feedback from Yogafit prospective customers, and customer overall can aid business growth and development. Without feedback from customers, how can Yogafit be sure that products and services are truly serving their customer's needs (Fundin and Bergman, 2003)?

The focus of this section is to highlight points along the retreat seekers customer journey where feedback can be gathered from these prospective customers.

### Slide 9: An introduction to customer journey



A customer journey map is a **visual representation on a customer's brand experience**, showing where they may directly or indirectly **interact** with the brand (HubSpot, 2019). A customer journey can be incredibly complex, but is a **vital part of business design and marketing to understand customers** (Edleman and Singer, 2015) in the digital age, with multiple inter-connected channels, and amass of digital resources and information available at the click of a button (Motivate Design, 2018).



Mapping out a customer journey can help a business' such as Yogafit, to understand and deepen understanding of their customers (Lemon and Verhoef, 2016), enhance their experience and achieve business goals.

Insights can be gained through customer journey mapping which could lead to differentiation and added competitiveness for the Yogafit brand. This would also subsequently improve customer's brand experience and encourage acquisition, through the understanding that is gained through this insightful tool (Motivate Design, 2018).

## Slide 10: An overview on gathering feedback through a customer journey map

Best practice for creating an effective customer journey (Birkett, 2020), adapted for Yogafit to gather feedback on customer acquisition

**1** Objective: Understand Yogafit customer acquisition

**2** Use the outlined customer persona for Leah, the 'retreat seeker'



**3** Highlight the customer touchpoints

**4** Identify resources Yogafit have for feedback gathering, and ones they will need

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There are many ways to present a customer journey map, but the process of creation should always focus upon really understanding the customer – asking how they are thinking and feeling and behaving at each point in their journey so that they remain at the forefront of the business and product development (Birkett, 2020).

*[Read out each of the four steps and highlight that these are what were used for the next part of this presentation].*

Slide 11: Customer journey map



This is an example of the initial part of a customer journey map I have created based on the customer persona of Leah, the retreat seeker.

As we are aiming to acquire new customers of this segment, the focus here is on the initial journey stages highlighted in blue [point here].

Smart Insights (Anon, 2019) recommend considering ‘actions’, ‘thoughts’, ‘emotions’ and ‘opportunities’ at each stage in order to keep customer and business goals aligned.

It is at these points [point to actions thought and emotions] that Leah’s thoughts, feelings and concerns really come through.

At the bottom here [point here], although not an exhaustive list, is where the feedback opportunities arise where to listen directly to the customers and understand their experiences.

Slide 12: The details of feedback opportunities for Yogafit in acquiring new customers

In depth exploration of feedback opportunities: the what why and who

Journey stage	Feedback opportunity	Details of actions and why its important to gather feedback	Who's responsibility	Frequency of feedback
Awareness	Direct to staff/ instructor	Staff can be an excellent direct contact for customers to ask questions, and feedback from this can be passed back to Yogafit through meetings or digital comms channels. Customer-facing persons should be happy and motivated to help (Customer Thermometer, 2020)	Staff Members -> feedback to Yogafit Team	Any opportunity where there is a direct interaction with a prospective customer
	Website analytics/ tracking data	Although not the 'why' behind customers actions, analytics and tracking data can show where customers most click, and how many leave incomplete transactions for example	Marketing/IT experts with data gathering knowledge -> feedback/ report to Yogafit Team	Regularly and consistently i.e. monthly
Consideration	Live chat/ Facebook chat box	Simple contact opportunities can allow Yogafit to leading with the customer enquire, asking how to help support them which will make the customer feel welcome	Yogafit team directly -> feedback can be recoded in a spreadsheet or a form	Most regularly- as and when messages arrive
	Direct phone call, email or message	Once a prospective customer reaches out to Yogafit and potentially supplies their email or telephone contact details, there is the perfect opportunity to bring a personable caring phone call or email to further assist, taking customer service above and beyond what is expected (Millward, 2006)	Ideally internal stakeholders i.e. Yogafit team member or instructor	Once per enquiry, as immediately after initial enquiry as possible
Purchase	Feedback through pop-ups	Capturing the customer voice can be done through simple feedback tools. The 4Q model (Kaushik,2008), a Customer effort score (CES) or customer satisfaction survey (CSAT) (Birkett, 2020) can be a quick an easy method to obtain feedback here in a simple and unobtrusive way. Here a prompt for a direct message or data capture can also be included.	Yogafit team member to respond to feedback and direct messages through a follow up call or email	Automatic prompts whenever a customer reaches shopping cart.

Table.4. Yogafit feedback opportunities from retreat seekers (Created by author)



Of the potential feedback examples presented in the previous slide, five relevant and achievable opportunities have been selected and outlined within this table.

Although feedback is currently gathered post-retreat from all attendees, this can only offer post-purchase customer satisfaction to aid future improvements. Gathering feedback at the earliest stages of the customer journey, will help understand and acquire the new customers i.e. what is hindering them from converting to purchase.

*[Hand audience a copy of the table and the slide deck].* This table is quite a lot to digest, so here is a copy of this so you can look over this in more detail at your leisure.



Slide 13: The feedback loop

Gathering feedback is a process, a continuous loop of customer-driven improvement



Feedback should be gathered in a non-obtrusive/non-disruptive and simple way

....

Questions should be proactive and positive, driven by customer thoughts, feelings and experience

.....

Customers should feel valued and appreciated for giving feedback

....

Feedback should be seamlessly integrated back into the business

(Wilott, 2018)

For Yogafit, I must emphasise that planning and requesting feedback from prospective customers is crucial, but to responding correctly and integrating the feedback findings back into the organisation is just as important.

[Explain the diagram and how it should be used].

A systematic process for obtaining feedback and incorporating it back into business and marketing actions is *crucial* for long-term business success (Fundin and Bergman, 2003).

**Slide 14: Summary slide**

**Gathering customer feedback** helps Yogafit understand customers' journey, and helps customers to feel **more welcomed and 'wowed' by their experience** (Millward, 2006). By gathering feedback, listening to customers response, Yogafit would be able to **better respond to the needs**, pain points and frustrations of prospective (and current) customers, thus leading to an increase in **customer acquisition**.

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yogafit  
RETREATS

In order to compete in the increasingly competitive market of fitness and wellness retreats, Yogafit have an opportunity to utilise their position as a customer-centric brand; gaining deeper insights into their customers and responding directly to their needs.

Through the creation of customer personas, customer journey mapping and gathering customer feedback, not only will Yogafit benefit from the acquisition and retention of new customers and from continuous business improvements, but also customers will directly benefit from feeling valued and their needs and frustrations will be understood (HubSpot, 2019) by Yogafit, and subsequently their digital experience will be enhanced.

## 2c. Justification of the need to have a fully integrated omnichannel approach to marketing, so that Yogafit can effectively acquire new customers

Slide 15: Cover slide

2c. Justification of the need to have a fully integrated omnichannel approach to marketing, so that Yogafit can effectively acquire new customers.

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The final part of this presentation focusses on the importance of marketing channel integration.

### Slide 16: An introduction to IMC

Although the brief for this question outlines a justification for a multi-channelled integrated approach, it could be argued that omnichannel is a more superior form of integration (De Carvalho and Campomar, 2014).



Integrated marketing communications (IMC) is a strategy to ensure that an organisations communication channels are **combined and connected** in order to **fully optimise** marketing communications and business potential (Keller 2001)

Full marketing integration is a necessity for brands to be consistent, relevant, and for customers to be clear. Both multichannel and omnichannel integration can aid a smoother end-to-end customer journey (The future of commerce, 2020).

*[Read slide]*

Fully integrated marketing communications are particularly important to new Yogafit customers, and the customer touchpoints, particularly digital marketing communications as this is usually the first initial touchpoint for customers, are the way in which customer learn about and understand the Yogafit brand.

Slide 17: Comparing multichannel and omnichannel

**Multichannel**  
(Chung, 2019)

- Blends the channels where customers engage with Yogafit
- Increases reach
- Delivers consistent brand messaging
- Makes customer experience and purchase simpler

**Omnichannel**  
(Hall, 2018)

- More innovative and agile approach to integration
- Less about channels, more about customers
- Customer is always at the forefront – led by customer experience
- Continuous customer-business connection
- Increases customer engagement (Payne, Peltier and Barger, 2017)

Image taken from (newworldwallets.com)

yogafit  
RETREATS

Digital channels have ‘revolutionised’ how customers engage and interact with their customers, organisations have no option but to fully integrate their marketing channels to remain relevant, communicate effectively with customer and optimise business performance (Straker, Wrigley and Rosemann, 2015).

Although multichannel is a form of full integration [point to multichannel image], it is about the interaction between each channel/touchpoint and the customer, whereas omnichannel [point to omnichannel image] is a more holistic form of integration that places the customer in the centre of all touchpoints, marketing communications and business decisions.

**Slide 18: Benefits of omnichannel IMC**

Justification for the need for Omnichannel approach to be adopted by Yogafit and how this affects:



**The organisation:**

Yogafit are a customer-centric organisation, driven by customer demand

Although digital marketing channels are important these should not be considered as separate consistent channels (multichannel) but more fully integrated i.e. the customer is encouraged to engage with Yogafit via digital and face-to-face. Omnichannel integration would keep their brand consistent.

**The segment:**

**prospective customers - 'retreat seekers'**

Customers will be made to feel valued as their user experience/ customer journey is at the forefront of IMC.

Customers will be encouraged to engage and connect with the brand (which is communicating clearly), leading to brand salience and advocacy for a long-term brand relationship (Ravald and Grönroos, 1996)

**The theme:**

**Customer acquisition**

Having a smoother customer journey and all customer touchpoints connected entirely will enable customers to have a smoother end-to-end journey.

Omnichannel integration also makes information acquisition for new customers easier, and subsequently leading to customer acquisition and retention (Ratnatunga and Ewing, 2005)



(Smart insights 2015, in reference to Jobber and Fahy, 2009)



In conclusion, fully integrated IMC through an omnichannel approach leads to a stronger more customer-centric brand that is clearly understood by prospective customers and all other stakeholders.

Not only is this approach beneficial for the company, but also to prospective companies and the Yogafit business goal of customer acquisition.

Ultimately, when tools such as the customer persona, customer journey and customer feedback tools are used and fully integrated through an omnichannel IMC approach, this will give Yogafit all four of the marketing 4c goals: [point to the 4cs on the slide] Clarity, credibility, consistency and competitiveness (Hanlon, 2015 - in reference to Jobber and Fahy, 2009).

## **Task 3. Digital Management Plan for Yogafit, with a focus on customer acquisition**

Digital management plan for Yogafit directors – Lindsay, Ken and Antonia  
Produced by – 40068502

Title:

**A digital marketing plan with justification of its importance in order to control and manage Yogafit's digital marketing activities, so to achieve the outlined business goal of acquiring new customers, the retreat seekers.**

June, 2020

### 3a. Outlining a digital marketing plan for Yogafit, aimed at acquiring new customers: the ‘retreat seekers’

A digital marketing plan is customer-driven strategic business tool (Digital Marketing Institute, 2020b) which outlines digital marketing campaigns, actions and strategies that will aid achieving business objectives (WAM, 2019). A fully integrated and optimised digital marketing plan\* is crucial for Yogafit to grow and engage their audience effectively (Chaffey, 2020b), and particularly achieve the outlined business objective to reach and acquire new retreat seekers.

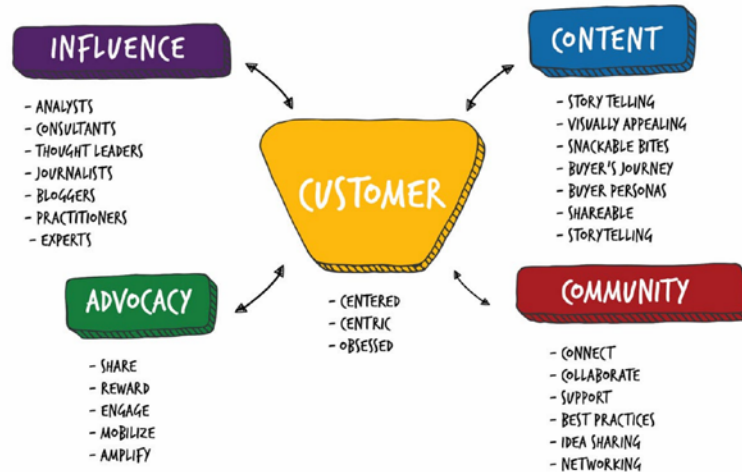


Fig.6. Keeping Yogafit's digital marketing customer-focused (screenshot from Digital Marketing Institute, 2020b)

The SOSTAC model (SOSTAC, 2020), a reputable planning framework (Chaffey, 2020b), will be used to build a comprehensive digital marketing plan for Yogafit.



Fig.7 SOSTAC Model, designed by PR Smith. Circled in blue are the areas of focus for task 3 (Image sourced from SOSTAC, 2020).

All six parts of the SOSTAC model would usually be included in a full plan, however as situational analysis (see section 1), and strategy (see section 1 and 2) have been previously

\* It should be noted that this plan is focused on digital marketing, however for full business and success optimisation, it should be combined with any/all other marketing and business plans (Chaffey and Smith, 2017, p.557).



addressed, the focus of this section (2a) is to cover: objectives, tactics and actions - control will be covered subsequently in section 2b.

### Objectives: for Yogafit to acquire new customers

Considering all information analysed and presented on Yogafit, six realistic and achievable objectives have been subsequently produced.

The focus of these objectives is to acquire new customers through enhancing current digital media channels: Website, Facebook and Instagram; and delivering a new product: Yogafit online community

Objectives are presented alongside the digital marketing 5S goals (Chaffey, 2019) and placed in a logical sequential order- ‘save’ has been omitted because it is not directly related to acquisition.

★ Objectives ★		5Ss
Lead	1. Increase engagement with Facebook posts 60% by June 2021	Speak
	2. Increase Instagram followers 20% and Facebook likes 20% by June 2021	
	3. Increase direct messages received through Instagram and Facebook, by 10% from the previous six months by December 31 <sup>st</sup> 2020	Serve
	4. Have an online Yogafit online community forum live by 1 <sup>st</sup> October 2022 (in time for October Ibiza retreat)	Sizzle
Lag	5. Increase website click-through-rate from social media channels by 15% by April 2021	Sell
	6. Increase retreat demand: raising the sell-out date from 1 month in advance to 3 months in advance within the next two years. (Aiming for Yogafit Ibiza retreat in April selling out by January 2022)	

Table.5. Yogafit key objectives (Created by author)

The objectives are focussed on business growth and development through customer acquisition, achieved by: utilising facebook algorithms (Arens, 2019) to increase reach (1); building social media following (2); increasing direct customer interaction (Digital Marketing Institute, 2020a (3); having a customer-led digital presence to enhance UX and create added value (4); leading to a direct measures of customer acquisition success, product demand increase and sales bolstered (Patel, 2016). (5 and 6).

In addition, these objectives (particularly lead) are of significant value to customer acquisition as they are all customer-centric (Digital Marketing Institute, 2020b), focussing on: communication with customers (speak), customer service (serve), customer delight (sizzle), customer demand (sell).

### Tactics: digital marketing mix to be used to achieve objectives

The 7ps of marketing can be the foundation to outline the tactics within Yogafit’s digital marketing plan (Hanlon, 2019). For added managerial application, related objective numbers are also included.



Fig.8. The 7Ps marketing mix (image sourced from Extra Digital, 2019)








7ps	Relevance	[Related objective]
 <b>PRODUCT</b> <ul style="list-style-type: none"> <li>• Yogafit retreats Ibiza and Greece</li> <li>• Digital product: Yogafit community forum</li> </ul>	Emphasis on enhancing the website to include a new product to serve retreat seekers needs (Extra Digital, 2019) and aid customer acquisition.	All
 <b>PLACE</b> <ul style="list-style-type: none"> <li>• Primarily the Yogafit website</li> </ul>	For seamless UX, all digital marketing should lead customers to Yogafit website where detailed information and products can be found.	5
 <b>PRICE</b> <ul style="list-style-type: none"> <li>• Retreat costs kept low</li> <li>• Online community will be free</li> </ul>	Competitive pricing keeps Yogafit appealing to the retreat seeker.	6,4
 <b>PROMO</b> <ul style="list-style-type: none"> <li>• Yogafit Website</li> <li>• Facebook, Instagram, YouTube</li> <li>• At Yogafit Retreats</li> <li>• Third party i.e. blogs, affiliate websites, classes or events</li> </ul>	Promotion through paid owned and earned, integrated (seen 2c) media channels, so customers' needs are prioritised and 4cs are achieved (Hanlon, 2015).	1,2,4,5,6
 <b>PHYSICAL</b> <ul style="list-style-type: none"> <li>• Fully integrated channels</li> <li>• Increased engagement</li> <li>• More direct-with-customer conversations</li> <li>• Improved website and social media</li> <li>• New Yogafit community forum</li> </ul>	Reinforces that responding to retreat seekers needs are the focal part to Yogafit digital marketing and customer acquisition.	All
 <b>PEOPLE</b> <ul style="list-style-type: none"> <li>• Yogafit staff and instructors</li> <li>• Current customers</li> </ul>	Trained staff and informed customers are aware of the implemented digital enhancements so can inform prospective and current customers.	4,6
 <b>PROCESS</b> <ul style="list-style-type: none"> <li>• Fully utilising internal and external stakeholders</li> <li>• Following digital marketing plan and timelines of action</li> </ul>	Planning, communication and timings are crucial for business, customers and delivery.	All

Table.6. Yogafit 7Ps for customer acquisition (Created by author)

The table of 7ps provides an overview of the marketing mix that should be used to achieve the outlined objectives, and the business goal of acquiring new retreat seeker customers.

### Tactics: digital tools to achieve objectives

Digital tools are the details which lead to achieving Yogafit's goal of acquiring new customers. The most effective digital strategy is to improve issues outlined in 1c, and focus on social media, content-distribution channels (Digital Marketing Institute, 2020b). The tools (Table.7) have also been listed as paid owned or earned media for clarity (Smith, 2016).

	Digital Tools	Justification	Relates to customer acquisition	Relates to one or more objective
Paid	Social media advertising	Increases reach and engagement with target segment (Arens, 2019)	✓	✓
	SEO	SEO would increase reach to target segment	✓	✓
Owned	Instagram	Varied/interactive content will increase interaction, reach and click-through (Lubin, 2019). (For additional tools, see Bullas, 2019).	✓	✓
	Facebook	A community-based platform for informing customers and interaction.	✓	✓
	Website (including analytics)	Website should be enhanced with added FAQs, testimonials, feedback opportunities and the new forum.	✓	✓
	Email	Less important than other tools (see 1c), but can inform current customers of changes and developments, including new forum	✓	✓
Earned	Third party: blogs, affiliate websites, media.	Internal/external stakeholders and networking should be utilised here as an invaluable way to reach new customers (Dinesh, 2017).	✓	✓

Table.7. Digital tools for customer acquisition (Created by author)

Alongside those outlined, other additional tools could be used for added enhancement (Zazzlemedia, 2020). Particularly of use to Yogafit would be these, listed by Hubspot for building an online forum (Hahn, 2020).

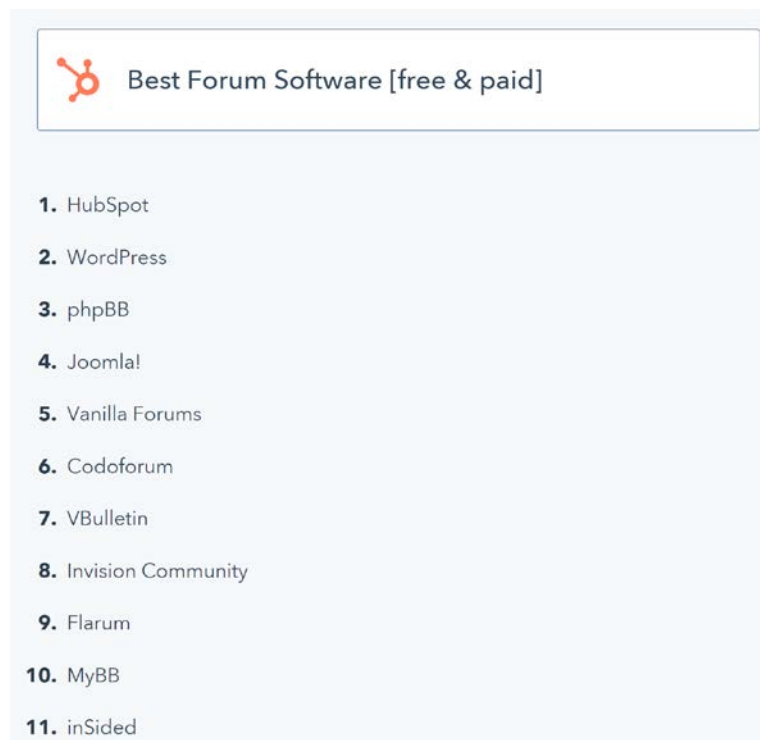


Fig.9. Useful tools for building an online forum (Screenshot sourced from Hahn, 2020).

## Actions: an implementation plan

Using a visual planning tool such as a Gantt Chart will allow for the Yogafit digital marketing plan to have trackable timelines, progress and deliverables (Kashyap, 2018). A Gantt Chart would usually outline who is responsible for each area, but as Yogafit are a small business, Ken and Antonia are responsible for all digital and offline marketing- this has been considered throughout this plan, however it would be recommended to hire additional support if there is budget for this so to achieve goals and long-term business growth.

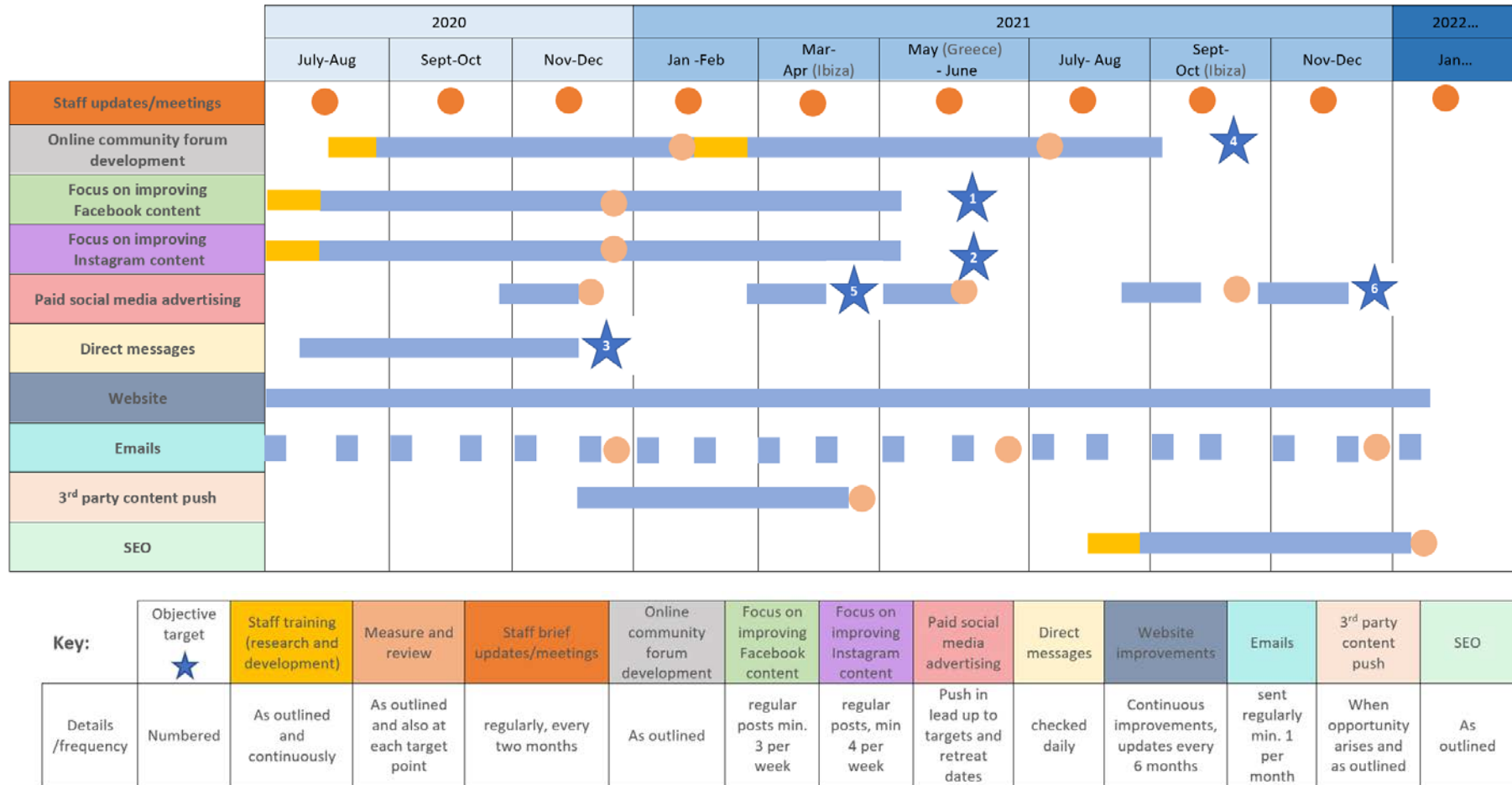


Fig. 10 and 11. Yogafit digital marketing implementation Gantt Chart and Key (Created by author)

## Actions: an outline of the budget

A digital marketing plan will also outline a budget breakdown. Small business aiming for growth and development, would usually invest 3%-10% of annual turnover back into marketing (Bray, 2018).

The percentage breakdown has been created would work in tandem with the outlined tools and Gantt Chart, and is colour coded to accordingly.

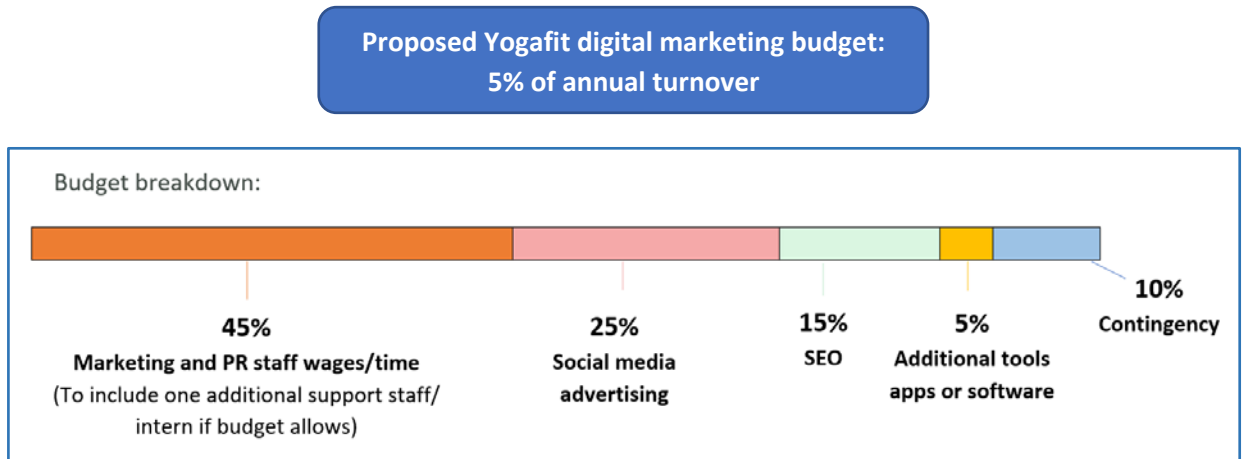


Fig. 12. Yogafit digital marketing budget breakdown (created by author)

As Yogafit are a small business, this digital marketing plan is intentionally kept to using free, or low-cost tools, the budget has been kept to a minimum and the focus is on time investment. It is important to note that investing in marketing should be a consistent iterative process (Keller, 2000).

### 3b. Control: The importance of monitoring and measuring the proposed objectives within the Yogafit digital marketing plan, aimed at acquiring new retreat seekers.

The final element of a comprehensive digital marketing plan, lies within the control stage of the SOSTAC model (SOSTAC, 2020): monitoring and maintaining metrics. Measures create tangibles that are aligned with business goals, to ensure that the business objectives (see 3a) and goal of acquiring retreat seekers are achieved (Deshpande, 2014).

	★ Objectives ★	KPI/measures	Tools/techniques	Measurement Frequency
Lead	Increase engagement with Facebook posts 60% by June 2021	Social analytics Facebook post engagement (likes, shares and comments) % active customers	-Hootsuite -Sprout Social -Awario (Barnhart, 2020)	Monthly. Compared annually
	Increase Instagram followers 20% and Facebook likes 20% by June 2021	Social analytics Instagram follows Facebook Likes	-Optimise social profiles -Integrate and promote social channels -Create valuable and useful posts that are customer-focussed -Build relationships (Kolowich, 2019)	Monthly. Compared annually
	Increase direct messages received through Instagram and Facebook, by 10% from the previous six months by December 31 <sup>st</sup> 2020	Internal measure Direct message count	-Encourage DM through a call-to-action on social posts -DM new customers who comment with questions	Every three months. Compared every six months
	Have an online Yogafit online community forum live by 1 <sup>st</sup> October 2022 (in time for October Ibiza retreat)	Online community live Website (forum) traffic	-Hubspot -wordpress -phpBB! -Joomla (Hahn, 2020)	Quarterly check-ins Live by 1 <sup>st</sup> October 2022
Lag	Increase website click-through-rate from social media channels by 15% by April 2021	Social analytics Click-through-rate Internal analytics % of new website visits Bounce rate Conversion rate	-Communicate directly to customers -Tell them the reasons to click -Have an exciting landing page (Staib, 2018)	Monthly
	Increase retreat demand: raising the sell-out date from 1 month in advance to 3 months in advance within the next two years. (Aiming for Yogafit Ibiza retreat in April selling out by January 2022)	Website traffic Macro conversion rate Actual No of retreat purchases	-Keep homepage simple -Include video content on key conversion pages -data capture -Include testimonials and reviews -Use live chat/feedback (Anstey, 2020)	Monthly sales report

Table.8. Measures and metrics for Yogafit's digital marketing plan (Created by author)

Appropriate metrics were selected in relation to the key objectives, centred around acquiring new customers, and expanded upon in depth to ensure they are actionable, controllable and kept realistic for the small team at Yogafit. The metrics and tools have also been considered from a cost and customer-experience perspective. As aforementioned all marketing and PR, including metrics, are the responsibility of Ken and Antonia.

### 3c. The benefits of conducting environmental scanning so that Yogafit can maintain competitiveness, and remain relevant to acquiring prospective retreat seekers.

As the marketing and business landscape is constantly in a state of flux it is crucial for Yogafit to remain agile and relevant (Mayer, Steinecke, Quick and Weitzel, 2013) by having a long-term strategic plan in place (Chaffey and Smith, 2017, p.557). Environmental scanning is a strategic business tool where analysis of internal (micro) and external (macro) environmental is carried out, to detect any opportunities threats or changes which may have an adverse effect on the future of an organisation and its business and marketing goals (Bhasin, 2019) such as Yogafit’s goal of customer acquisition.

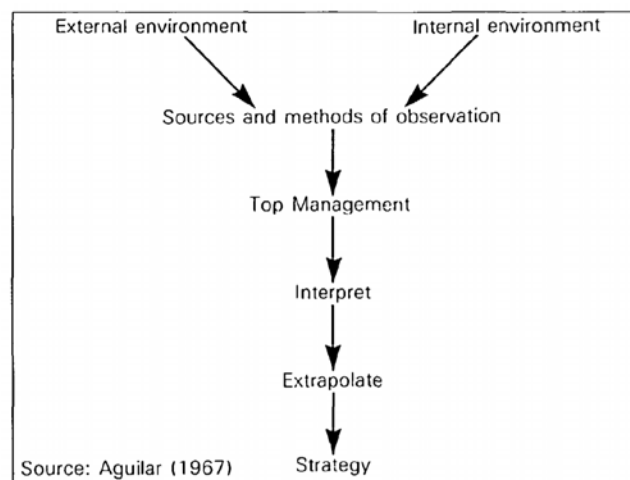


Fig.13. A model of the scanning process, (sourced from Evans, 1988, p.26)

The impact magnitude of identified factors through scanning, should be determined so that a management strategy can be deployed.

### Environmental scanning methods

There are three key approaches to environmental planning (Chand, 2020):




 <b>Systematic</b>	 <b>Ad-hoc</b>	 <b>Processed-form</b>
Information collected through studies systematically and processed continuously.	Information collected through studies time-to-time, usually at times of business change or evaluation.	Information collected in a processed form only i.e. secondary data from reports and governmental information

Fig.14. (Information sourced from Chand, 2020 and created by author)

Each method has its benefits and drawbacks, but the selected method should be appropriate to each company according to organisation demands, size and sector (Kamzi and Kamzi, 1992, p.94).

### The appropriate environmental scanning tool for Yogafit

An informal ad-hoc environmental scanning approach would be most appropriate to Yogafit as a small organisation with limited time and resources (Toppr, 2020) with a focus on factors

that may affect customer acquisition and business growth i.e. a growth in the fitness and wellness industries (Intel, 2019), or Covid-19 affecting air travel and events.

Monitoring the internal and external environments of a business, as well as those affecting stakeholders, competitors and prospective retreat seekers, would give Yogafit added competitive advantage, particularly if positive opportunities are utilised when they are identified.



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