

Bikram Yoga | Ogden

Adrien Covington | Camille Twitchell | Kirsten Stuart
Worthy Vieth | Trevor Cahoon





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Executive Summary

Client

Bikram Yoga Ogden

Issue Statement

Bikram Yoga Ogden has led itself to a decent market share when it comes to the Ogden area. Bikram is the only yoga institution of its kind in the area, but is among other yoga institutions who present fierce competition.

Bikrams goals include raising awareness of itself and the health benefits that come with experiencing the type of yoga it offers. Bikrams main goal as of late would be increasing awareness for Weber State University students, including non-traditional students, with a rate discount.

Key Findings

Throughout this analysis, we have come to realize what strengths, weaknesses, opportunities and threats Bikram Yoga has. The strengths are what drive the company and what keeps its customers coming back. These strengths include, but are not limited to, knowledgeable instructors, inviting atmosphere, fun location, amazing health benefits, new member specials and adding shorter classes into the schedule for those customers who have time constraints.

The weaknesses are what the company must focus on and work to improve. These include the level of difficulty the classes have to offer, the chance of potential injury if the customer is not careful of knowing their limitations, the long class length of 90 minutes, set class times, lack of signage of the physical location, lack of parking where the location is, price or membership, insufficient/not enough storage for all personal belongings, and security.

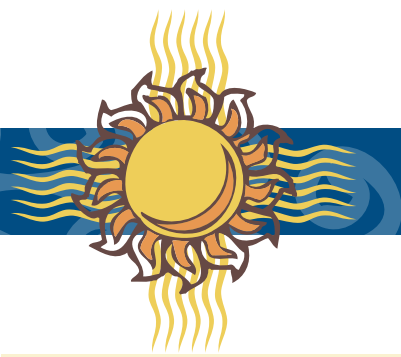
The opportunities are what excel the company from its competitors and are part of the external factors. The opportunities of Bikram Yoga include limited competition of the Bikram “hot yoga” style, location is close to other shops and not desolate, advantage of Utah winter weather (which is when the “hot yoga” season peaks), a positive niche organization and being a part of a successful Groupon strategy.

However, with a company of stature such as Bikram Yoga, threats are to be absolute. Threats would be that the signage is not accurate, the website and hype about “hot yoga” could come off as intimidating to those who are new, Utah summer weather, lack of awareness in the general “hot yoga” sense as well as Bikram Yoga located in Ogden, and finally with another studio on the same block.

Primary Research Suggestions

Our plan is to conduct two focus groups to get an outline of what customers are really looking for in a yoga facility. One focus group will be concentrating on those customers who are newer and/or who are returning. The latter focus group will be concentrating on those customers who have defected away from Bikram Yoga. Our main goal is to narrow out what these two groups want changed and what they would like to see kept the same.

After conducting these focus groups, we plan to conduct an extensive and detailed survey, deriving from the focus group questions, pinpointing exactly what it is customers are happy or frustrated with. However, we are aware that some people are either very pro Bikram Yoga or very against it. We are keeping this in mind, and will be careful as to not seek out people we know to be leaning towards one bias or another.



Introduction

Bikram Yoga Ogden is a yoga studio in the heart of downtown Ogden. A desire has been expressed to increase the awareness and client base in order to build business and increase activity in Ogden area. Bikram Yoga Ogden wants to explore the opportunity to expand the focus for the business to students at Weber State University. They also want to discover what is keeping clients from returning.

There has been some discussion as to what is stopping people from using this facility and for current clients maintaining membership. It is purposed that the issues could include: price, awareness, appeal, workout conditions, and location. It is the goal for this team to discover the points to which this company could be suffering and offer suggestions on improvement.

Internal Factors

Structure

The mission of Bikram Yoga Ogden is to provide an inviting and supportive environment as to assist their students attain one of the greatest gifts of all—that of good health. This includes personal gains, such as enhanced self-awareness, improved self-esteem, emotional well being and better focus that not only benefits the student, but the community as a whole.

Michael Larson is the Director and Owner of Bikram Yoga Ogden. There are six yoga instructors who work for him and conduct the different classes. The studio is a small business, which adds to its unique charm. The studio is set up in such a way that you can rent and/or purchase the necessary equipment, or purchase yoga clothing or refreshments after a yoga session. Bikram Yoga Ogden does have a web site which does explain the studio, pricing, and class times. Many of the new clients that Bikram Yoga Ogden attains comes from their two specials. One advertised in house and on their web site and one special seen on Groupon.

Performance

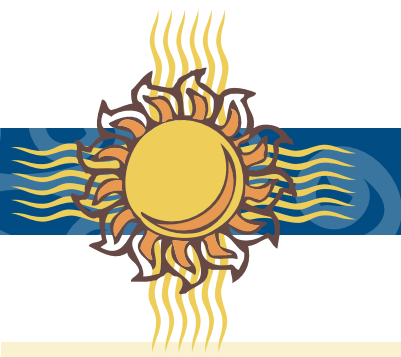
Bikram Yoga Ogden and its instructors pride themselves on assisting and encouraging their clients to maximize the benefits of Bikram Yoga reducing stress,

improving mental and physical health, and achieving a level of relaxation through regular work outs, suggested as three times a week. Bikram Yoga is a very specific 90-minute series of 26 yoga postures and breathing exercises taught in 105 degree heat. Each pose is a challenge based on personal abilities; each pose addresses a certain area of the body, bestowing specific and powerful health benefits (unknown).

The classes cost \$15.00 for a one-time class or a new client can purchase packages ranging from 1 month, bi-monthly, or annually giving discounts to the military and students. The instructors create an atmosphere for their clients encouraging them to continue at a level they are comfortable with, while also connecting with them using names and giving individual instruction to ensure postures are done correctly. This is done to avoid any chance of injury. Word of mouth about Bikram Yoga is positive as are the testimonials on their website.

Internal Impediments

There is a level of difficulty in Bikram Yoga that might dissuade new customers from trying this particular style of yoga. The heat is the key to this style of yoga. Some of the benefits are that it warms the muscles



for greater flexibility, helps achieve a deeper stretch, flush toxins from the body, improve efficiency of the immune system, burns calories and builds endurance.

There is a chance of injury as well, but the chances are minimal with the style of teaching from the instructors. They are attentive and assist each client to achieve their maximum potential at the level they are at. The classes are long and have limited times for classes as well. Signage and Parking are an issue as well. Bikram Yoga Ogden is located on Historic 25th Street, which has its benefits and deterrents. Two of those deterrents are parking and signage. There is no parking lot attached to the building, there is only parking on 25th Street. There is a lot just North of the studio and across the street. As for signage their signage is limited. They share a building with Grounds for Coffee, but unless someone knows what they are looking for, they may very well miss them. They have one light sign in the window and a sandwich board sign out front. Sadly though the signage issue is not so much an issue of the owner, but of the regulations of the city in regards to Historic 25th Street.

Although they have terrific starter specials, their pricing is considered in the high range. If you have never been to Bikram Yoga, the first Saturday of every month is free to locals, for a new client special it is \$39.00 for one month unlimited visits. The regular price for that package is \$110.00. This is Bikram Yoga Ogden's way of bring in potential long-term clients in to try Bikram Yoga.

Finally, it may be alarming for a client to walk in and notice no safe place for their belongings. There are no lockers or secure places for a client's valuables. There are only dressing rooms. Clients also may not know that they do lock their front gate during class times which could give a new client a perception it is not a safe place to be.

Niche

The good news is that there are no other Bikram Studio's in the Ogden area, but there are other yoga studios. The closest being two doors down to the West of Bikram Yoga Ogden. The uniqueness of the heated style of yoga and the physical and mental benefits clients get from doing Bikram yoga is what has been Bikram Yoga's most attractive strength. The inviting atmosphere, and the historic quaintness of the building is also a factor that puts this studio in a league of its own as the "Hottest Spot in Town."

Ethical Base

Bikram Yoga Ogden is a friendly and health conscious business. They promote good health and motivate their clients using positive encouragement to maintain the healthy Yoga lifestyle. The instructors are very knowledgeable and well versed in the area of Bikram Yoga. Not only do they teach the classes they live the healthy lifestyle that Bikram Yoga promotes.

Communications Audit

In looking at Bikram Yoga's website and social media, both need to be focused on. Although there is a consistent traffic on their Facebook page, the posts need to be more engaging to their fans, and more informational for those visiting for the first time. The website does not reflect the "new age" Zen feel that you would perceive with yoga. Michael Larson is in the beginning stages of revamping the website and logo. Although they have in excess of 2700 friends on their Facebook page it would be beneficial to change their page to an open page with fans so people who are interested in Bikram Yoga can visit the page as well.

Word of mouth is relied upon with current clients to bring in new ones as well as proportions advertised on their website and on Groupon as well. External advertising would benefit Bikram Yoga Ogden in bringing their client base to the next level.



Although Bikram Yoga Ogden has a strong steady client base, they would like to increase it by focusing on the traditional and non-traditional students as well as faculty and staff of Weber State University. Their target market is age 30-50 so by focusing on a university with a large amount of students and the faculty and staff within that target can be successful in increasing their client base.

Bikram Yoga Ogden can benefit greatly by improving their website as well as utilizing social media in a way that potential clients can like their page and by im-

proving the page improving the content to be more engaging as well as finding ways to interact with their fans through discussions, promotions and contests.

Bikram Yoga Ogden has participated in local yoga events as well. This has helped in making community connections and meeting potential new clients. This is a perfect way to network the studio. In doing this and making the necessary improvements to the website and social media pages, Bikram Yoga Ogden can easily taken to the next level.

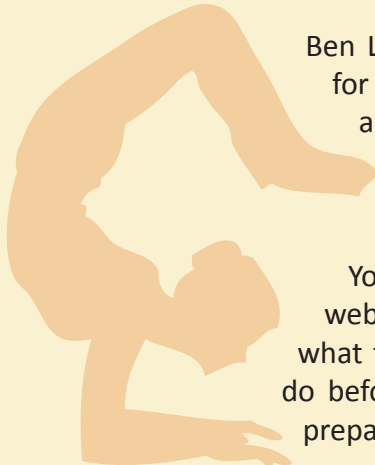
External Factors

Supporters

A supporter for Bikram Yoga Ogden is the loyal customers that have been going to the studio for awhile. They know the product and also can advocate for the yoga company because they have experienced it. Also great supporters are the teachers.

According to Bikram Yoga Ogden websites, you have to be trained and well known of Bikram Yoga before you can teach it. So the teachers are great supporters of Bikram Yoga because they want to teach people yoga, so what better way than to be the teachers and you can teach them yourself.

Ben Lomond Suites is a supporter for Bikram Yoga Ogden, they have a link on their web site where people can click to see when there class schedule is and a little detail of what Bikram Yoga is with their location and web site. They also let you know what to bring to class and what to do before you start the class to be prepared for Bikram Yoga.



Competitors /Opponents

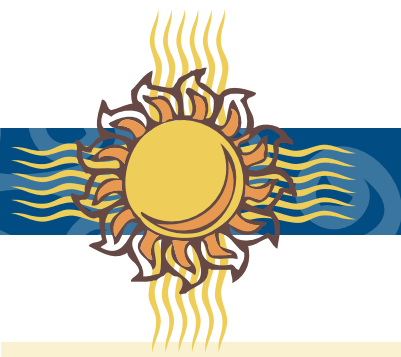
The competitors of Bikram Yoga Ogden are yoga studios nearby. Even though they are not Bikram Yoga they offer different types of yoga that benefits companies because of the variety of options.

Weber State University Yoga

Weber State offers yoga everyday in different times. You can attend the yoga at the main campus in Ogden or attend yoga on the Davis campus. They offer different type of yoga each days and it is free to students with proof of student ID. They offer a 10 punch pass card for \$50 and also offer a semester membership, which is 3 months, for \$125 to attend all the classes.

Lotus Yoga and Dance Studio

Lotus Yoga is just down the street from Bikram Yoga and even though they do not offer hot yoga. They offer a lot of different type of Yoga such as Hatha Vinyasa, Yin Yoga, and Ashtanga Yoga. At Lotus Yoga, thier classes are shorter and their lon-gest class is 75 minutes with the shortest being 45 minutes. At Bikram Yoga with a student discount it is \$80 for a month membership, while at Lotus Yoga it is \$50 without a discount.



Yoga Loft

Yoga loft is located in the Ogden Font on 20th street Ogden. They offer a variety of yoga such as Ashtanga, Vanyasa Flow, and Yin Yoga. Their classes are about 75 minutes long and they also have a lot of different types of yoga taught throughout the day which can be valuable.

While these are some options of yoga, these are a mere sampling of what is available and are competitive to Bikram Yoga Ogden. Other than the competitors, they're not many opponents against Bikram Yoga.

External Impediments

An external factor that is negative to Bikram Yoga is having yoga studios nearby. People do not know the difference between standard yoga and Bikram yoga. Most people will be choosing the shorter less intimidating yoga because the expectation is not as bad as what Bikram yoga calls for. Most people sees 90 minutes as a lot of time, people can go to different yoga studio and do a yoga and be done in a half hour or maybe even go workout at a gym for a half hour. Bikram Yoga must find a way to separate itself from regular yoga but also make it warming for newcomers who do not really know what Bikram Yoga is.

Reputation

Bikram Yoga Ogden has a great reputation to the clients that they have. The on line reviews are good having 3.5 out of a 5 star review on Yelp. Their on line testimonials on www.bikramyogaogden.com are minimal yet positive. There is also mention of the Bikram Yoga Studio in many of Yelp reviews for the Grounds For Coffee location downstairs from the Yoga Studio as well. The experience of the instructors and their desire to coach you custom to your capabilities enhance the class leaving the clients feeling positive about

what they accomplished during their class. This is also why many clients prefer the Bikram Yoga Studio to a regular gym environment.

Visibility

Bikram Yoga Ogden is not as visible physically or visible within the market as clearly as it needs to be. From a physical standpoint unless you know what you are looking for and where, Bikram Yoga Ogden is tucked above a coffee shop. In fact you have to go into the coffee shop and up a flight of stairs to get to Bikram Yoga Ogden. Once you do know where the studio is located, the location is what adds to its charm.

From the standpoint of visibility in the market, it is not as widely visible as it can be. Word of mouth and great specials is key of bringing in new clients to the studio. The question that Bikram Yoga has not been able to answer is how to keep more of them there once their initial class package is complete.

Media Environment

Bikram Yoga Ogden has had media coverage in the past, but within the last year it has been fairly non-existent with the exception of an event in January. The coverage was positive and the stories were more about awareness of Bikram Yoga and not Bikram Yoga Ogden itself.

There was a Yoga competition in January of this year at Weber State University where many of the instructors and advanced student participated. There was media there and the participants were invited to the KSL morning TV show. Again, the coverage was more about the type of Yoga and not the studio teaching it.



Analyzing the Publics

Introduction

The major publics for Bikram yoga include men and women between the ages of 30 and 50. The characteristics that distinguish each segmentation of the key publics are primarily psychographic. Though many subsets of each segmentation exist they can be distinctly categorized by psychographic information.

The key publics for this situation include non-traditional demographics of yoga participants though still focusing on the aforementioned psychographic segments. This targeting will allow for an increased breadth of targeted publics resulting in enhanced return on investment.

Intercessory publics and major opinion leaders are prevalent in the health industry especially in yoga. Their advice and opinions are highly regarded in the community and need to be thoroughly assessed to determine the most advantageous initiative for our client.

Customers

The current primary customers include your stereotypical yoga practitioners. These customers make up around eighty percent of the current business revenue. The demographics, Geographics and psychographics of these customers are listed below.

- Demographics - 30-50 years old, male and female, annual income of 40-80 thousand dollars and primarily Caucasian.
- Geographics - Living within a twenty mile radius of downtown Ogden in suburban areas.
- Psychographics - Health conscious individuals interested in long term wellness whom adhere to dietary restrictions and attempt to minimize their impact on the environment.

Potential customers of Bikram Yoga Ogden include people who have yet to try it but are curious about it and those who have tried it but not returned. The demographics, Geographics and psychographics of these customers are listed below.

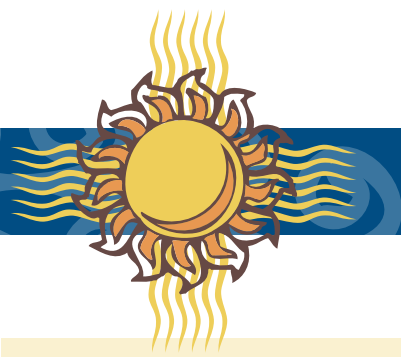
- Demographics 20-40 years old, male and female, annual income 35-60 thousand dollars.
- Geographics Living within a twenty mile radius of downtown Ogden in suburban areas.
- Psychographics Health conscious individuals interested in long term wellness whom adhere to dietary restrictions and attempt to minimize their impact on the environment.

Producers

The staff of certified trainers provide the services offered. This group of individuals undergoes rigorous training programs to become certified. This allows for Bikram Yoga Ogden to provide a uniform and consistent experience to all of its patrons.

The organizations materials including yoga mats, towels and clothing are provided by third parties. Aforementioned materials are purchased at retail and then vended on either a rental or purchase basis. This current system works quite well due to the nature of the products and their reusability.

Money is accrued from the visitation of patrons to the studio. This means that income is directly tied to the visitation numbers. Many promotional plans and monthly membership plans have been implemented to lessen the impact of visitations, allowing for Bikram Yoga Ogden to be less dependent upon pure participants.



Limiters

There are multiple competitors of Bikram Yoga Ogden both direct and indirect. In terms of direct competition there are no other Bikram Yoga studios in a 40 mile radius. There are however multiple yoga studios that practice alternate forms of yoga in a relatively close vicinity. In terms of indirect competition there are many health and wellness companies offering services such as swimming, weight lifting, rock climbing and team sports among many others. They also compete indirectly with outdoor activities such as hiking, biking and running.

There is a distinct advantage in there being no other Bikram yoga studios relatively close. However many in the yoga community do not feel that there is a discernible difference in the benefits between Bikram yoga and other forms.

The direct competition can be classified as advocates. Meaning they do not slander other forms of yoga they merely stress the benefits of theirs. This is good in terms of the public perception of Bikram yoga.

Indirect competition is the biggest form of competition facing Bikram yoga. This competition is amplified during the summer months as many people in the target market perform outdoor activities in lieu of events held in doors.

Factors that can slow down the Bikram yoga business are primarily indirect competition and health trends. As other forms of health and wellness exercises come into existence it may inhibit the ability for Bikram yoga to maintain its clientele. A careful watch on these trends will allow Bikram Yoga Ogden to tailor its services to the ever changing demands of its target market.

Enablers

Bikram yoga benefits from a niche community of activists who are constantly striving to enhance the perception and adoption of Bikram yoga. Through this community, ideas and knowledge are shared. This allows Bikram Yoga Ogden to not be the sole provider of information about their practices. Information is spread by this community allowing for an enhanced understanding and acceptance of Bikram yoga.

One of the key regulators of Bikram yoga is the facility, which has to be maintained and properly functioning to adhere to the extreme heat. While this is often thought of as an adverse element it has created a higher demand for Bikram yoga. This is due the scarcity of the product which creates more demand and thus one is able to charge more for the service.

Within the confines of the previously allocated budgets, media has been restricted to Groupon, printed materials and small discounted promotional offerings. These have all been mildly successful, though opportunities are available for enhanced success. Media outlets such as television, radio and newspapers along with non-traditional outlets such as social media and corporate web sites may be utilized to better engage the target publics.

Opinion Leaders

Opinion leaders have a substantial influence on the target public's impressions of yoga practices and facilities. These opinion leaders primarily use internet blogging and review sites to disseminate their messages. They are typically extremely health conscious and practice yoga frequently. Their clout amongst the community members must be taken into consideration, as the minority they control the majorities' thinking.



The likelihood of opinion leaders speaking pleasantly about Bikram Yoga Ogden and Bikram yoga in general is quite good. Bikram yoga has cult like following and many opinion leaders already adamantly speak in its favor.

An opportunity is present to elicit positive remarks about Bikram Yoga Ogden by giving complimentary yoga sessions to opinion leaders. This will lead to better reviews and enhanced word of mouth spread throughout the yoga community.

SWOT Analysis

SWOT Analysis

Strengths

- Knowledgeable Instructors
- Inviting Atmosphere
- Fun Location
- Heath Benefits
- Enhances overall well being
- New Member Specials
- Adding Shorter classes for people with time constraints

Weaknesses

- Level of Difficulty
- Potential Injury
- Long Classes
- Limited Class Times
- Lack of Signage
- Lack of Parking
- Price
- Insufficient storage for personal belongings
- Security

Opportunities

- Limited Competition
- Location close to shops
- Utah winter weather
- Niche Organization
- Groupon Very Successful

Threats

- Lack of Visibility
- Entrance relies on other business
- Signage not accurate
- Intimidating
- Utah Summer weather
- Lack of Awareness
- Yoga studio on same block



Key Target Publics

Introduction

There are a few publics that we will be targeting through survey and focus groups. Some areas we know that need to be discussed within the different groups of these publics is brand awareness and benefits, scheduling and price, through our research, we hope to find specifically what it is each group needs to become long term clients at Bikram Yoga Ogden.

For each of these groups and through our research, we will have to look into each public and tap into what it is that is needed to successfully keep them at Bikram Yoga Ogden as well as bring them to Bikram Yoga Ogden.

Target Public 1

- The new clients to find a way to ensure they continue with yoga and become long term clients

With new clients just beginning, we will need to find out what is that brought them there and if there any specific aspects that Bikram Yoga Ogden is doing or not doing to sway their decision to not continue.

Target Public 2

- The clients who did yoga during the new client special but never returned

With the clients who did yoga but did not continue, it is our goal to have our research show why it is that is happening. What were the key factors that made short-term clients not become long-term clients. Bikram Yoga Ogden only has a 12% return rate in this area.

Key Public 3

- Potential new clients within the target age group of 30-50 both male and female

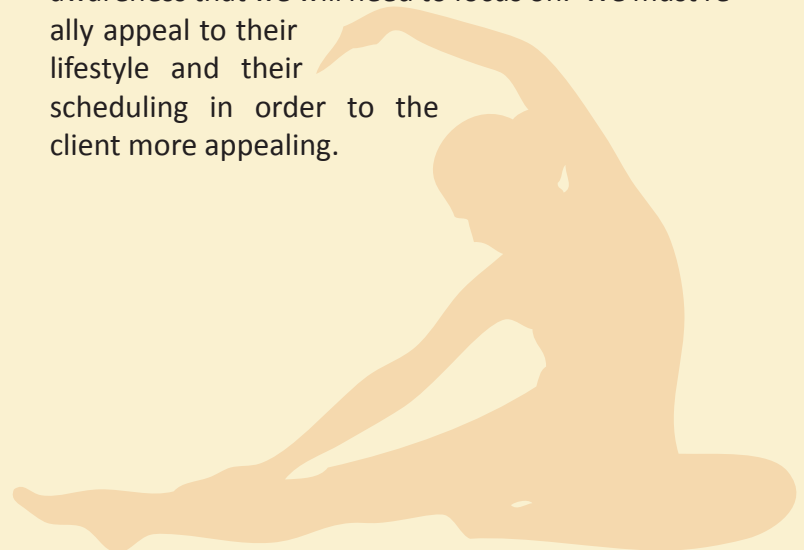
In the group of potential clients that fits the target market of 30-50 year olds, both male and female, bringing brand awareness and the benefits that Bikram Yoga brings will be key for this age group. There are many factors that look appealing to this age group to make it the key target market.

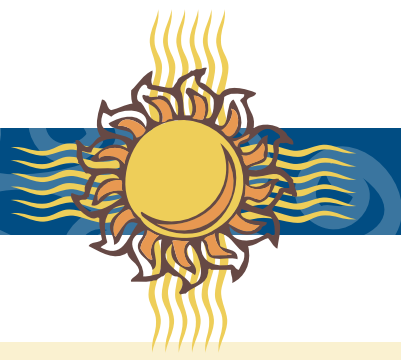
- Scheduling is between work hours or hours kids go to school
- Health Benefits
- Pricing is reasonable to the salary of a professional
- Atmosphere is relaxing unlike a regular gym

Key Public 4

- Potential clients which have been the most difficult to bring to the studio for long term membership in the age group of 18-30

Within our final group, the group our client deems the most difficult to engage, our research must show why it is the way it is and what it is we can do to make Bikram Yoga but most importantly Bikram Yoga Ogden more appealing. Possibly gearing classes to them and their schedules? Most importantly though it will be awareness that we will need to focus on. We must really appeal to their lifestyle and their scheduling in order to the client more appealing.





Breif Primary Research Plan

The biggest problems facing Bikram Yoga Ogden are the retention rate and acquisition of new customers. The current retention rate is twenty percent. This subpar percentage results in many defective customers who never come back to the studio.

The acquisition of new customers is relatively minimal for a yoga institution. The culmination of these two aspects, retention and acquisition rate, result in a diminished potential profitability of Bikram Yoga Ogden. The retention rate takes a higher precedence in terms of what primary research can do to benefit the yoga studio. This is because if the retention rate increases the amount of revenue will increase at a faster rate than if the acquisition rate were to increase, given all else is held constant.

Primary research on retention rate factors will aid Bikram Yoga Ogden in developing a plan to prevent customers from participating once and then never coming back. This will result in an increased month-to-month revenue stream, allowing for more promotional campaigns to increase acquisition rates.

The research will determine the factors that influence customers to come in once or purchase a month pass and then never renew. Bikram Yoga Ogden will then be able to take this information and modify the internal and external factors that cause this retention rate. Research will also reveal opportunities to enhance the experience of current retained customers.



Introduction

Upon completing our research, the findings from the Background Analysis suggest that although Bikram Yoga Ogden has a strong long-term client following, there are several possible factors that have contributed to the low return rate of new clients.

Greater Than Promotions would like to see what the new clients and former clients thoughts are about Bikram Yoga Ogden as a whole. Greater Than Promotions feels by doing this they may also be able to pinpoint specifically what Bikram Yoga Ogden can do to make their new clients long-term ones.

Finally Greater Than Promotions would like to know what exactly keeps someone from coming to and/or staying at Bikram Yoga Ogden. They have hypothesized that price; length of classes, risk of injury, visibility and lack of awareness plays a factor. They believe the best way to research these questions is by doing a convenience sample of the new and former clients of Bikram Yoga Ogden. Furthermore Greater Than Promotions will also complete a convenience sample within the local community to test the hypothesis that there is a lack of awareness about Bikram Yoga as well as Bikram Yoga Ogden. This way they could find a representative sample to receive more accurate results. Greater Than Promotions plans to find these results through interviews and surveys asking multiple questions that use scales and open-ended questions.

Introduction of Hypothesis

Hypothesis 1

When respondents perceive that there are a variety of pricing options, they are more likely to join or return Bikram Yoga Ogden.

Independent Variable: Perception of price

Dependent Variable: Intent to join or return

After completing the back ground analysis and research it has come to be known that pricing options have the potential to be detrimental to the business. The pricing options are lacking relative to other yoga facilities. We would like to know how detrimental this is.

Hypothesis 2

When respondents perceive the price as reasonably low, they are more likely to join or return to Bikram Yoga Ogden.

Independent Variable: Perception of price

Dependent Variable: intent to join or return

At the conclusion of the back ground analysis it is a possibility that returning or new customers place a high significance on the price associated with Bikram Yoga Ogden. New customers may think of price as a main concern in their intent to join or return.

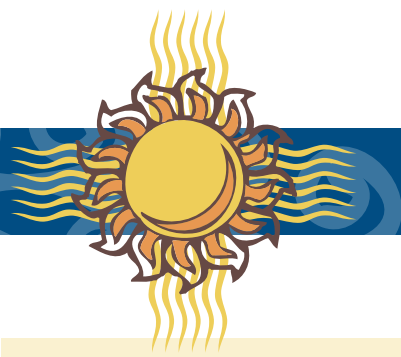
Hypothesis 3

When respondents perceive the length of class to be appropriate, they are more likely to join or return to Bikram Yoga Ogden.

Independent Variable: Class length

Dependent Variable: Intent to join or return

This hypothesis is based on the background research collected, that customers desire varying class lengths. It is to be determined the most desirable class length to meet customers' needs, whether that be shorter or longer than ninety minutes.



Hypothesis 4

The stereotype of male yoga participants negatively influences the male customers from joining or returning.

Independent Variable: Perception of yoga

Dependent Variable: Intent to join or return

Upon conducting the back ground research Greater Than group members participated in a Bikram Yoga Ogden session. This experience resulted in a conclusion that there is a potentially negative connotation associated with male participants of Bikram Yoga Ogden. This could directly affect the return rate for Bikram Yoga Ogden negatively. Understanding the cultural perceptions will result in an ability to determine the most effective strategies for measuring this perception of yoga.

Research Question 1

What are the major problems of low awareness of Bikram Yoga Ogden?

Independent Variable: Communication channels

Dependent Variable: Awareness

It is yet to be determined the importance of varying communication channels and their effect on Bikram Yoga Ogden. Particular communication channels may contribute to the awareness of Bikram Yoga more than other channels.

Research Question 2

What would the effects be on Bikram Yoga Ogden participants if it fully utilized social media mediums?

Independent Variable: Social media mediums

Dependent Variable: Intent to join or return

Social media is an essential asset in many businesses in the world today. It remains to be seen whether Bikram Yoga Ogden's number of patrons would increase if the social media was fully utilized. Subsequently determining which social media channels achieve the greatest return rate is the objective.

Research Question 3

What are important motivational factors for potential customers to join a yoga facility?

Variables/Concepts: Each individual factor is its own concept, thus instructors, atmosphere, location, health benefits and new member specials would each be one. There in essence can be several factors in which consumers feel are important enough to have when it comes to their yoga facility. However, the fact that customers in general may feel these factors are important does not necessarily influence whether these customers patron a particular facility. These factors need to be narrowed down as to which ones customers feel are important, if any, and if so which ones are the most important.

Hypothesis 5

These aforementioned factors will have a direct effect on customers' intent to join yoga facilities.

Independent Variable: instructors, atmosphere, location, health benefits and new member specials

Dependent Variable: Customers assessments of yoga facilities

This prediction was created because of the plethora of options customers can choose to invest their money in. Greater Than would like to know which factors, if



any, potential customers place the most importance on.

Sampling Process

This study is interested in perceptions and intentions of potential, current and former customers regarding Bikram Yoga Ogden. For getting representative samples, we will use the student body of WSU as potential clients, and current/former clients of Bikram Yoga. By doing this we can survey people with different demographic factors. We feel it is necessary to find those with differing financial statuses to see if price really is an indicator of whether or not someone is doing Bikram Yoga. Also, surveying a variety of population will ensure us to get a better perception of what people think of Bikram Yoga.

The sampling type we are using is convenience sampling. We will use a list of previous client email addresses to invite them to fill out our online survey. We will ask instructors to announce paper surveys in class and we will ask current clients to fill out the survey after classes. We will be surveying students around campus to know if they have done Bikram Yoga and if they have not done Bikram Yoga we will understand what the perception is for non-yoga people. We plan to do the survey for about a week and then we will gather the information and use it to test our hypothesis. This method should provide our study with the information that will paint a clearer picture.

Operational Definitions

Perception of Price

While conducting our background search we discovered many different pricing structures available at different competing yoga facilities. By determining that price may be a contributing factor we will measure the amount of influence price has on patrons continuing with Bikram Yoga Ogden. We would also like to know if

lowering the prices would have a positive influence on the rate of return for the company. We will measure this question using Semantic Differential methods and a 5-point Likert scale. We are also using a yes or no question to see if they will be continuing with their membership past the introductory period.

Communication Channels

Bikram Yoga Ogden does not utilize social media and other marketing and communication channels to the greatest extent. Though interviews conducted it was observed that the main mode of communication used to promote Bikram Yoga Ogden was word of mouth. This word of mouth campaign has been effective thus far. It is our hope to discover if Bikram Yoga Ogden needs to extend its communication channels. We also want to know if the signage is really a major factor of if we don't need to worry about increasing visibility in this way. We will be using yes and no questions along with Likert and Semantic Differential methods to explore the opinions about using social media and other advertising options to boost the communication channels within the organization.

Class Length

Bikram Yoga Ogden only offers class lengths in 90-minute increments. We are wanting to explore if the studio should alter the class schedule by providing different class lengths. We will be using a Semantic Differential method to determine if class length and variety of classes affect the intent of the patron to return to Bikram Yoga Ogden. Also asking if the participant feels that the classes at Bikram Yoga Ogden are too long. We hope to discover if the studio varies the class times that they will increase in returning and new patrons.

Perception of Yoga

We are hoping to discover whether or not there is any perceptions that will hurt this industry. We will be us-



ing the Semantic Differential method to gage the perceptions of various aspects of Bikram Yoga. We will ask if different factors affect the perception of Bikram Yoga for the participants.

Climate, Amenities, Staff, and Benefits

While conducting our background research it was discovered that the factors of instructors, atmosphere, location, health benefits, and new member specials among others a could be a deciding factor in choosing a yoga facility. Because there are so many variable within this section each factor is its own variable. There could be several factors working together. In order to discover a pattern we have decided to use a Semantic Differential method. The question will be these factors affect my intent to return to Bikram Yoga Ogden followed by the list of factors. The survey in its entirety will be used to measure the accuracy of this

statement.

Implications of Surveys

Our survey is important because our findings will show just how Bikram Yoga Ogden can gain more customers and what the owner can do to keep customers returning. They can then start to reach out again to their customers and begin to advocate Bikram Yoga to what the consumers want.

This survey will also point out specific things that consumers want in a Yoga company, helping Bikram Yoga Ogden to know what it is they need to do in the future to keep customers, and be looked at as the best Yoga in town. Knowing these things will get the company heading in the right direction and will ensure that the future of Bikram Yoga Ogden is bright.



Descriptive Statistics

Demographics

A total number of 235 participants participated in this online survey. Ages ranged from 18 to 70 with an average of 30 years old. Females were higher than half (60.8, n=144). The largest number of respondents per income was the bracket \$20,001-\$40,000 with 69 (30.5%), while the second largest bracket was \$0-\$20,000 with 55 (24.3%). The third bracket \$40,001-\$60,000 with 46 (20.4%), the fourth bracket \$100,000+ with 24 (10.6%), the second smallest was \$60,001-\$80,000 with 22 (9.7%), and the smallest bracket relative to the number of respondents was \$80,001-\$100,000 with 10 (4.4%).

Income		status				Total
		Not a Customer	Former Customer	Current, New Customer	Current, Loyal Customer	
0-20,000	Count	48	6	1	0	55
	% within status	25.0%	35.3%	12.5%	0.0%	24.3%
20,001-40,000	Count	57	7	4	1	69
	% within status	29.7%	41.2%	50.0%	11.1%	30.5%
40,001-60,000	Count	42	2	1	1	46
	% within status	21.9%	11.8%	12.5%	11.1%	20.4%
60,001-80,000	Count	18	0	0	4	22
	% within status	9.4%	0.0%	0.0%	44.4%	9.7%
80,001-100,000	Count	8	1	0	1	10
	% within status	4.2%	5.9%	0.0%	11.1%	4.4%
100,000+	Count	19	1	2	2	24
	% within status	9.9%	5.9%	25.0%	22.2%	10.6%
Total	Count	192	17	8	9	226
	% within status	100.0%	100.0%	100.0%	100.0%	100.0%

We have to assume that most of our participants in this study were college students, and thus would explain why the largest number of respondents per income of the participants is lower.

Our survey consisted of 200 (84.4%) non-customers, 18 (7.6%) former customers, 10 (4.2%) current, loyal customers and finally 8 (3.4%) current, new customers. Participants showed that the most common way to hear about Bikram Yoga Ogden was through Friends/Family referral with 62 (26.2%), while the second option is Signage with 19 (8%), and the last way was through social media with 13 (5.5%).

Test of Hypothesis

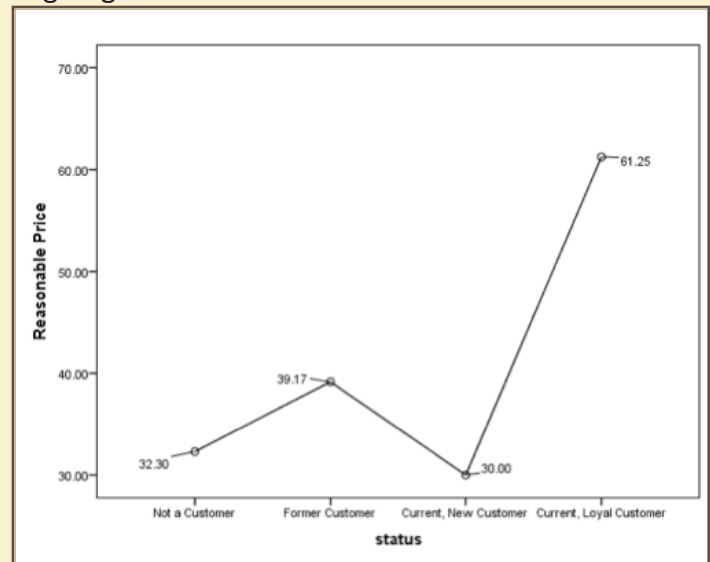
Hypothesis 1

When respondents perceive that there are a variety of price options, they are more likely to join or return to Bikram Yoga Ogden.

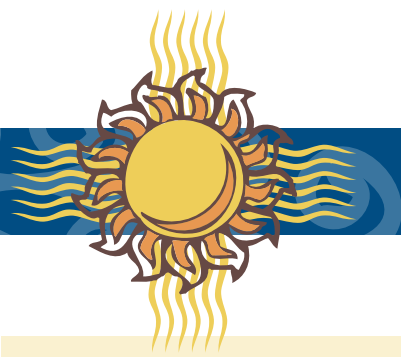
A regression test was conducted to examine whether people's perception of monthly promotions impact respondents' to join or return to Bikram Yoga Ogden. The test showed that as respondents perceive monthly promotions positively, they are more likely to join Bikram Yoga Ogden (B=.16, p<.05).

Hypothesis 2

When respondents perceive the price as important factor, they are less likely to join or return to Bikram Yoga Ogden.



The hypothesis 2 examined whether the perception of price is an important factor to determine customers' intent to join or return to Bikram Yoga Ogden. A regression test was conducted. The test showed that the hypothesis was supported. Respondents who reported a higher price as their reasonable pricing are more likely to join Bikram Yoga Ogden (B=.20, p<.05).

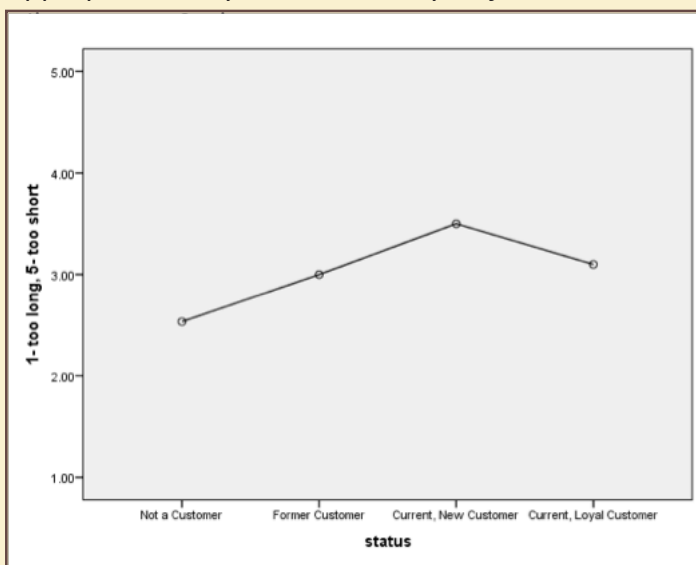


Thus the perception of price influences Bikram Yoga Ogden customers.

A follow up test showed that there were significant differences in terms of reasonable price expectations between different groups ($F(3,122)=2.21, p<.01$): no customers, former customers, new customers and loyal customers. When all four types of customers were asked about what the reasonable price should be after the introductory price current, loyal customers average was \$61, current, new customers average was \$30, former customers average was \$39 and lastly non-customers average was \$32. When asked their intention to continue once the special promotion is over, respondents answers were generally “unlikely” (Mean=2.28, S=1.13).

Hypothesis 3

When respondents perceive the length of class to be appropriate, they are more likely to join or return to



The hypothesis 3 tested whether class length is a factor in joining or returning to Bikram Yoga Ogden. A regression test was conducted. The test showed that there was no significant relationship between a vari-

ety of time options and respondents’ intent to join or return to Bikram Yoga Ogden. In regarding the length, respondents who were not customers thought 90 minutes was too long to practice yoga. However, former customer, current new or loyal customers showed generally neutral attitudes towards the length.

Hypothesis 4

The stereotype of yoga negatively influences customers from joining or returning.

The hypothesis 4 examined how the negative perceptions of yoga (i.e. cultural stereotype) affect customers’ intent to join or return to Bikram Yoga Ogden. A regression test was conducted. The results showed that the stereotype of yoga negatively influenced customers’ intent to join Bikram Yoga Ogden ($B=-.23, p<.001$). The perception of “heat” played the most significant role in preventing respondents from joining. Further tests did not uncover any significant demographic factors that could predict who may be more resistant to working out in a hot environment.

Research Question 1

What communication channels will influence the awareness of Bikram Yoga Ogden?

Out of 235 participants surveyed, 130 (61%) respondents preferred Facebook, followed by 63 (29.6) who preferred by email and newsletters and 62 (29.1%) then the Bikram Yoga Ogden’s website as their preferred communication channels.

Research Question 2

What would the effects be on Bikram Yoga Ogden participants if it fully utilized social media mediums?

Between the five variable, respondents who wanted to obtain information through both Facebook and e-



newsletters showed the strongest intent to join Bikram Yoga Ogden ($F(1,27)=6.05, p<.05$).

Research Question 3

What are important motivational factors for potential customers to join a yoga facility?

The factors that were examined in the online surveys were variety, cost, class length, location, instructors, atmosphere, health benefits, difficulty, facility, new member's specials, monthly promotions, and benefits. Out of the 12 factors, respondents thought the four most important motivational factors were (in descending order) cost ($M=4.33, SD=.97$), followed by health benefits ($M=3.99, SD=.94$), then mental benefits ($M=3.92, SD=.99$) and lastly atmosphere ($M=3.88, SD=.90$).

Hypothesis 5

These aforementioned factors will have a direct effect on customer's intent to join yoga facilities.

The hypothesis 5 examined which factors directly affected the customers' intent to join a yoga facility. A regression test was conducted. The actual impact of each motivational factor on intent to join was checked. Out of 12 factors, monthly promotions ($M=3.54, SD=1.16$) and new member specials ($M=3.62, SD=1.12$) were the only two factors that actually influenced people's intent to join Bikram Yoga Ogden ($p<.01, p<.005$).

Further tests revealed that in terms of preferred messages, according to our 235 respondents, 133 (65.2%) want to hear about tips, 110 (53.9%) about events, and finally 91 (44.6%) stated health benefits. Only 67 (32.8%) of respondents' wanted to hear testimonials including success stories. This data showed that testimonials, including success stories, were the least favored messages.





Conclusion

Demographic Analysis

Income by status did not inherently yield useable results when unaccompanied by additional statistics, however interesting results were induced through the conjunction of multiple statistical categories. Based upon the research loyal customers obtain significantly higher monetary incomes than other groups, this qualifies loyal customers as an important target public. It would not be beneficial to Bikram Yoga Ogden to expand their target market to college students without significantly lowering their monthly premium.

We suggest increasing the use of monetary based incentives to promote Bikram Yoga by implementing a referral program. The primary mode of communication preferred by current, former and non Bikram Yoga Ogden patrons is through word of mouth. This is a strength of the business and should be more robustly cultivated. Signage was determined to be the second most effective communication channel. Increasing visibility and adding additional signage will enhance the aforementioned communication channel. Social media was determined to be the third most prevalent communication method and thus should be amplified to increase visibility and buzz within the community.

Hypothesis 1

It is requisite to look at the correlation between the loyal customer's income and the willingness to continue patronizing Bikram Yoga Ogden. Customers with relatively higher levels of income are more likely to continue their membership with Bikram Yoga. We suggest having pecuniary promotions readily visible for the conventional customer when joining the studio. Should customer's perceived value of monthly promotional options increase from the current level they will be more likely to continue patronizing or join Bikram Yoga Ogden. We recognize the presence of the

introductory offer but the lack of visible monthly offers could deter many from continuing. It is necessary to communicate the promotions available to customers so they will be able to determine the viability of the promotions offered.

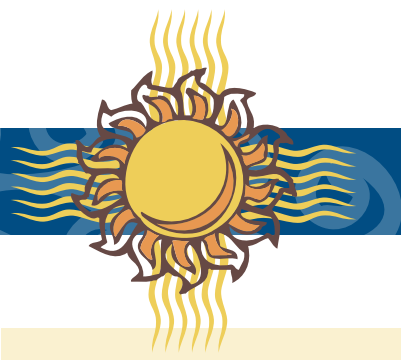
Hypothesis 2

Loyal customers while obviously not deterred by the current pricing structure would like to see cumulatively lower prices. It is not our recommendation to lower the pricing structure, though avenues to offer more promotions to maintain the customer base would be important. Introductory pricing options appear to attract customers; however lack of transparency in monthly promotions deters the return of most of these customers. It would be advantageous for Bikram Yoga Ogden to direct its attention towards the retention of the current client base. It is not necessary to offer lower pricing options to loyal customers every month if the customer feels more engaged in the business and can see tangible benefits.

Hypothesis 3

The appropriate length of a class as determined by Bikram Yoga Ogden participants both current and former, vary from those who have never participated in the activity. Individuals who have never patronized a Bikram Yoga Facility view the 90 minute class length as excessive, and would prefer a condensed time frame. Former Bikram Yoga Ogden patrons consider the 90 minute duration to be adequate, neither too long nor too short.

Current new customers believe the present class length is slightly too short and would prefer a longer class interval. Current loyal customers perceive the 90 minute class length to be slightly too short, though their adamancy is negligible. Our suggestion for Bi-



kram Yoga Ogden is to not change the current class length offerings due to the aforementioned research on pricing and the targeted market's preferences. It makes no sense to alter the class structure for a market that has neither the monetary means nor the willingness to participate in the activity.

Hypothesis 4

Stereotypes of Bikram Yoga have an adverse effect on the likelihood of individuals joining Bikram Yoga Ogden. The most significant division of the perceptions was "heat," which played a significant role in preventing respondents from joining. Other perceptions including; domination by female participants, uncomfortable clothing required, difficulty and high fitness level contributed marginally to the negative perception of Bikram Yoga.

The previously mentioned factors all contribute to individuals not joining Bikram Yoga Ogden. In regards to the factor of heat, which was the most significant, no significant demographic components could predict who was more resistant to working out in a hot environment. Due to the nature of Bikram Yoga, and its strict guidelines that must be adhered to, lowering the temperature of the facility is not possible. We suggest a process through which potential customers are made aware of the heat and informed of its positive properties while simultaneously denouncing the negative properties.

Hypothesis 5

According to individual responses the most influential factors on choosing a yoga facility were cost and location. However, when the actual impact of each motivational factor was deciphered, monthly specials and new member specials were the only two factors that actually influenced people's intent to join Bikram Yoga Ogden.

All of the other factors were claimed to be significant but did not correlate to the intended action of joining Bikram Yoga Ogden. In terms of preferred messages respondents desire to hear about tips and events followed by health benefits. Testimonials including success stories were the least favored forms of messaging. Our suggestion is to focus promotional pieces on new member specials and monthly promotional deals. The stories associated with Bikram Yoga Ogden should focus on tips, events and health benefits and should not include testimonials or success stories.

Research Question 1

Through analyzation of the research it is determined that Facebook is the primary communication channel our target public prefers. Supplementary channels favored include the following in descending order; email, newsletters, and corporate website. In accordance with this information it is pertinent for Bikram Yoga Ogden to modify their current Facebook page from a "friend" page to a public "like" page. This allows potential clients to easily access the page and its contents.

Updating the Bikram Yoga Ogden website so that it is more accessible, user friendly and provides more pertinent information in conjunction with the revised Facebook page would allow for more streamlined and effective promotional messaging.

Research Question 2

Respondents from the survey indicated they prefer Facebook and e-newsletters as the best way to attain information. To utilize this information a clearly devised strategy surrounding Facebook and newsletters will need to be employed. Implementation of this strategy will consist of emphasizing informational content such as; the importance of each yoga posi-



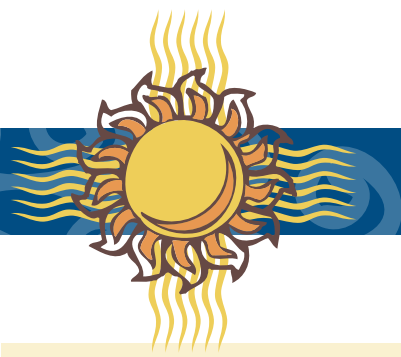
Primary Research

tion, what Bikram Yoga is and monetary specials. Content will consist of engaging material which is parlayed into amplified personalization with each individual customer.

Research Question 3

Significant motivational factors of respondents consisted of, in descending order; cost, health benefits, mental benefits and atmosphere. Cost was determined to be the most substantial factor as established through its relatively high mean response score among respondents. Informing potential customers of the varying pricing options available may address concerns associated with cost.

The other primary concern associated with Bikram Yoga Ogden membership is the atmosphere, or temperature, involved with the activity. Current informational offerings provided through the corporate website fail to stifle fears or misconceptions of the atmosphere. By providing this information potential customers will be better prepared to participate in the activities. The creation of a promotional plan should entail health and mental benefits in conjunction with cost and atmosphere so as to create the most effective plan.



Key Publics

After meeting with the client, we discussed the contents of the background and primary research. We informed the client that Weber State Students would not be the best target audience to focus on, which was mostly derived due to the average income of those students. Together it was decided that people throughout Ogden within the 30 to 50 age range would be the best target audience age group. The key publics, goals, objectives, strategies and tactics will be explained in this strategic planning part.

The primary and secondary research identified three primary publics of which to target Bikram Yoga Ogden's messages to. These three groups have similar characteristics in regards to their demographics, geographics and psychographics.

Demographics - 30-50 years old, male and female, annual income of 40-80 thousand dollars and primarily Caucasian.

Geographics - Living within a twenty mile radius of downtown Ogden in suburban areas.

Psychographics - Health conscious individuals interested in long term wellness whom adhere to dietary restrictions and attempt to minimize their impact on the environment.

Given these aforementioned encompassing facets we have divided the target publics into three distinct segments. These segments will receive tailored messages unique to their circumstances.

Weber State Faculty/Staff and Non-traditional students

This widely diverse collection of individuals congregates at Weber State University where they either attend or lecture classes. Many of these people are not

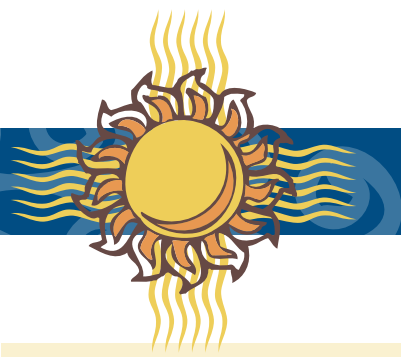
current yoga participants or have they ever attended yoga classes. Most have families which take up a major portion of their time. This group is relatively active physically though not on the same level as many yoga participants. Price and time play major roles in their decision making processes.

People who participate in regular yoga elsewhere

These individuals are already highly involved in yoga programs in the surrounding geographic areas. They participate in these yoga classes weekly sometimes daily and are advocates of the life style it supports. This segment is focused on a healthy lifestyle in which yoga plays an elemental portion. Whether it be for its physical or mental benefits they see immense advantages from partaking in these programs. Healthy eating is primary factor in their daily lives and money is not a considerable factor in their decision making process when it comes to healthy living.

Current Bikram Yoga Ogden Patrons

Current patrons of Bikram Yoga Ogden can be sub-segmented into two distinct groups, new members and long-time members. Both share many of the same healthy life style characteristics as the above mentioned yoga participants. Long-time members are not price sensitive and are supportive brand advocates who attend classes regularly. They have a monthly pass and are known by all the instructors. The new members often times let their memberships lapse as they are sensitive to the price of the facility.



Goals, Objectives, and Strategies

Goal 1: Increase Electronic Funds Transfer usage rate.

(Electronic Funds Transfer (EFT) is a payment system where clients are able to have their membership fees automatically deducted from their account. This allows them to never miss a payment and not have to remember to pay in person when their membership terminates.)

Objective 1

Increase EFT awareness of current members by 90% within 60 days.

Strategy1

Increase awareness of EFT among current members by 60% within 60 days through diverse communication channels

Tactic 1

Instructors' announcements

Tactic 2

Bulletin boards, Posters, Brochures etc. that emphasize EFT's benefits (e.g., compare pricing strategies side by side so customers can see the advantage of using EFT)

Tactic 3

E-newsletters, Facebook messages, the Website that delivers the key messages on EFT promotion

Strategy2

Increase current members' perception of convenience of EFT by 60% within 60 days. The above tactics will be used to perform both strategies one and two.

Objective 2

Increase EFT sign up rate by 30% within 30 days.

Strategy1

Utilizing monetary benefits to increase EFT sign up

Tactic1

Promotional event to promote monthly sign ups – Instead of getting stuck with a multiple months plan, customers can sign up for to BYO on a month to month basis.

Tactic2

Promotional event to promote quarterly sign ups - "Buy 3 months of EFT usage and get one month free"

Promoting first of the month specials for EFT sign up where new and current customers who sign up receive incentive gifts. These gifts can include a free yoga mat or free water bottle.

Rationale

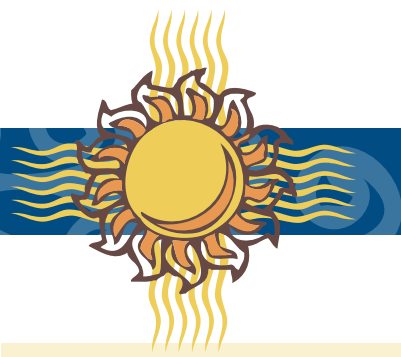
Utilize prizes for discounts with EFT sign up by giving discounts and deals on membership fee. We will also enable quarterly EFT sign ups instead of purely using monthly sign ups.

Strategy 2

Utilizing nonmonetary benefits to increase EFT sign up

Tactic 1

Rewarding customers who register for EFT by naming differently such as instead of "membership" name them "preferred cli-



Campaign Proposal

ent” or “premium client”.

Tactic 2

Clients who sign up to EFT will receive appreciation email from BYO and a hand written Thank You card signed by the owner and all the instructors.

Rationale

Premium Client will receive benefits such as promotions on price packages and free gifts for becoming a premium client. Premium Client will also have a chance to get spotlight of the month for being a loyal customer

Goal 2: Increase awareness of Bikram yoga Ogden in the Ogden area (age 30-50)

Objective 1

Increase awareness for people in the Ogden area (age 30-50) of mental and physical benefits of Bikram yoga by 40% within 90 days.

Strategy 1

Create a custom rewards program for Bikram yoga Ogden.

Tactic 1

Utilizing Perkvilleville for the benefit of the client. Perkvilleville is an online service which allows local businesses to create a loyalty program. It is free to initially join and offers monthly subscription plans of \$45 per month. Utilizing Perkvilleville can be done by including an incentive program for customers’ referrals. Incentives can include a free water bottle or yoga mat.

Strategy 2

Encouraging current customers to promote Bikram Yoga Ogden through online reviews.

Tactic 1

Offer incentives for current customers to utilize online reviews such as Google and Yelp. Incentives can include free water bottles, a cold bottle of water, health snacks and hand towels.

Strategy 3

Special events to promote Bikram yoga’s mental/physical benefits

Tactic 1

30-day challenge. For every challenge completed, we will offer incentives and rewards such as stickers, medals, a recognition board at the studio, towels, water bottles and a plaques wall with pictures.

Tactic2

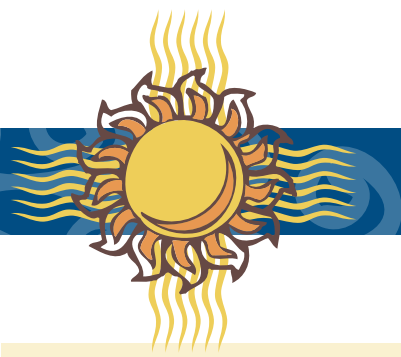
Sponsor and partner events

Idea1

Targeting centers in Ogden that primarily deal with children. This is to promote the physical benefits of Bikram Yoga among the youth of Ogden and to build a strong relationship between sponsors and partners. Centers that could be targeted for this relationship are the Community Center, Boys and Girls Club, YMCA, Big Brothers Big Sisters and lastly the Marshall White Center.

Idea2

Join downtown Ogden’s events. This is



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to become acquainted with the people of Ogden and the events that Ogden holds. Some examples of specific events would be the Farmers Market, Holiday events and local competitions (i.e. Bikram Yoga Ogden verses Bikram Yoga Salt Lake City).

Idea 3

Collaborating with local gyms, chiropractors and health food stores to build relationships and promote the benefits of Bikram Yoga Ogden. One way to utilize this is to offer free class passes as a trial class for the anniversary of Bikram Yoga Ogden's business.

Idea 4

Place brochures and flyers inside of gyms, chiropractors and physical therapists to increase the understanding of mental and physical benefits. These brochures are a key way to increase the customer rate for Bikram Yoga Ogden, as well as the customer rate for the gyms, chiropractors and physical therapists.

Tactic 3

Connect through Weber State University

Idea 1

Utilize Weber State University's Non Traditional Center, Women's Center, Alumni Center and Faculty newsletters. Promotional posters and advertisements for Bikram Yoga Ogden are to be placed inside of building centers as well as inside of the newsletters. Targeting these different centers is a way

to gain customers throughout Weber State University who would be able to fully utilize Bikram Yoga.

Idea 2

Wellness program promotion email to faculty and staff at Weber State University. The faculty and staff are rewarded monetarily by completing a certain amount of physical fitness, thus utilizing a promotion email of Bikram Yoga Ogden is effective.

Tactic 4

Implement yoga challenge events targeting college students that are set up and conducted by Bikram Yoga Ogden. Examples of yoga challenge events are 30-day challenge, 60-day challenge and 90-day challenge. Students are spotlighted and recognized for their work in these challenges.

Goal 3: Assisting owner and management of Bikram Yoga Ogden to improve their current social media communications.

Objective 1

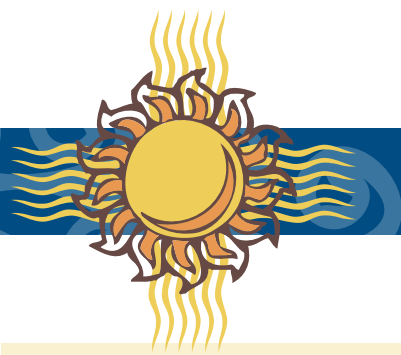
Develop Social Media outlets for Bikram Yoga utilizing Facebook and YouTube tools within 30 days.

Strategy 1

Modify BYO's current Facebook Page from a personal "friends" page to a public "likes" page and assist BYO in creating a You Tube page to gain subscribers.

Tactic 1

Announce to current Facebook "friends" of the change to a "like" page



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Tactic 2

Promote “new” page at studio

Rationale

In doing this, not only will long-term clients have access to the Facebook page, new and possible new clients interested Bikram Yoga and what it involves have easy access to the page as well.

Strategy 2

Assist BYO in creating a You Tube page to gain subscribers.

Tactic 1

Create a You Tube Bikram Yoga Ogden Channel for easy access to Bikram yoga Ogden videos

Rationale

Although the videos will be posted on Facebook, many followers like being able to see multiple videos in one location. This will attract more subscribers and in titling the videos correctly will assist in bringing viewers interested in yoga to the Bikram Yoga videos, someone who visits You Tube and is interested in Bikram Yoga.

Strategy 3

Set up an account such as Google Alerts or Followlike.net to follow all news about Bikram Yoga Ogden that is posted on the Internet and posts on their social media pages.

Tactic 1

Assist Bikram Yoga Ogden management with set up of accounts and tie them to their email for easy monitoring.

Rationale

This is important for two reasons. The first, the management of Bikram Yoga Ogden can share news about Bikram Yoga and Bikram Yoga Ogden. Secondly, in the event there is something that is posted that is negative in nature, then BYO can rectify a situation before it gets out of hand

Objective 2

Increase current customer Facebook likes by 100% within 120 days.

Strategy 1

Create Facebook content that connects with the fans of the page.

Tactic 1

Announce and follow promotions

Tactic 2

Follow the 30-Day Challenge Clients from start to finish by posting photos, videos and comments from student

Tactic 3

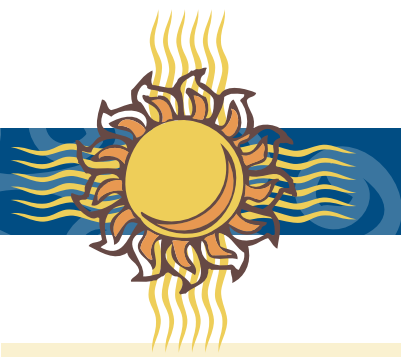
Announce Community Day – Prior to the first Saturday of every month post a reminder of the Community Day where Ogden locals can participate in Bikram Yoga for free.

Tactic 4

Encourage fans to post “Selfies” doing and mastering yoga poses or their yoga experiences.

Rationale

This will include information about Bikram Yoga Ogden, instructional posts from the



instructors, feature “Standout Students” and include informational videos. Also promote Bikram Yoga Ogden’s 30-day-challenges by posting student progress and follow them from the beginning, during the process, and after each student is finished. Most important though is ensuring that with the posts, they connect with the fans and ensure someone is monitoring the page to ensure fans comments are responded to and questions are answered.

Strategy 2

Create posting schedule for Facebook and You Tube

Tactic 1

Coordinate with Bikram Yoga Ogden as to their scheduled yoga events to ensure posts coordinate with those events

Tactic 2

Coordinate with Bikram Yoga Ogden as to their scheduled studio events to ensure posts coordinate with those events

Tactic 3

Add Birthdays of students to schedules to personalize the posts

Rationale

If the management of Bikram Yoga Ogden is interested we can educate them about the benefits of sites like Hoot Suite to assist them with Social Media posts. It is also possible to educate them to schedule posts from their Facebook page as well if they are interested.

Objective 3

Implement YouTube account achieving 500 views

from potential and current customers within 120 days.

Strategy 1

Create videos to engage a following and gain subscribers to the You Tube page to solicit subscribers from Facebook.

Tactic 1

Create a short series of video’s explaining Bikram Yoga, its benefits and Bikram Yoga Ogden.

Tactic 2

Create a virtual tour of Bikram Yoga Ogden explaining what Bikram Yoga is and introduce instructors so new fans understand the type of yoga and the benefits a person will receive while doing the yoga.

Tactic 3

Link You Tube Account to the Facebook Account.

Tactic 4

Submit posts per weekly posting schedule.

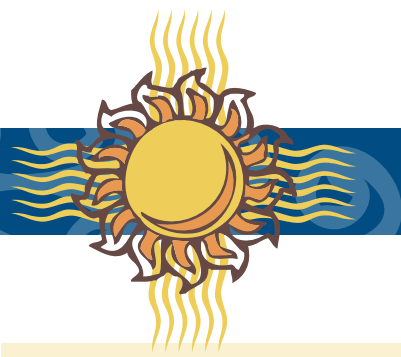
Key Messages

Primary

The mission of Bikram Yoga Ogden is to promote positive energy to the mind, body and soul. Only the best of certified instructors are at the teaching end to provide participants with enhanced self-awareness and improved self-esteem. Bikram Yoga Ogden is not your typical yoga shop, and thus is a place where happy meets healthy.

Secondary

Bikram Yoga Ogden promotes health and mental benefits, and enables its participants to focus their mind



Campaign Proposal

and control their breath. Every dollar spent is well worth it due to the many aches and pains that disappear because of the courage, discipline and commitment from practicing Bikram Yoga.

Through the Electronic Funds Transfer (EFT) clients are able to pay for their monthly services at a lower price point than if they paid in cash or by card. The EFT also allows for an enhanced ease of use for the clients in that they do not have to remember to pay each month.

The heat is enjoyable

Bikram Yoga is different than any other form of yoga in that it is practiced in 105 degree temperatures and 40% humidity over a 90 minute time period. Many potential yoga patrons view this as too hot and are immediately apprehensive to the experience. They believe they will sweat profusely and be uncomfortable during the entirety of the yoga session. In reality most Bikram Yoga participants enjoy the heat and claim that

it enhances their experience and that they are more flexible during the sessions.

Cost is low

The general perception of Bikram Yoga is that it is expensive and at a higher cost than other forms of yoga. In reality it has comparable costs to other yoga studios in the area. Bikram Yoga Ogden is also less expensive in comparison to other Bikram yoga studios in the state of Utah.

Fun and inviting atmosphere

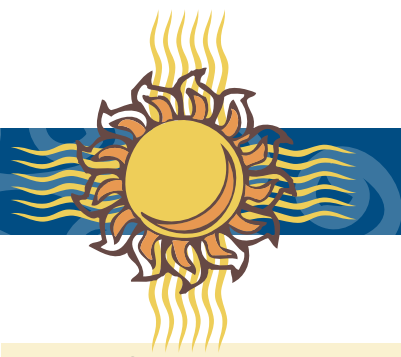
The atmosphere found at Bikram Yoga Ogden is relaxing and enjoyable, a place to meet new people and better yourself physically and mentally. Located in a quaint historic building above a coffee shop in downtown Ogden the atmosphere exudes mental serenity. The instructors are enjoyable and quick to learn your name. Every patron is treated as family and departs their session satisfied.



Campaign Proposal

Communication Timetable

Key Activities	Start	Days	End	Jan 6-12	Jan 13-19	Jan 20-26	Jan 26 - Feb 2	Feb 3-9	Feb 10-16	Feb 17-23	Feb 24 - Mar 2	Mar 3-9	Mar 10-16	Mar 17-23	Mar 24-30	Mar 31 - April 6
Increase EFT awareness of current customers	6-Jan	120	6-Apr													
Instructors announcements	6-Jan	120	6-Apr													
Create bulletin boards	6-Jan	7	12-Jan													
Bulletin boards	13-Jan	113	6-Apr													
Create posters	6-Jan	7	12-Jan													
Posters	13-Jan	113	6-Apr													
Create brochures	6-Jan	7	12-Jan													
Brochures that emphasize EFT benefits	13-Jan	113	6-Apr													
Create E-newsletters	6-Jan	7	12-Jan													
E-newsletter	26-Jan	21	30-Mar													
Evaluate current members on EFT	24-Feb	2	6-Apr													
Increase current members perception of EFT convenience	6-Jan	120	6-Apr													
Instructors announcements	6-Jan	120	6-Apr													
Bulletin boards	13-Jan	113	6-Apr													
Posters	13-Jan	113	6-Apr													
Brochures that emphasize EFT benefits	13-Jan	113	6-Apr													
E-newsletter	26-Jan	21	30-Mar													
Evaluate current perceptions of convenience	24-Feb	2	6-Apr													
Increase EFT sign-up rate	6-Jan	120	6-Apr													
Promote special events	26-Jan	42	9-Mar													
Promotional events to promote quarterly signups	10-Mar	1	10-Mar													
Reward customers who register for EFT	6-Jan	120	6-Apr													
Personal recognition from Bikram Yoga	26-Jan	21	30-Mar													
Evaluate sign up rate	26-Jan	3	30-Mar													
Increase awareness in Ogden area	6-Jan	120	6-Apr													
Create custom awards system	6-Jan	7	12-Jan													
encourage current customers to complete reviews	26-Jan	21	30-Mar													
Evaluate awareness levels	30-Mar	1	30-Mar													
Special Events	6-Jan	120	6-Apr													
30 day challenge	6-Jan	120	6-Apr													
Target youth clubs and organizations	3-Feb	14	23-Mar													
Participate in local events	20-Jan	5	6-Apr													
Collaborate with local gyms	26-Jan	70	6-Apr													
Place brochures and fliers at local professional offices	20-Jan	5	6-Apr													
Create brochures and fliers	6-Jan	7	12-Jan													
Connect with WSU faculty, staff and students	6-Jan	120	6-Apr													
Place brochures and fliers throughout campus	3-Feb	2	16-Mar													
Promote yoga competition event	3-Feb	49	23-Mar													
Create yoga competition for WSU students	25-Mar	1	25-Mar													
Utilize Facebook	6-Jan	120	6-Apr													
Modify current page from personal page to a public page	6-Jan	7	12-Jan													
Create content to connect with patrons	6-Jan	120	6-Apr													
Promote special events	3-Feb	63	23-Mar													
Encourage selfie picture posting	6-Jan	60	6-Apr													
Set up Hoot Suite account	6-Jan	1	12-Jan													
Responding to comments posted by followers	6-Jan	120	6-Apr													
Evaluate likes and engagement	6-Apr	1	6-Apr													
Set up Google Alert	6-Jan	7	12-Jan													
Check the google alerts	6-Jan	120	6-Apr													
Utilize YouTube	6-Jan	120	6-Apr													
Create a channel	6-Jan	7	12-Jan													
Link channel to Facebook page	6-Jan	1	6-Jan													
Create videos	26-Jan	21	30-Mar													
Post videos	3-Feb	3	6-Apr													
Evaluate views and subscribers	6-Apr	1	6-Apr													



Campaign Proposal

Budget

Goal 1: Increase Electronic Funds Transfer usage rate.

Objective 1

Increase EFT awareness of current members by 90% within 60 days.

- Bulletin Boards: \$100
- Posters: \$30
- Brochures: \$30
- Website redesign: \$700-\$1,000
- Total: \$860-\$1,160

Objective 2

Increase EFT sign up rate by 30% within 30 days.

- Incentive Gifts (on Premium Client price promotions): \$100
- Thank You cards: \$40
- Total: \$140

Goal 2: Increase awareness of Bikram yoga Ogden in the Ogden area (age 30-50)

Objective 1

Increase awareness for people in the Ogden area (age 30-50) of mental and physical benefits of Bikram yoga by 40% within 90 days.

- Perkville (\$45/Month x4 months): \$180
- Incentive Gifts (Online Reviews): \$100
- Incentive Gifts (Challenges Completed): \$150
- Downtown Ogden Special Events: \$300-\$500
- Posters and Advertisements via School Buildings and Emails: \$200
- Wellness Challenge Promotion Email Advertisements: \$200
- Total: \$1,130-\$1,330

Goal 3: Assisting owner and management of Bikram Yoga Ogden to improve their current social media communications.

Objective 1

Develop Social Media outlets for Bikram Yoga utilizing Facebook and YouTube tools within 30 days.

This objective is centered on Facebook and YouTube. No monetary cost.

Objective 2

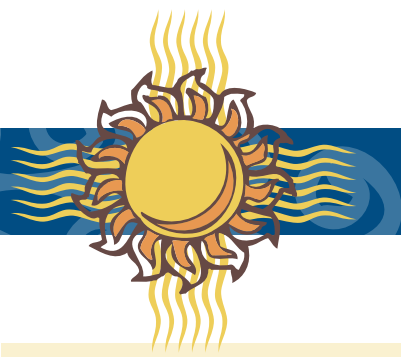
Increase current customer Facebook likes by 100% within 120 days.

- Camera (Facebook updates): \$30-\$80
- Video Recorder (Facebook updates): \$40-\$150
- Total: \$70-\$230

Objective 3

Implement YouTube account achieving 500 views from potential and current customers within 120 days.

- Video Recorder (if not purchased): \$40-\$150
- Total: \$40-\$150
- Total Potential Budget: \$2,200-\$3,010



Evaluation

Objective 1

Increase EFT Awareness by current members by 90% within 60 days

This can be evaluated in many different ways. The way this can be measured is by the amount of feedback given by their current customer base and by the amount of new clients that sign up for EFT as a new student based on the Point of Purchase (POP) materials that are placed in the studio and the website. Also by sending an email to the current customer base creating the awareness for EFT and creating it like an invitation with an RSVP attached could evaluate the success as well.

Objective 2

Increase EFT Sign up rate by 30% within 30 days

The evaluation of this objective will be as simple as tracking the amount of EFT users that have increased within the 30-day timeframe.

Objective 3

Increase awareness of Bikram Yoga in the Ogden area (age 30-50) of the health, mental, and physical benefits of Bikram Yoga by 40% within 90 days

The way this objective will be reached

can be done so in different ways is by tracking the amount of reviews on the sites that Bikram Yoga Ogden wants to follow.

Tracking the amount of people who use their rewards received in a Perkrville rewards programs, to the amount of people who participate and then become clients of Bikram Yoga Ogden after a sponsored event.

With the Sponsored events, it would be beneficial to Bikram Yoga Ogden to involve the media. In tracking this, many media outlets will allow a link on their social media page. If this can be worked out attaching a coupon that must be brought to the studio would be a simple way to track who's awareness was increased based on the media spot.

In Bikram Yoga Ogden's desire to connect with Weber State University, possibly he could partner with the WSU Wellness Program for staff and professors. In doing so they will not only bring in new clients, they as well as Weber State University will be tracking the amount of times they participate in the yoga experience.

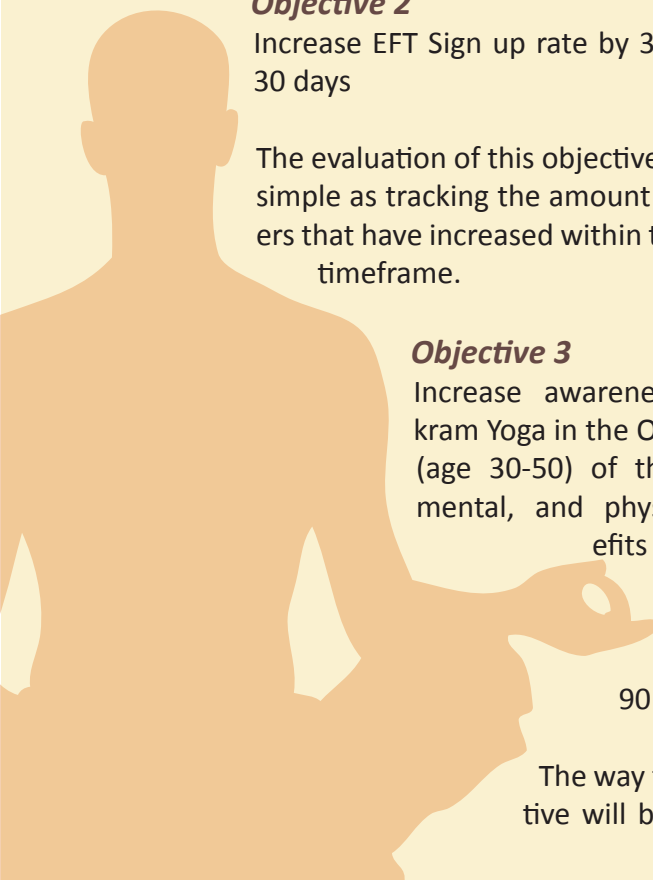
Objective 4

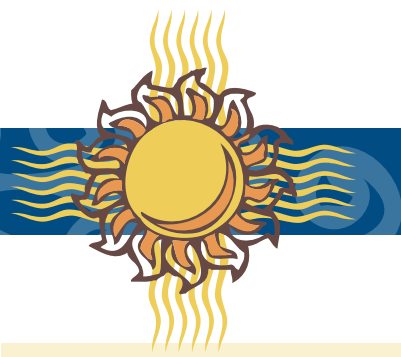
Develop Social Media Outlets for Bikram Yoga Ogden utilizing Facebook and You Tube tools within 30 days

This objective will not be evaluated like the others in the way that it is more of the implementing phase of the plan and not measurable in the way the other objectives are. The way this objective will be evaluated is by the Facebook page being changed and the Google Alert as well as the You Tube being created within the 30 day time frame.

Objective 5

Implement You Tube Account achieving 500 views





Campaign Proposal

from potential and current customers within 120 days

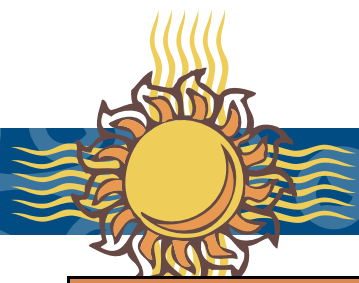
The way this objective will be evaluated is through the amount of subscriptions there are on You Tube. By checking the amount of subscribers in 60 days and then at the end of the 120 days as well. This will give Bikram Yoga Ogden the opportunity to adapt the plan if the amount of subscribers is not where it needs to be to achieve this objective.

Objective 6

Increase Current Facebook likes by 100% within 120 days

Looking at the Facebook analytics and simply watching the page will evaluate this objective. By making it a fan page the access will be easier as well. Furthermore by linking the two pages (Facebook and You Tube) will assist in achieving the goals within the objectives.

Another way to analyze these objectives is by the amount of likes, comments. And shares on the posts. The higher the numbers, the more likely the objective will be reached. Again the analytics that Facebook gives to the page will assist in telling Bikram Yoga Ogden what works for their page and what does not.



Campaign Proposal

Bikram Yoga Ogden Communication Snapshot

Use this table as a guide to plan your communications throughout the campaign.

What	Who/Target	Purpose	When/Frequency	Type/Methods
Emphasize EFTs	Current Customers	Increase awareness of EFT and Increase perception of EFT	Project Start	Bulletin boards, Posters, Brochures Instructors' announcements, E-newsletters, Facebook messages, the Website that delivers the key messages on EFT promotion
Preferred Client Promotion	Current Customers	Increase EFT Sign Up	Project Start	Rewarding customers with EFT by naming differently such as "preferred client". After sign up email, hand written Thank You card.
Monetary benefits to increase EFT sign up	Current Customers	Increase EFT Sign Up	Project Start	instructors Promote monthly sign ups. Buy 3 months of EFT usage and get one month free.
Rewards Program	People in Ogden Area (30-50)	Create a custom rewards program for Bikram yoga Ogden.	Project Start	Sign up and promote Perkiwille.
Online Reviews	People in Ogden Area (30-50), Current Customers	Increase Awareness of BYO	Late January	Offer incentives for current customers to utilize online reviews such as Google and Yelp. Incentives can include free water bottles, a cold bottle of water, health snacks and hand towels.
Promote Bikram Yoga's Benefits	People in Ogden Area (30-50)	Increase Awareness of BYO and Health and Physical Benefits	Project Start	30-day challenge, 60-day challenge, 90-day challenge, Sponsor and partner events , Connect through Weber State University.
Modify Current Facebook Page	Bikram Yoga Management	Gain more Likes and be visible.	Project Start	Announce to current Facebook "friends" of the change to a "like" page. Promote "new" page at studio.
Creating a YouTube Page	Bikram Yoga Management	Gain visibility and subscribers.	Project Start	Create a You Tube Bikram Yoga Ogden Channel for easy access to Bikram yoga Ogden videos
Google Alerts or Followlike.net	Bikram Yoga Management	To follow all news about Bikram Yoga Ogden.	Project Start	Bikram Yoga Ogden management with set up of accounts and tie them to their email for easy monitoring.
Facebook content that connects with the fans.	Bikram Yoga Management	Increase current customer Facebook likes by 100% within 120 days.	Throughout Campaign	Announce and follow promotions, Follow the 30-Day Challenge Clients posting photos, videos and comments from student, Announce Community Day, Encourage fans to post "Selfies"
Create posting schedule for Facebook and You Tube	Bikram Yoga Management	Increase current customer Facebook likes by 100% within 120 days.	Project Start	Scheduled yoga events, scheduled studio events, Birthdays of students.
Solicit Youtube Subscribers from Facebook	Bikram Yoga Management	Create videos to engage a following and gain subscribers.	Late January, Early February	short series of video's explaining Bikram Yoga, virtual tour of Bikram Yoga Ogden, Link You Tube Account to the Facebook Account, Submit posts per weekly posting schedule.



Bikram Yoga Ogden Survey

Please read this consent document carefully before you decide to participate in this study.

Bikram Yoga Ogden

The purpose of this research is to investigate the current business trends of Bikram Yoga Ogden.

You will be asked questions about your perceptions, attitudes and preferences about Bikram Yoga Ogden. Time required to complete the survey is about 10 minutes. We do not anticipate there will be any risks or direct benefits to you as a consequence of your decision to complete the survey.

No monetary compensation will be given on behalf of the experimenter for participating in this study. Every person's answer from this study will remain confidential. No names will be used in any part of the study. Your identity will be kept confidential to the extent provided by law.

Your participation in this study is entirely voluntary. There is no penalty for not participating. You can choose not to answer any question you do not wish to answer. Right to withdraw from the study: You have the right to withdraw from the study at anytime without consequence.

Whom to contact if you have questions about the study:

Principle Investigators: Camille Twitchell, Kirsten Stuart, Adrien Covington, Worthy Vieth, and Trevor Cahoon Supervisor: Yeonsoo Kim, Ph.D. Department of Communication, yeonsookim@weber.edu

I acknowledge that I have read and understood the above information.

Participant Signature: _____

1. How familiar are you with Bikram Yoga Ogden?

Never heard of it 1 --- 2 --- 3 --- 4 --- 5 Extremely familiar with it

2. If you've heard of Bikram Yoga Ogden before, how did you hear about Bikram Yoga Ogden? Please choose one.

- a. Signage
- b. Facebook/ Twitter/ Youtube etc.
- c. Friend and Family referral
- d. Coupon site (e.g. Groupon)
- e. Brochure, Flyers etc.
- f. Others (please specify)_____

3. What's your status with Bikram Yoga Ogden?

- a. Not a customer
- b. Former customer



- c. Current, new customer
- d. Current, loyal Customer

4. What is your perception of Bikram Yoga in general?

- a. Yoga is mainly dominated by female participants.
Strongly disagree 1 – 2 – 3 – 4 – 5 Strongly agree
- b. The clothing required makes me uncomfortable.
Strongly disagree 1 – 2 – 3 – 4 – 5 Strongly agree
- c. Bikram Yoga is too difficult to participate in.
Strongly disagree 1 – 2 – 3 – 4 – 5 Strongly agree
- d. I don't want to work out in the heat.
Strongly disagree 1 – 2 – 3 – 4 – 5 Strongly agree
- e. You need to be fit in order to do yoga.
Strongly disagree 1 – 2 – 3 – 4 – 5 Strongly agree

5. What do you think of the class length of 90 minutes in a yoga facility?

Way too long 1 – 2 – 3 – 4 – 5 Way too Short

6. On a scale from 1 to 5, how strongly do you agree or disagree with the following statements?

- a. I would like to see a variety of options in terms of class length (e.g., 45, 60, 90 mins).
Strongly disagree 1 – 2 – 3 – 4 – 5 Strongly agree
- b. I would like class length to be based upon how I am feeling physically or emotionally on a given day.
Strongly disagree 1 – 2 – 3 – 4 – 5 Strongly agree
- c. I would like to have some flexibility in terms of choosing class length.
Strongly disagree 1 – 2 – 3 – 4 – 5 Strongly agree

7. What length of class(es) would you like to see offered? _____ min Long

8. On a scale from 1 to 5, how important are the following factors when choosing a yoga facility?

- | | | | |
|------------------------|----------------------|-------------------|---------------------|
| Variety of class times | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Cost | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Class length | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Location of studio | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Instructors | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Atmosphere | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Health Benefit | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Mental Benefits | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Options of difficulty | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Facility | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| New member specials | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |
| Monthly promotions | Not important at all | 1 – 2 – 3 – 4 – 5 | Extremely important |



Appendix 1

9. What communication channels would you prefer to use to receive messages from Bikram Yoga Ogden?

- Facebook
- Twitter
- Bikram Yoga website
- Bikram Yoga blog
- Bi-weekly or Monthly e-news letters via email
- Others (specify _____)

10. What are the messages that you would like to receive from Bikram Yoga?

- Success stories / Other members' stories
- Health or mental benefits of yoga
- Specials/ promotions
- Tips yoga practice /Healthy eating
- Events
- Others (specify _____)

11. One of the packages offered at Bikram Yoga Ogden is an Introductory \$39.00 package for an unlimited first month. Once this month/package is complete, the price of \$110.00 (\$80.00 for a student) for an unlimited month is then available. How likely would you be to continue with Bikram Yoga Ogden after this Introductory package is completed?

Not Likely at all 1.....2.....3.....4.....5 Extremely Likely N/A

If your answer was 1 or 2, what would be the reasonable price for you to continue with Bikram Yoga? _____ dollars for an unlimited month

12. How likely are you to join or return Bikram Yoga Ogden in the near future?

Not likely at all 1 – 2 – 3 – 4 – 5 Extremely likely

13. Are you Male or Female? (Please Circle)

14. What is your age? _____ years old

15. What is your occupation? _____

16. What is your city/zip code _____

17. What is your approximate household annual income

- a. \$0 - \$20,000
- b. \$20,001 - \$40,000
- c. \$40,001 - \$60,000

d. \$60,001 - \$80,000

e. \$80,001 - \$100,000

f. \$100,001 +



Focus Groups

Overview and Purpose

The purpose of this assessment was to try and figure out what customers were happy with and what they wanted to see changing. They can provide excellent ideas, and they are at the root of the business and thus they provided a great way to meet all of the customer's needs. A few of the areas we wanted to know were suggestions for improving the business, feelings on length of classes, if there was a stereotype, and obstacles from continuing.

Process and Methods

Three of us in the group conducted the interviews. They took place at the Bikram Yoga Ogden location on 25th street, and each was after the finishing of a class. The participants were all eager to help us out and gave their input thoroughly.

Participants

Overall, 6 people were interviewed for this process. They are as follows: one of the instructors, three new students, and two students who have been going for a number of years. Five participants were women and one was male. None of those interviewed were education students.

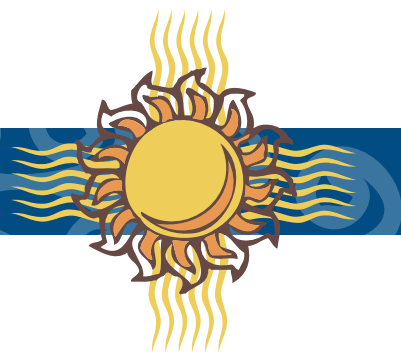
Summary of findings

The instructor gave some valuable insight as one who is connected to the business. She discussed the community feeling that exists within the business and how much she cares about the growth of the people practicing yoga. She spoke of the need to demonstrate the benefits of Bikram Yoga to people so they understand it's not just about contorting your body but balancing your life. It was expressed that Bikram Yoga is not for those in great shape, it is for those who need change in their lives. She discussed how she wished that the pricing structure was cheap and it worked off a donation system being able to bring this type of yoga to the masses.

Overall, there were very little complaints. All of the new students and one of the seasoned students discussed the pricing options and wished they were a little lower. Word of mouth recommendations were the biggest factor in bringing in these students. They were all very satisfied with their experiences here, and noticed the health benefits. All who participated thought the length of classes were not an issue at all. They all agreed that the way the instructors made them feel was a huge factor in bringing them all back. The instructors made them feel great, and did not look down on a participant in any way. There was nothing negative associated with the yoga stereotype in all of our participants.

The only obstacles that were mentioned in returning to Bikram Yoga Ogden was if an injury of some sort were suffered or moved to a different city. Another influence was if the teachers started going downhill in the teaching style.

Some ideas mentioned were a babysitting service to make it easier for those who have children to come more often, a word-of-mouth promotion to bring more customers in and more locations.



Limitations

Some limitations to the assessment are that the instructor may have been a little too close to the business to provide many workable suggestions. Also, because the new students were on a special promotion two out of the three could not comment on the traditional pricing structure. All who were interviewed were currently in the program it was a more favorable interview, this could cause some skewed perceptions.

Discussion and Implications

Overall, the findings all followed the same pattern. All were satisfied for what Bikram Yoga was doing for them and thought that the class length was a small sacrifice for what the results were. We thought prior to conducting these interviews that the stereotype that only women or health-conscious people do yoga was not a factor what so ever here. With this information that we now have, we will figure our survey questions. We now have a better understanding of what the yoga customer wants and feels.

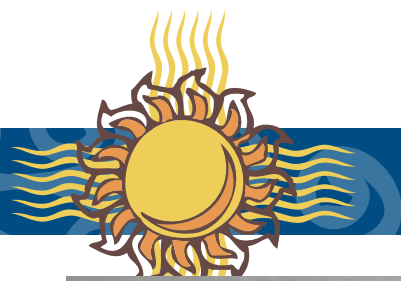
Recommendations and Action Items

After these interviews, full in-depth surveys will be conducted to pinpoint if the opinions and beliefs expressed here cover the vast majority of the target customers. We will be surveying over 200 people, Weber State students and non Weber State students, as well as some people who are not attending Weber State.

Appendices

The focus group questions are as follows:

1. What made you decide to do Bikram Yoga?
2. What would be considered the perfect Bikram Yoga experience?
3. In what way did you learn about Bikram Yoga Ogden?
4. What factors do you consider important in continuing with Bikram Yoga Ogden?
5. How do you feel about the class pricing structure and its options?
6. How do you feel about the length of the class?
7. What is it you enjoy about Bikram Yoga Ogden?
8. What influence do others have on you with regards to your decisions to do Bikram Yoga?
9. Are there any obstacles that will stop you from continuing classes at Bikram Yoga Ogden?
10. What ideas do you have to make Bikram Yoga Ogden more appealing to the Non-Yoga user?



Bikram Yoga | Ogden

Preferred Client



Benefits Include

- Free EFT Payments
- Quarterly Free Guest Pass
- Free Gift on Sign Up
- Anniversary Promotion
- Unlimited Classes

All offers are subject to the approval of Bikram Yoga Ogden. To participate in the Preferred Client program you must enroll in EFT payments. Price is subject to change on monthly usage rates. Guest Passes must be used within the quarter that it is issued. Client must renew annually.

Preferred Client Poster

Bikram Yoga | Ogden



Preferred Client

Guest Pass

Must have a current Preferred Client present to use Guest Pass. Valid through _____

Preferred Client Guest Pass



Facebook Timeline Photo/Ad



Facebook Profile Picture



Facebook Banner



Yoga in the Park Poster

