

# Marketing a Yoga Business



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# Marketing a Yoga Business

## **Context:**

This might seem like a really simple question, but you'd be surprised how many people confuse marketing, advertising, and sales;

*"Marketing refers to activities a company undertakes to promote the buying or selling of a product or service."*

The aim of any marketing strategy is to attract new customers (or in your case, students) to your business and get them to buy your products or services.

There are tons of different approaches to marketing, both online and offline, with any good strategy using various different marketing channels to reach out to their potential customers.

Whether you're unsure on how to approach a marketing strategy for yoga retreats or you just want some new ways of getting students into your studio. Before you can even think about how you're going to start your yoga marketing plan, you'll need to have a good understanding of your target market.

## **Yoga Marketing Plan: Who Is Your Target Audience?**

Having a clear target audience when marketing a yoga business takes out all of the guesswork and stops you from wasting time and money on marketing materials that don't reach the right people.

It's not enough to simply choose a target market based on what kind of students you would like to teach, instead, your decision should be based on the findings of market research.

Good market research involves communicating with your potential customers by carrying out interviews, organizing focus groups, or using online platforms like SurveyMonkey.

This will allow you to ask questions about the typical profile of your target audience, including key demographics like their age, gender, location, and income.

As part of this research, you should also ask more insightful questions, such as what yoga-related products or services they would like a local business to offer.

Asking all of these important questions will allow you to identify a target audience and define exactly what they are looking for from a yoga teacher or studio. From there, you can market your yoga business as a solution to match those demands exactly!

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## Yoga Teacher Marketing: Choose Your Niche

Once you've identified who your target market is, you'll need to decide on a niche.

Having a niche is one of the most effective ways to communicate a clear brand message. By creating a niche, you also create the perception that you are an expert in that specific area of Yoga.

This will attract students to your studio and in some cases make them willing to pay a little extra for your expertise.

The unfortunate fact is that no matter how passionate you feel about a particular style of yoga if there is already a studio near you that specializes in exactly that, the demand for your business just won't be there.

You could cater to a specific demographic, such as age or gender, or choose a style of yoga that your target audience mentioned in your research.

If you want to think outside of the box, consider offering classes exclusively for a certain outcome, like [becoming a lower back pain specialist](#) or improving mental wellbeing.

## Marketing For Yoga Instructors: Decide On A Name & Logo

Once you have decided on a niche and what kind of products or services you will offer, your business name and branding can say a lot about your business which is why it should always be considered as part of any yoga marketing plan.

You'll need a professional looking logo, which is why we have compiled [all of the best fitness logo tools](#) to help you out.

Even small details, like the color scheme you choose, can say a lot more about your business than you might think.

For example, the color blue is associated with peacefulness, water, and tranquility, and the color green is commonly associated with nature and health. So, these colors would be perfect if you're marketing yoga retreats!

If you're marketing a hot yoga studio, then reds and oranges might be a better option!

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Whatever your business, it's definitely worth considering the connotations of colors when deciding on the color scheme for your branding.

When you do pick a color, you'll need to stick with it and use it consistently throughout every marketing channel that you use. This makes your marketing strategy more effective and improves brand visibility.

## Yoga Social Media Marketing



You don't need to be an expert in marketing to know that creating a business profile on each of the big social media platforms will benefit your business in some kind of way.

But there's much more to marketing your yoga studio than putting up a post advertising your classes every now and then.

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## **Research The Competition**

Before you skip straight to posting on your socials, do your research and get familiar with each platform.

The four main social media platforms to consider are:

- Facebook
- Instagram
- LinkedIn
- Twitter

Each platform serves a different purpose, so remember that what does well on Instagram, won't always work on LinkedIn, Twitter, and Facebook.

For example, LinkedIn is a lot more professional with an emphasis on in-depth and informative posts, whereas Instagram is very much about using aesthetic posts to grab attention.

To get a good idea of what kind of content will work on certain platforms, research what your competitors are posting and how their content is performing.

Research which of your competitors performs the best on each platform, and don't assume that the brand with the biggest facebook page is also the most successful on all of the other platforms.

Once you've found the brands that perform the best on each platform, use their content and post times for inspiration, but make yours better!

If there's something that works really well for them, think about how you can make yours bigger and better.

Say they've posted the occasional info graphic and had them shared tons of times, you need to make yours more informative, more aesthetic, and more frequent.

Unsure on where to start with this research? It's actually pretty simple!

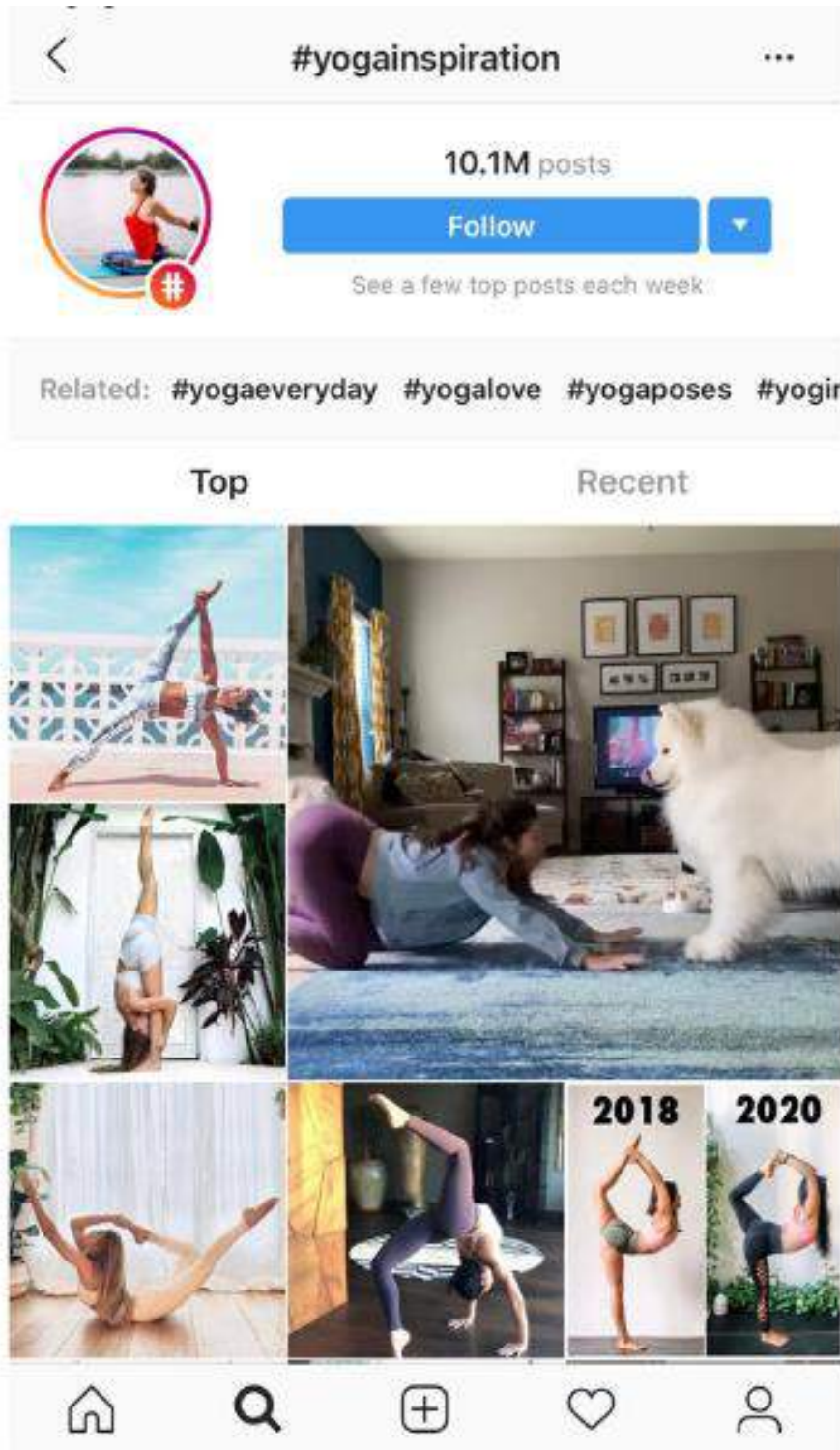
## **Using Hashtags To Do Competitor Research**

In a little bit, I will explain how hashtags can help potential customers to find your page.

But for now we're going to talk about how you can search through Instagram hashtags to find your competitors, as well as why you need to do this.

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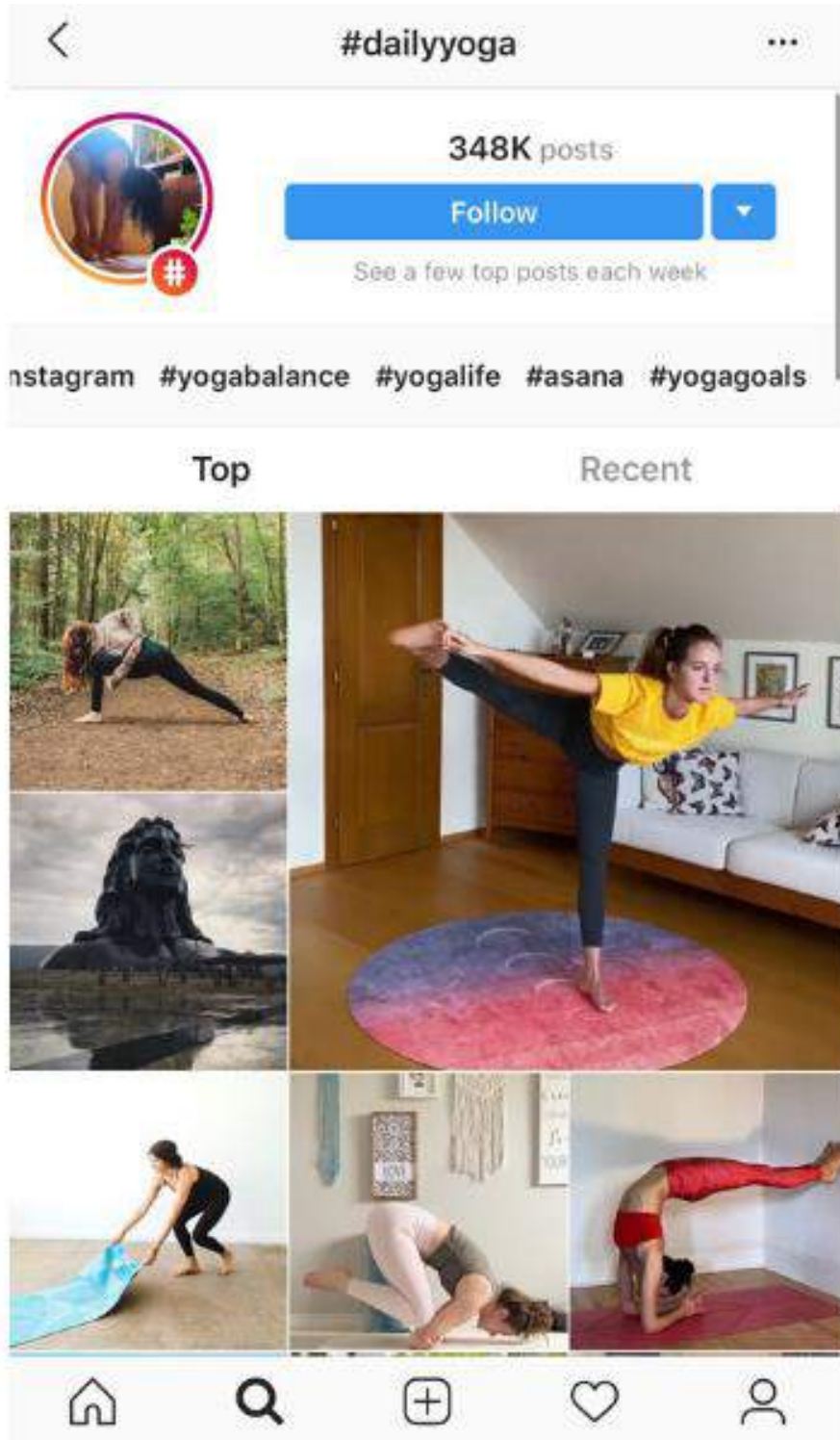
Looking through relevant hashtags like “#yogainspiration” will bring up every post using that specific hashtag, as shown below:





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Here you can see exactly what kind of posts are the most popular for these relevant hashtags, which is a good indication of the kind of content that you should be posting.



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As you can see above, the same kind of content comes up for similar hashtags, such as '#dailyyoga'. This shows that this kind of aesthetic and type of post is popular among yoga lovers.

If you then go through the images, you can learn more about how these accounts have used hashtags to increase their reach and managed to get their post as a top for a hashtag with 10.1 million posts.

## Using Captions & Hashtags to Improve Reach

Hashtags group together content, making it easier for users who are interested in yoga but don't follow you to find your page and your posts.

With the right hashtags, you can organically grow your page and gain tons of new followers that are genuinely interested in the content you post.

Now that you know how to find the posts and profiles that are performing well for yoga-related hashtags, how are you going to get your post to perform that well, or even better?

Getting your post on the top page for a hashtag as big as '#yogainspiration' will massively improve your reach and get your content viewed by tons more people!

If you want to improve your reach and grow your presence on social media, here are the best yoga instagram marketing tips for great content.

## Choose A Good Caption

During our research, we found that a lot of the yoga-related posts that performed well used inspirational quotes as part of their caption.

These captions fit very well with the kind of aesthetic that is popular among yoga captions, and clearly, yogi's love them! The comments on this post are filled with yoga lovers sharing how much they love the quote.

Comments are a brilliant way to increase engagement and 'boost' your post. Whilst no one can be 100% certain on how social media algorithms work, it's widely assumed that the more that users engage with your post, the better it will perform.

A user's Instagram feed is a reflection of how users behave on the app, so the more somebody engages with your content, the more your content will appear on their timeline.



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This is why a lot of successful yoga accounts use questions in their caption or try to start a conversation within their caption, encouraging you to leave a comment!

## **Using Localized Hashtags**

Focusing on big volume hashtags like '#yogainspiration' is really important to get your content seen by as many people as possible and increase the number of followers you have. This is really important, especially if you run an online yoga business!

But, smaller and more localized hashtags are equally as important if you're a freelance teacher or if you have your own yoga studio.

Say you have a studio based in Bangalore, you should be looking through the top posts for hashtags such as '#yogateacherbangalore' or '#yogisofsouthbangalore'.

## **Interact with Similar Accounts**

Another way to build your social media presence, gain followers, and get more engagement, is to interact with other accounts.

Just as you used hashtags to identify your competitors and find some inspiration for your own posts, use hashtags to find the profiles of people that you think would be interested in what you post.

This can fellow yoga lovers, teachers, fitness influencers, nutritionists, the list goes on!

This strategy can apply to pretty much anybody that you think would enjoy your content, or anybody with a big following of people who might like your account.

You should interact with these accounts by following them, commenting on their posts, and sharing their content!

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## How Do Interactions Help Your Yoga Instagram Marketing Strategy?

You're probably thinking that by commenting and sharing other accounts posts that you are helping to grow their account rather than your own. Whilst this is technically true, this strategy will still benefit you massively!

Commenting on the post of an influencer with a big following of yoga lovers will get your account seen by everyone one of their followers that looks at their comments.

If your name keeps coming up alongside the yoga accounts they love, they'll be intrigued and check out your account.

This yoga social media marketing strategy works with smaller accounts too, as small brands and influencers still have a really high level of engagement and their followers are usually a more niche group of individuals. Ie, they're specifically interested in yoga content!

## Yoga Social Media Marketing: Be Consistent

As we mentioned when we talked about choosing brand colors and a logo, the importance of consistency in marketing also applies to social media marketing!

Consistency is really important for all aspects of marketing in general, as it makes your business recognizable to the audience and builds brand awareness.

Focusing on social media specifically, you should ensure consistency by using the same business name and logo on every social media platform.

The more your target market sees your branding and message, the more likely it will be that they'll remember your brand. Then, when they're thinking of a new yoga class to try, they'll think of your business first.

## Follow the 80-20 Rule

When it comes to the kind of content that you post, plastering promotions all over your feed is not the way to go. Instead, aim to [follow the 80-20 rule](#).

There's a reason this rule is raved about on tons of marketing blogs - it works!

According to this rule, 80% of what you post should be content that informs, educates, and entertains your followers, and the remaining 20% should promote your products and services.

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The main goal of your yoga studio marketing plan is to promote and ultimately sell the products and services your business offers, but a hard sell approach isn't always effective on social media.

This is why it's important to create content that adds value to your followers' experience, whether that's by sharing an informative video, posting an info graphic with some fun facts, or even a good meme.

This encourages your audience to engage with your content as it welcomes comments and it is more likely to be shared, which of course improves the reach of your post.

Plus, sharing facts and stats also allows you to show off your knowledge and market yourself as a real expert in the field!

For the remaining 20%, offers and competitions are always a good way of getting an audience's attention.

Creating urgency around your promotion is the best way to encourage the audience to take an action - that is, make an enquiry or book on to one of your classes.

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## **Yoga Social Media Marketing: Collaborate!**



The final tip for all things organic on social media is to collaborate with other brands and businesses that have a similar target market to yours.

This works well for promotional content, especially competitions!

By collaborating with similar businesses, such as active wear and supplement brands, you can get your content in front of an active and healthy audience that is more likely to be interested in your business.

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## Yoga Advertising Ideas: Paid Ads on Facebook And Instagram

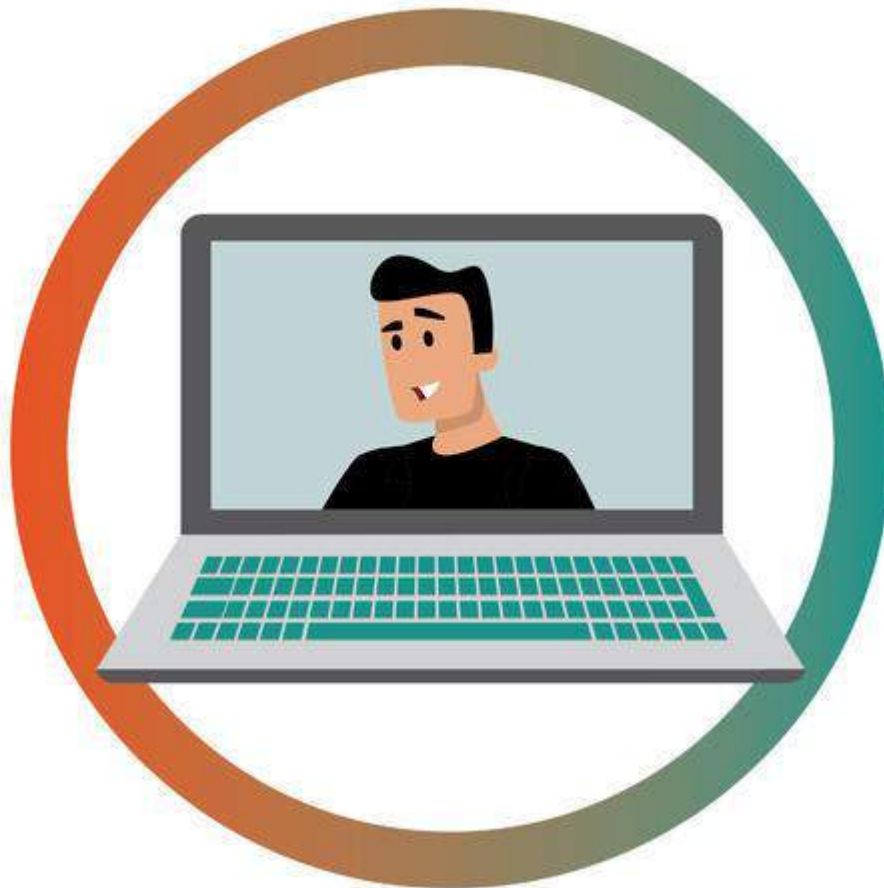
There are endless ways that your business can benefit from social media for free, but that doesn't mean that you can't use paid ads, too.

The best tool for this is [Facebook Ads Manager](#) where you can set up paid ads for Facebook and Instagram.

This platform is really easy to use, so don't stress if you aren't up to scratch with your marketing skills.

The platform allows you to set up yoga advertising to target a specific audience, with filters for key demographics such as age, interests, gender, and location, so that your ads will be directed to your target market.

## Online Workshops & Webinars



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One way to turn inactive social media followers into leads for your business is to inform them of how your business can benefit them.

The purpose of all yoga marketing strategies is to promote sales so no matter how many people see a picture of your latest yoga pose, if nobody actually takes the action of enquiring with you, is it really worth it?

To get your audience to want to come to your studio or visit your yoga retreat, show them why they should want to do that!

Hosting a webinar where you discuss the benefits of yoga, the problems it can solve, and what is so unique about you and your business, is a brilliant way to get people interested.

This strategy is especially effective if you're setting up an online Yoga business.

You get to show off your expertise, share some valuable information, and basically explain why you're the best in the business.

You can advertise the date and time of your webinar across your social media pages, creating a Facebook event, and counting down to the day of the webinar across all 4 of the main social media platforms.

When it comes to hosting your online workshop, you can use IGTV, Facebook live, YouTube, or even Zoom if you want to have more of a dialogue with the audience.

To turn your webinar audience into high quality leads, ask attendees for their contact information and send some follow-up emails once the workshop is over.

The leads that you get from webinars and workshops are always high quality, as your audience are genuinely interested in yoga in some way and actively seeking to learn more about the services that you offer.

If your business isn't based online and you feel a little awkward talking into a camera, that's fine! Face-to-face workshops are just as effective.

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## Yoga Marketing Website: Why You Need One

Although you could technically run your yoga business through your social media pages, we strongly suggest that you get a website for your business.

If you aren't starting an online business, this isn't absolutely essential, but having your own website will allow you to expand your online marketing strategy and increase brand visibility!

Not only that having a website makes your business look more professional. A claim that is backed up by a consumer survey which found that 84% of people think a website makes a business appear more credible.

If you're not convinced that paying for a web designer is a worthy expense at the minute, creating a landing page is a good alternative to start off with.

With the likes of Mailchimp, you can build a professional looking landing page for a fairly low cost and it's really easy to do.

## Google My Business for Yoga Teacher Marketing

Every new yoga business should set up a Google My Business account.

It's actually pretty shocking how many yoga teachers and even studios don't have a Google My Business account set up, especially considering how easy it is to set up, never mind how much it can benefit your business for absolutely no cost.

Regardless of how big or small your business is, even as a sole trader, setting up a Google My Business account is not something that should be overlooked as part of any good yoga marketing plan.

You can set up fairly quickly by following the simple steps at: [www.google.com/business/](http://www.google.com/business/)

Once you've created an account, your business will show up on the map when a Google user searches for services in their area. For example, if they search "yoga studio near me", then local businesses will come up in a list, right at the top of Google!

*Top tip: once you've got your business up and running, maximize the benefits of your Google My Business profile by asking your students to review you on Google!*



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## **SEO & Content Marketing Tips for Your Yoga Business**

Another way to rank for some key terms without paying for Google Ads, is to optimize your website for SEO (search engine optimization).

SEO is a huge part of marketing and some of the processes can be confusing, but that doesn't mean that you should completely ignore it!

The benefits of being able to rank for important terms like 'Yoga studio + LOCATION' are too good to miss out on.

## **Yoga Studio Marketing Ideas: Start a Blog!**

Speaking of blog articles, another way of advertising yoga services that is often overlooked, is to start your very own blog.

If you don't have a website, then blogging isn't an option right now, but it's worth knowing about how it can benefit your business, so don't skip to the next step just yet!

Basically, the purpose of creating a blog is to write about the yoga topics that your target market search for on the likes of Google and Bing.

As an example, here is this exact yoga advertising strategy being used by Yogaia, an online Yoga coaching business:

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yogaia**blog**

DISCOVER SCHEDULE

JOIN IN



TRENDING ♦ YOUR YOGA

## 5 Ways To Improve Your Home Yoga Practice

This blog targets popular keywords and search terms surrounding the topic of home yoga so that the people searching for home yoga tips will land on the Yogaia website.

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This allows the brand to share their expertise with a potential customer, and it gives them the opportunity to promote their online yoga services directly to somebody who is actively looking for advice on practicing yoga at home.

Writing high-quality blogs that target the right keywords can be time-consuming, but if you can get familiar with how to write a good blog yourself, it's free!

Just as you did for your homepage and your sales pages, you can use Google keyword planner for this kind of research.

From 'Best yoga retreats' to 'Pilates history', there are an infinite number of keywords out there for you to use.

Obviously, you'll have to spend some time writing your blog content, but unlike a social media post that vanishes from a timeline in a number of hours, a well-written blog will bring traffic (and enquiries) to your website for years.

This option is a lot more affordable than using Google Ads to rank for the relevant search terms. But, that's not to say you shouldn't use Google Ads!

## **Yoga Advertising Ideas: Paid Google Ads**

Starting a blog and setting up a Google My Business account are both brilliant (and free!) ways of approaching your online marketing strategy, but that doesn't mean that you shouldn't consider using paid Google ads, too.

Think about it logically, if you wanted to find a local business, say a personal trainer, what would you do? You'd google it.

Your target market does the exact same thing!

By using Google Ads, you can ensure that when your target market inevitably searches for something along the lines of "yoga teacher near me" or "yoga teacher + location", your business is the first that they see!

Although Google My Business can help out with this, if there are businesses in your area using paid ads for these search terms, Google My Business results are pushed further down the page.

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## **How To Use Email Marketing for A Yoga Business**

Once you've got traffic to your website, either through an organic approach like blogging, or through paid Google Ads, what are you going to do with this traffic?

The easiest and most effective way of turning traffic into sales is to build an email list and utilize email marketing.

As we mentioned earlier, you can acquire email addresses from the attendees from your online webinar, but how else can you grow a good sized email list?

You need to think about how you are going to get the email address from the visitors to your website.

Obviously adding an email form on screen is a good way to collect contact information, but how are you going to make somebody want to give you their email?

Think about what you can offer for free.

You've probably already come across something like this if you read health and fitness blogs at all. Usually, yoga teachers or personal trainers will offer a short guide for free in exchange for your email address.

Think about something of value that you can offer for free, and plenty of users will share their email address with you in exchange.

This can be as simple as a branded PDF guide or yoga-related content that is exclusive to those that sign up to emails.

## **Once you've built an email list, what now?**

Getting the email address is the hard part, so if you get even one email address from this, congratulations on your new lead!

The next step is to decide how you are going to approach email marketing, how often and when you will reach out, and what you will send.

A hard sell approach will likely put people off and have them looking for the unsubscribe button straight away. Instead, an informative newsletter is always a winner.

In terms of how often you should reach out to your subscribers, think about how much it can annoy you when you receive constant emails from a brand. You don't want to be that person!

Sometimes, less is more, and when it comes to email marketing, quality is always better than quantity.

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Create good quality newsletters filled with useful information and valuable content and send them out consistently but not too frequently.

Depending on the size of your business and how much time you have to write this newsletter, this could be a weekly, bi-weekly, or even a monthly email.

## **Marketing A Yoga Business Offline**

If you only take one thing away from this article, let it be this - online marketing is not the only way of marketing yoga retreats, studios, or 1-1 classes!

Yes, social media and Google are great ways of getting the word out there about your brand and your services, but that doesn't make offline strategies any less effective.

Stuck for offline yoga marketing tips? Check out our suggestions below!

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## **The class experience results into ‘word of mouth’ marketing:**

Remember marketing strategy helps you bring in leads and student. Retaining them and giving them a life time experience will help you retain the student leading to word of mouth marketing. Make sure that every class is an experience itself for the students.

To ensure that the students experience the quality teaching environment and professionalism below are the approach one can adopt. This is from beginners’ class perspective:

Teaching beginners should be a very rewarding experience for both the teacher and the students. Most beginners come to yoga to improve their physical health and/or to reduce stress. As a teacher it is important to take some time with each student that enrolls in the beginners series class to understand why they are taking the class, what they hope to get out of the class, what previous yoga experience they may have and any pre-existing conditions or health issues they may have

The intention of this beginner’s series program is to introduce fundamental concepts of yoga and yoga poses (asana) to develop strength and flexibility, preparing students to move into beginning level yoga classes. Using asanas along with breathing (pranayama) and introduction to meditation the course will focus on developing breath awareness, linking movement to the breath, developing concentration and balancing effort and ease. The classes will be conducted in a safe, welcoming environment that challenges without being intimidating and provides a rewarding experience for the beginning yoga students.

The series starts with an introduction and an overview of the program. The intention for the first class is to develop breath awareness, and then start to link the breath and movement through basic supine, standing and seated postures. Each successive week the class will introduce new asanas and a new intention while maintaining a consistent class format throughout the series

## **Common Challenges for Beginners**

- Lack of body awareness
- Tight hamstrings
- Tight hips
- Weak back
- Lack of core strength
- In older students these limitations may be more pronounced

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## Tips for Teaching Beginners

- Meet students where they are at.
- Teach students not poses.
- Make it safe, interesting and fun.
- Make it challenging without being intimidating.
- Keep the format consistent from class to class.
- Focus on fundamentals, breathing, grounding, inner focus and concentration. –
- Emphasize connecting the lower body, feet and legs, to the earth. Teach standing poses and hip openers to ground the students.
- Repetition is more important than holding postures
- Teach how to get in and out of poses, limiting set-up to three cues, and then focusing on one key action at a time.
- Beginners need to be taught breath awareness and inner focus to withdraw their attention away from external stimuli.
- Tell them exactly what you want them to do, do not give them choices.
- Be aware of students pre-existing conditions or health issues and teach them how to modify poses for their conditions.
- Include Savasana in every class.
- Building up confidence is important in beginning classes, so stick with the basic poses and with sequences that are simple to follow.
- To practice correct form can be very challenging even in basic postures; take the time to teach the pose properly from the ground up, and to observe whether or not the students have understood and been able to respond.

## Asanas:

Asana practice improves structural stability, physiological and emotional health. Structurally, it will improve stability, strength, flexibility and alignment. Physiologically, practice will balance neurological and hormonal activity, strengthen cardiovascular and respiratory systems and strengthen the body's immune system. Emotionally, practice will increase self-confidence, help us become more tolerant, compassionate, accepting of change and appreciate life.

The essential qualities of asana practice were defined in the Yoga Sutras by the sage Patanjali. These qualities are "Sthira", to be firm, stable, alert and present, and "Sukha", to be at ease without pain or agitation. According to the Yoga Sutras our ability to be alert and present in asana is through the breath. Through the breath we link the mind to the body. Our asana practice needs to balance the effort of stability while being alert and at ease without agitation.



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Asana practice is a means of developing and deepening self-awareness which is the key to the process of transformation. One can use asana practice to develop understanding of the mechanisms that are responsible for our present condition and use that information to improve the functioning of the body's systems and their interaction with each other.

## **Repetition versus Holding**

Asana practice for beginners should include the repetitive movement into and out of the asana postures and the holding of the postures for a short period of time. Repetition alternates between contracting and stretching muscles to increase circulation and improve flexibility and strength. Repetition prepares the student for holding postures for extended periods with minimal resistance. Repetition helps students notice habitual movement patterns and develop new ones that are adapted to structural and functional needs. Musculoskeletal and neuromuscular is significantly improved through repetition. On the other hand, holding postures significantly improves inner purification and physiological transformation.

The body must be sufficiently prepared for longer holding or else it will be impossible to hold or not beneficial and actually reinforce existing conditions or create additional stress and tension. To ensure students are using their asana practice to transform they need to bring full attention to the relationship between the breath, the movement and the spine. Instead of focusing on the external form of an asana posture, the students focus and feel from the inside how the body is responding to the movement. This develops and experimental quality to the practice that will help the student learn, grow and progress

## **Adapting the Practice**

Adapting the practice to meet the needs of the student provides the means for making asana postures accessible. Breaking the pose down into smaller parts is an excellent way to help students learn a posture. Using props to make the poses more accessible is beneficial to students who do not have the flexibility or strength to get into correct alignment. Some examples of adaptations are:

- Elevate the buttocks in seated postures for tight hips to facilitate the forward rotation of the pelvis to help safely stretch the low back.
- Use blocks to “raise the ground” for students that can't reach the mat in forward folds
- Use a wall for students to stand against in Tadasana to feel correct alignment. The wall is also excellent for assisting in learning balance postures, open hip standing postures and variations for Adho Mukha Svanasana.

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## **The Breath**

It is important to have beginners bring awareness to their breath. In asana practice the main focus of attention should be on the movement of the body through the breath. All movement in asana should be initiated by the action of the breath. Movements linked to inhale are: raising the arms, expanding the chest, arching the back, moving into backbends and extension postures and straightening the spine from a forward fold, a twist or lateral stretch. Movements linked to exhale are: lowering the arms, compressing the abdomen in forward folds, twists, and lateral stretches and moving out of backbends.

The conscious control of the breath allows the student to link her attention directly to the movement of the spine which is the core of all movement. The student then move consciously rather than moving mechanically thus bringing a deeper awareness to all movements. This helps the student develop an internal focus rather than focusing externally on the form of the posture and allows him to feel from the inside how the body is responding to the movement.

## **Sequencing the Class**

Teaching beginners like teaching all students needs to have a well-conceived sequence to facilitate an effective class. Following the general principles of vinyasa krama a class should move progressively from the gross to the subtle, from external to internal, from simple to complex and from easy to more challenging.

- Set an intention for the practice. In teaching beginners it may be working on grounding, linking movement to the breath and using a particular asana group such as standing poses or forward folds.
- Be efficient, Limit the number of postures and link your postures to achieve the intention of the practice.
- Focus on linking the breath with the movement. Maintain a smooth, deep, even breath pattern throughout the practice. Draw the students' attention back to the breath repeatedly.
- Make transitions smooth. Sequence warm-ups, standing poses, seated poses and lying poses in groups and avoid moving up and down from standing to seated or lying and back again multiple times.
- Use rest appropriately with beginning students. Watch the class and provide for recuperation and bringing the breath back to a smooth steady pattern when needed.
- Always teach Savasana.

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## References:

- Digital marketing content – open source
- Light on yoga- BKS Iyengar
- Study material- Karuna yoga vidya peetham

**OM Shanti, OM Shanti, Om Shanti hi!!**