



# MODULE 11

## About Marketing

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# About Marketing

Having perfected your poses and set your goals, the next challenge you face is acquiring customers.

Let's delve into effective marketing strategies to captivate potential clients and build a loyal customer base.

## Marketing Strategies for Beginner Face Lift Yoga Instructors

### 1. Social Media Presence:

- Create and maintain active social media profiles on platforms like Instagram, Facebook, and YouTube.
- Share regular updates, instructional videos, and client testimonials to engage with your audience.

### 2. Website and Blog:

- Launch a professional website with a blog.
- Post articles about Face Lift Yoga benefits, techniques, and success stories to improve your SEO rankings and attract organic traffic.

### 3. Free Workshops or Classes:

- Offer free introductory classes or workshops online or in your local community.
- Give potential clients a taste of what they can expect from your full sessions.

### 4. Email Marketing:

- Collect email addresses from your website visitors and social media followers.
- Send out newsletters with valuable content, class schedules, and special offers to keep your audience engaged.

### 5. Networking:

- Attend or participate in relevant wellness and fitness events, workshops, and seminars.
- Network with potential clients and other professionals in the industry.

### 6. Referral Programs:

Encourage your existing clients to refer new clients by offering them incentives, such as discounts on future classes or free private sessions.



## **7. Collaborations:**

- Partner with local businesses, wellness blogs, or other instructors to offer joint packages or content.
- Introduce your services to a wider audience.

## **8. Client Reviews:**

- Encourage satisfied clients to leave positive reviews on your website, social media profiles, or Google My Business listing.
- Positive reviews can significantly boost your credibility and attract new clients.

## **9. Content Marketing:**

- Create and share valuable content related to Face Lift Yoga.
- Cover topics such as the science behind it, benefits, client stories, and practical tips.
- Establish yourself as an authority in the field.





# Shorts Video Contents Creation Plan

Creating short video content is the key to capturing your audience's attention and effectively conveying your Face Lift Yoga.

In this plan, we will explore practical strategies to use Instagram to build a deep connection with your audience and enhance your presence in the digital realm.

Let's take a closer look at the steps to take from start to success.

## Account Setup and Initial Configuration

- 1. Account Creation:** Start by creating an Instagram account and selecting a profile picture that represents Face Lift Yoga. It's recommended to use a high-quality photo where your face is easily recognizable. Photos capturing Face Lift Yoga poses or your face with hands gently placed are ideal.
- 2. Account Name:** Set your account name in the format of "faceliftyoga\_ (your name)." Using the keyword "Facelift" can attract more viewers, as it is a popular term on platforms like Instagram and YouTube.
- 3. Profile Description:** Craft an engaging profile description that resonates with your audience. Clearly mention your motto, the services you offer, and any upcoming events.
- 4. Link Utilization:** Include a direct link to your products or services in your profile, making it easy for viewers to access them.

## Marketing Strategy

- 1. Initial Investment:** Invest in necessary equipment like cameras and lighting to prepare for creating high-quality content.
- 2. Competitor Analysis:** Conduct detailed research on other professionals in the health and beauty industry, especially those specializing in facial and skincare, to understand successful cases and the latest trends.
- 3. Persona Setting:** Clearly define your target audience and consider what kind of students you want to attract.
- 4. Algorithm Mastery:** Comprehending Algorithms Research when your target audience in specific countries is most active on Instagram. Use surveys and other tools to identify the optimal timing for your posts.



- 5. Utilizing Hashtags:** It is highly recommended to include the following hashtags in your posts: *#faceliftyoga #facelift #facial #selfcare #antiaging*. These hashtags are very effective in attracting viewers.
- 6. Captivating Captions:** Develop engaging captions using a storytelling format to grab the audience's attention.

## Content Creation and Distribution

- 1. Posting Frequency:** Aim for a minimum of three posts per week, adjusting based on your motivation and lifestyle. Regular posting helps increase followers.
- 2. Content Variety:** Produce and share high-quality photos and short reel videos related to Face Lift Yoga.
- 3. Editing and Creativity:** Initially, you may not need to hire a professional editor. Edit your content yourself, choose readable fonts, and add subtitles if necessary. Use popular music approved for Instagram and TikTok, keeping in mind that YouTube has strict rules regarding popular music.

## Keys to Success

- 1. Empathy with Viewers:** Always prioritize the needs of your viewers and provide the information they seek.
- 2. Differentiation:** Utilize your unique strengths found through self-analysis to differentiate yourself from other instructors.
- 3. Flexibility:** If you're not seeing the desired effects, view it as an opportunity to reassess and improve your strategy.

## Beginner-Friendly Reels Video Plan

- 1. Video Quality:** Always strive for high-quality videos. Ensure your face is centered in the frame, and choose angles that are either head-on or slightly from above. Shoot in well-lit environments rather than dim settings.
- 2. Smiles and Approachability:** Maintain a friendly and approachable demeanor with a constant smile. Encourage viewers to find you amiable, piquing their interest and keeping them engaged.
- 3. Clear Titles:** Include keywords in the titles of each video to ensure viewers understand the content immediately. Clarity from the start can captivate their interest.



- 4. Utilize Before-and-After Images:** Incorporate before-and-after images of yourself or clients in your posts to enhance credibility and showcase the transformations.
- 5. Simple Fonts and Beginner-Friendly Content:** Use easily readable fonts and convey your content in a beginner-friendly manner. Avoid complex language or concepts to appeal to a wide audience.
- 6. Music and Movement:** Consider syncing your exercises with music, but ensure that lessons proceed at a slow and steady pace. Maintain clarity in your captions about this.
- 7. Titles and Thumbnails:** Provide clear titles for each video and set custom thumbnails that instantly convey the content to viewers.
- 8. Consistency:** Maintain consistency by using the same background colors and fonts across all your videos. This helps viewers quickly understand the focus of your account.
- 9. Post:** Finally, share your content! Prioritize communication with your audience and foster growth.



# Approach to Engage with Your Audience:

Engaging with your audience effectively on social media, especially as a Face Lift Yoga teacher, involves a thoughtful approach and a keen understanding of your viewers' needs and preferences.

In this guide, we will explore practical strategies for building a strong online presence, fostering genuine connections, and differentiating yourself in the digital landscape.

Whether you're just starting or looking to enhance your engagement, these insights will help you create a meaningful and lasting relationship with your audience.

## Prioritizing Communication

- **How to Engage with Your Audience:** Actively respond to comments and messages, fostering dialogue with your audience.
- **Considerations:** Address questions and feedback sincerely, expressing gratitude for engagement.

## Projecting Approachability

- **How to Engage with Your Audience:** Maintain a natural and approachable demeanor, bridging the gap with your viewers.
- **Considerations:** Suppress Ego - Avoid self-promotion or showcasing ego; instead, focus on the needs and interests of your viewers. Prioritize the audience's interests.

## Providing Value

- **How to Engage with Your Audience:** Regularly share helpful information and tips, delivering value to your audience.
- **Considerations:** Valuable Paid Content - Consider providing advanced information, individual guidance, or specialized advice as paid offerings. Offer viewers the value of in-depth learning and experiences.



## Utilizing User-Generated Content

- **How to Engage with Your Audience:** Actively share posts and experiences from your viewers, enhancing a sense of community.
- **Considerations:** Building a Community – Nurture a sense of community by engaging with your followers. Respect their opinions and experiences, fostering empathy.

## Hosting Live Streaming and Q&A Sessions

- **How to Engage with Your Audience:** Conduct regular live events to deepen direct communication.
- **Considerations:** Individualized Approach – Address individual viewer needs and questions, offering personalized care and support. Personalized interactions and customized services enhance customer satisfaction.

## Respecting Privacy and Building Trust

- **How to Engage with Your Audience:** Safeguard personal information and privacy, emphasizing trustworthiness.
- **Considerations:** Transparency and Authenticity – Maintain honesty and transparency when sharing information about your services or content. Clear information prevents misunderstandings.

## Valuing Follower Input

- **How to Engage with Your Audience:** Incorporate feedback and suggestions, striving for content and service improvement.
- **Considerations:** Fair Pricing – Set prices for paid content or services within a competitive range, aiming to provide viewers with fair value.

## Long-Term Perspective

- **How to Engage with Your Audience:** Focus on building long-term relationships rather than solely pursuing rapid growth or immediate profits. Emphasize sustainable value delivery.
- **Considerations:** Accepting Feedback – Welcome feedback from viewers and use it for improving your content and services. Display a commitment to growth and evolution.



# Let's Post Face Lift Yoga Videos!

Ready to apply what you've learned about Face Lift Yoga videos? It's time to put your knowledge into action by posting the following videos.

You can even challenge yourself with live streaming! When viewers see you in action, they'll connect with you even more.

Here are the proposed video contents:

## Video Title: "What is Face Lift Yoga?"

- **What is Face Lift Yoga?** Deliver a brief explanation highlighting the fact that there are approximately 60 facial muscles that can change and need care!
- Declare your intention to post various related content in the future.

## Video Title: "Glowing Cheek Lift Pose"

- Demonstrate a pose aimed at lifting your cheeks.
- Provide a concise explanation of the pose's benefits and how to practice it.

## Video Title: "Banish Under-Eye Bags Pose"

- Demonstrate a pose that helps reduce under-eye bags.
- Explain the specific steps and key points of the pose.
- Share information about the effectiveness of reducing under-eye bags.

## Video Title: "Top 5 Key Points of Face Lift Yoga"

- Introduce the 5 essential key points for successful Face Lift Yoga.
- Provide explanations for each key point and why they are crucial.

## Video Title: "Glowing Balloon Pose"

- Demonstrate the 'Glowing Balloon Pose,' which enhances skin radiance.
- Explain the pose's features and its effects on the skin.



## Video Title: “How to Perform Temple Massage”

- Perform a demonstration of temple massage techniques.
- Share information about the impact of temple massage on facial lift.

## LIVE Title: “15mins Live: Eliminate Double Chin!”

- Introduce a method to eliminate double chin in a short time.
- Demonstrate the “**Sky Kiss**”, “**Chin Massage**” and “**Tongue Extend**” exercises and explain their effects.

