



# heartthread yoga

RELAX - WONDER - BALANCE - PLAY



park  
PUBLIC RELATIONS

# park

## PUBLIC RELATIONS

---



Sarah Lombard  
slombar1@ithaca.edu



Lauren Ryan  
lryan2@ithaca.edu



Trevor LaRose  
tlarose@ithaca.edu



Corey Torres  
ctorres1@ithaca.edu

---

# Table of Contents



Executive Summary .....	4
Introduction .....	5
SWOT Analysis .....	6
Target Market Profiles .....	7
Tactics .....	8
Message .....	9
Social Media Plan .....	10
Weekly Email Newsletter .....	12
Business Cards .....	13
Community Outreach .....	14
Press Kit .....	17
Recommendations .....	24
Social Media Recommendations .....	25
Social Media Engagement Tips .....	25
Hootsuite .....	26
Tips on Promoting Facebook Posts .....	27
Recommendations for Social Media Upkeep .....	27
Recommendations for Older Target Market .....	28
Inspiration for Brochure .....	28

# Executive Summary



Dear Rachel,

It has been an immense pleasure working with you this semester. In working with you, we have had the opportunity to learn more about you and your vivacious personality, the business that you built with your own two hands, Heart Thread Yoga, and the yoga practices that you have employed.

We see how much Heart Thread Yoga means to you, and as a team, that made us incredibly excited to work with you. It is our sincere hope that our public relations plan will help you continue to grow your business.

In this binder you will find all of the tactics that we have either implemented or that we are recommending to you. We believe that these strategies can help Heart Thread Yoga excel in many areas, and we hope you agree.

If you have any questions regarding anything that you find in this book or anything that we've previously discussed, please feel free to contact us. Thank you so much for being our client this semester!

Sincerely,  
The Park PR Team



# Introduction

Rachel began her yoga career during her time in undergraduate studies. After exploring many different styles of yoga with many different teachers, she discovered a true passion for Vinyasa. She received her 200 hour certification in January 2011 and has been teaching yoga ever since. In May 2013, Rachel continued her studies at Integral Yoga Institute and received her 85 hour Prenatal Yoga certification. With great support from the community, she became inspired to create Heart Thread Yoga in May 2014.

Rachel seeks to create a nurturing environment where students can learn and practice yoga in a caring and accessible way. Her classes are often filled with funny quips, laughter, hard work, and great music. Her goal is to create a space where all of her participants feel comfortable.



# SWOT Analysis



## Strengths:

- Connections all around the world
- Many loyal clients
- Positive reputation

## Weaknesses:

- Inconsistent IMC message
- Difficulty managing several social media accounts

## Opportunities:

- Create better awareness on social media
- Develop consistent brand image

## Threats:

- Retreats are costly
- One instructor to organize every event
- Other well known retreat competition



# Target Market Profiles



## Sam Jones

Sam Jones is a 26 year old graduate student studying physical therapy. She started practicing yoga during her undergraduate years. Sam considers herself to be a hard worker and uses yoga as a means of relaxation. She enjoys taking classes a couple of times a week. She is also very conscious of maintaining a healthy diet, as she enjoys living a healthy lifestyle. She is constantly on social media looking for Instagram accounts about healthy lifestyles to find her next favorite vegan recipe.



## Victoria Hessling

This is Victoria Hessling. She is a 48 year old woman who is an avid yogi and traveler. She enjoys seeing new places and practicing yoga in different environments. When she's not in a yoga studio or embarking on her next adventure, she is working as an administrative assistant at the Cayuga Medical Center. Victoria loves to travel and is very interested in participating in yoga retreats as her steady job makes it possible for her to afford the trip.

# Tactics



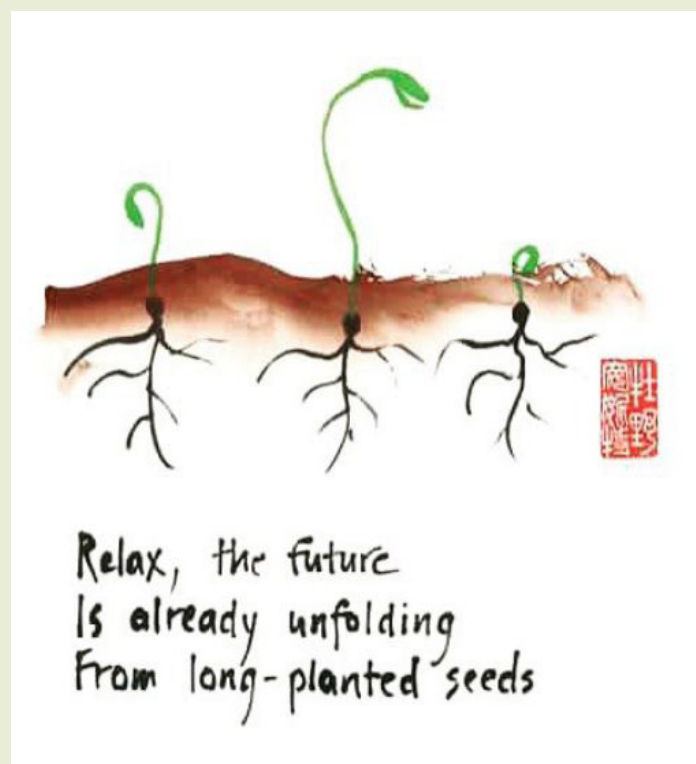


# Message

## “Plant the seed and let it grow”

For Heart Thread Yoga, we are looking to build a consistent IMC message. This message, as inspired by Rachel, is “plant the seed and let it grow.” Beginning every Monday, you can introduce your theme, otherwise known as the seed, for the week via social media and email. Using the social media campaign schedule, you can incorporate this theme/seed in all of your social media posts across all channels. Our hope is that viewers will become interested and engaged because they will get to watch this idea grow throughout the week and will be inspired. You can design a graphic to depict the growing seed for each post. Not only does the seed grow, but we also want readers to feel like they are growing as well throughout the week. All of these posts on Instagram, Facebook, and other forms of communication will eventually lead followers to your blog post on Sunday, which is when you will write a comprehensive blog post on the theme of that week.

Inspiration for message:



# Social Media Plan

This is an integrated marketing campaign with themes and ideas that will be posted throughout the week on Twitter, Facebook, and Instagram designed to encourage and inspire followers. We want this blog outreach effort to encourage followers on Heart Thread Yoga's social media accounts. We have designed daily themes to keep consistent engagement for Heart Thread Yoga. Every week on Thursday Rachel will write her posts for each day and schedule them on hootsuite.

## Monday- Mindful Monday

- Start off the week by planting a seed of mindfulness by sharing a mindful or motivational quote posted across social media platforms. This will serve as the basis for the week's theme of posts. The quote will give readers a chance to return to the present as well as inspire viewers to better themselves. It will start as a seed and grow throughout the week just as viewers themselves will grow emotionally throughout the week.

## Tuesday- Twist into Tuesday

- Suggest a new pose to followers as either a beginner pose to get you to return to yourself and the present and get you in a peaceful mindset, or something to challenge them with a pose they can work on throughout the day or week and improve upon as they improve themselves.
- Rachel will showcase a new video every Tuesday on her social media of her practicing a certain technique.
- Work on techniques to help improve yourself, your form, and your own attitude to yourself and your practice. If you are struggling, just remember to breathe and stay positive.

## Wednesday- Wake up Wednesday (rebirth)

- You can use this day to post stories or examples of how yoga and cultivating a positive state of mind can lead to actual changes in a person's life. This is a video documenting exactly that: how the power of yoga and meditation can make a change in the lives of people facing serious adversity.

## Thursday-Thankful/Thoughtful

- This could be an opportunity to ask followers a question either for them to respond to or simply think about and get them to reflect. "What is something you could do to better yourself today?" This engages followers and offers them something to think about that can spread to other aspects of their day.
- Example posts across social media platforms: "Good morning everyone! Today offers you opportunity to improve yourself and find something positive about yourself and the world around you. Think about this as you go about your day, 'What is something that made you smile today? What could you do to make someone else smile?' Have a good day and remember to stay positive."

## Friday- Free yourself friday

- You could use this day to share something fun that your followers could do such as an event going on or a class being taught that they could attend either that day or over the weekend, or something you plan on attending yourself. This is a chance to share something with your followers that will get them excited for the weekend and thinking forward about their futures. They can use their mindfulness that they have been developing through the week to fully experience something new or different with themselves or a group of friends.

## Saturday- Self Reflection Saturday

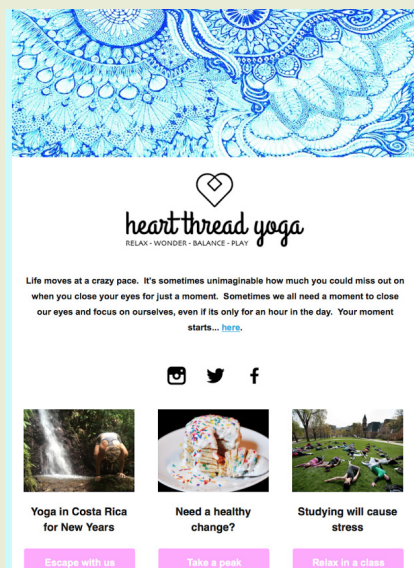
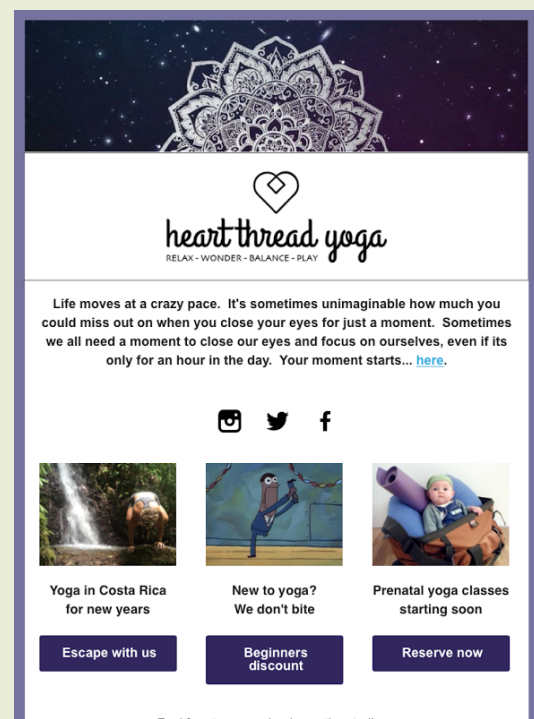
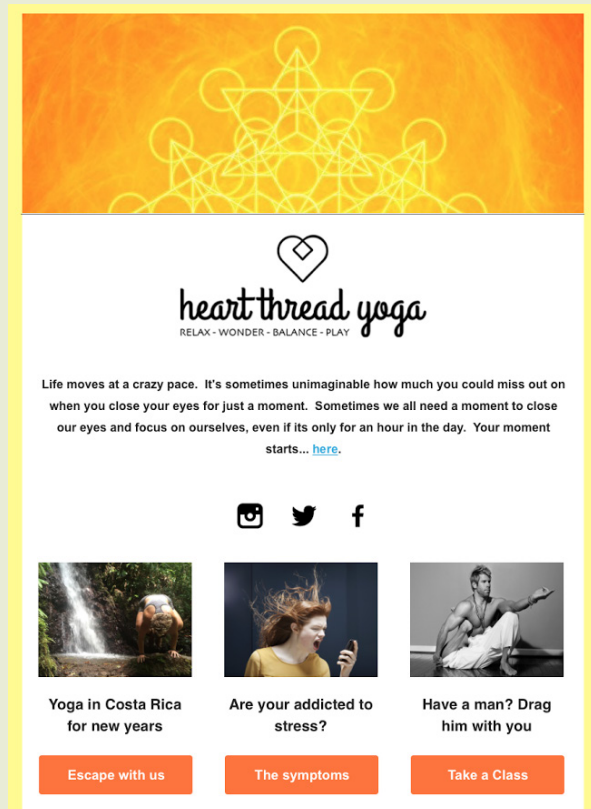
- On this day, this is where the week culminates into a full-grown flower that we have been growing throughout the week. By posting a full blog post reflecting upon the week gives followers a chance to see how this philosophy of growing oneself throughout the week and offers a chance for personal reflection and for followers to engage and reflect upon themselves. You can use this opportunity to ask followers how they have changed themselves throughout the week and what they still hope to work on. This could be reinforced with a quote geared towards self-reflection encouraging followers to share their own progress or what they're working on.

## Sunday- Saucy Sunday

- Sunday is traditionally a day for family and friends coming together and reflecting on the week before recharging for the week ahead. Since Sunday is a day about fostering the important connections in one's life, we wanted to give viewers a chance to connect with one another and show off the things and people that are important to them. To start that conversation, Rachel can post what she's doing on Sunday and use #SaucySunday and ask her followers what their Sunday plans look like.

# Weekly Email Newsletter

This weekly newsletter is to set the tone for the week ahead. We want readers to receive an E-newsletter that is a teaser of the blog post on the Heart Thread Yoga website. By sending out a blast email to clients and fellow yoga businesses, we can optimize awareness for Heart Thread Yoga as well as help spread word of mouth to advertise the developed blog. While creating the new email template, we kept the old newsletter in mind and figured out the best ways to revamp it. We cut down a lot of the text, so people would be more inclined to read the content, simplified the colors and added appropriate tags for Heart Thread Yoga social media and website.



# Business Cards

We launched a print campaign designed to set Heart Thread Yoga up with a set of printed business cards to be distributed throughout the year. To stand out from the standard, boring business cards seen again and again, we created this print material to be easily updated every week with a new color, theme, and quote pertaining to Rachel's ideology throughout the week. The colors are designed to flow from week to week resulting in a full, bright spectrum once the year is complete. The cards will be in the shape of a triangle/1"x 2" rectangle and will feature her logo, website, social media, and the above mentioned quotes. On this card, it was important to include a small section of open space allowing Rachel to write notes for her clients such as the name of her playlist for the class or the date and time of her next class.

Slide 1:



Slide 2:





# Community Outreach



In order to create more awareness for Heart Thread Yoga, as well as potentially gain more loyal and continuous customers to spread the word about her upcoming retreats, Rachel would like to start branching into the upstate New York area. To make this a reality, a list of like-minded yoga studios within roughly a two hour driving distance has been created. A press kit including information about Rachel and her yoga studio, her class schedule and upcoming retreats will be sent to these yoga studios to ask them if they would be interested in having Rachel teach a workshop at their studio. This venture will help Rachel network and hopefully grow her expanding client base. Below is the list of yoga studios that have been compiled:

O Yoga Studio  
1003 West Fayette Street, 5th floor  
Syracuse, NY  
315-314-7754  
info@theoyogastudio.com (Tiffany)  
<http://theoyogastudio.com>

Morningside Yoga  
1134 Westcott Street  
Syracuse, NY 13210  
315-428-1278  
<http://morningsideyoga.com>

Mama Birth Yoga  
406-570-3549  
Syracuse  
mamabirthyoga@gmail.com (Sarah Oakley)  
<http://www.mamabirthyoga.com>

Dharma Yoga  
101 1st Street #2  
Liverpool, NY 13088  
315-461-9642  
info@dharmayogasyracuse.com (Saraswati Om)  
<http://www.dharmayogasyracuse.com>

East Street Yoga  
315 Bridge Street  
Solvay, NY 13209  
315-685-9096  
judianskn@aol.com (Judiann Cesta)  
<http://www.eaststreetyoga.com>

Upstate Yoga Institute  
6843 East Genesee Street  
Fayetteville, NY 13066  
315-445-4894  
info@upstateyogainstitute.com  
<http://upstateyogainstitute.com>

Mandala Moon Yoga  
315-440-9125  
Dena@MandalaMoonYoga.com (Dena)  
<http://www.mandalamoonyoga.com>

TRU Yoga Rochester  
696 South Avenue  
Rochester, NY 14620  
585-568-7856  
TruYoga@gmail.com  
<http://www.truyogarochester.com>

Open Sky Yoga  
5 Arnold Park  
Rochester, NY 14607  
585-244-0782  
yogawave@rochester.rr.com  
<http://www.openskyyoga.com>

Atman Yoga Studio  
34 Elton Street, 3rd Floor  
Rochester, NY  
585-305-0406  
hfulchi@hotmail.com (Enrique Fuchi)  
<http://atmanyogastudio.com>

Modern Nature Bodywork (formerly Absolute Yoga & Wellness)  
520 Packett's Landing, Building C  
Fairport, NY 14450  
carriegaynor@absoluteyoga.org  
<http://www.absoluteyoga.org>

Sadhanaa Yoga  
80 Rockwood Place  
Rochester, NY 14610  
585-355-3884  
<http://www.sadhanaayoga.com>

Serenity Pilates & Yoga Studio  
227 Belmont Road  
Rochester, NY 14612  
585-224-6347  
serenitystudio.pilates@gmail.com (Deborah White)  
<http://www.serenitypilatesandyoga.com>

Molly's Yoga Corner  
713 Monroe Avenue  
Rochester, NY  
585-202-1347  
mhuffgroovy1961@gmail.com (Molly)  
<http://mollysyoga.com.arickeyes.com>

Bodhi Tree Yoga  
1694 Penfield Road  
Rochester, NY 14625  
585-355-2487  
bodhitreeyogainfo@gmail.com (Amy Jo Metzendorf & Cathy Dasson)  
<http://www.bodhitree-yoga.com>

Flower City Yoga  
2851 Clover Street Barn Bazaar, Upper Level  
Pittsford, NY 14534  
585-264-1166  
nora@flowercityyoga.com (Nora Doebrich)  
<http://www.flowercityyoga.com>

Pure & Simple Yoga  
75 East Court Street  
Cortland, NY 13045  
607-591-3766  
kim@pureandsimpleyoga.com (Kim Kelchner)  
<http://www.pureandsimpleyoga.com/>

Cortland Yoga Center  
37-39 Main Street, 2nd floor  
Cortland, NY 13045  
607-345-9642  
cortlandyoga@hotmail.com (Liane Bracciale)  
<http://www.cortlandyoga.com/>

Prana Moon Yoga  
1000 North Division Street  
Peekskill, NY  
845-528-0318  
ellen@pranamoonyoga.com (Ellen Forman)

Yoga Farm  
404 Conlon Road  
Lansing, NY 14882  
607-280-2010  
info@YogaFarm.us  
<http://yogafarm.us>

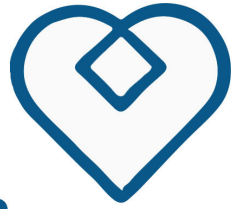
Victor Yoga Studio  
23 East Main Street, Suite B  
Victor, NY 14564  
585-732-5502  
info@victoryogastudio.com  
<http://victoryogastudio.blogspot.com>

Yoga & More  
139 Walnut Street  
Corning, NY 14830  
607-962-9642  
spirityoga@yahoo.com (Retha Cazel)  
<http://www.spirityoga.net/>

Peaceful Yoga  
210 North Jackson Avenue, 3rd Floor  
Endicott  
607-786-0523  
Peacefultyoga@aol.com (Michelle)  
<http://www.mypeacefultyoga.com/>

Solstice Yoga  
187 Massachusetts Avenue  
Johnson City, NY  
607-621-9467  
solsticeyoga.ny@gmail.com (Shannon O'Connor)  
<http://www.solsticeyoga.org/>

North Coast Yoga  
17 West Cayuga Street  
Oswego, NY 13126  
315-947-5595  
northcoastyoga@gmail.com (Linda Hjortshoj)  
<http://www.northcoastyoga.com/>



heart thread yoga

RELAX - WONDER - BALANCE - PLAY

## Press Kit



# Rachel VerValin

---



A life long athlete, Rachel originally came to the mat during her undergraduate years at Rochester Institute of Technology. With much practice of various styles and teachers, she found a love for Vinyasa. She received her 200hr certification in January 2011, and has been teaching ever since. In May 2013 Rachel furthered her studies at Integral Yoga Institute, where she received her 85hr Prenatal Yoga certification. In January 2013 Rachel led her first successful yoga retreat to Costa Rica, followed by another successful yoga retreat at LaTourelle in the Finger Lakes.

With the inspiration and support of her community, Rachel created her own immersive yoga retreat company, Heart Thread Yoga, in May 2014, and just returned from another successful retreat to Costa Rica in January 2015. Rachel is originally from upstate NY, and has lived all over the country (including Rochester, Baltimore, Dallas, and Brooklyn), and now resides in Ithaca, NY. She has two degrees from RIT (graphic design & interior design), and worked as a lead graphic designer for an architecture firm for about 5 years before finding her true calling as a yoga teacher.



# The Class Experience

Rachel loves the experience of sharing, learning, and growing along with her students. Her classes are often filled with funny quips, laughter, hard work, and great music. She (immensely!) enjoys creating a space where EVERYONE can feel comfortable practicing yoga asana, with the belief that a balanced body = a balanced life. Rachel currently teaches Vinyasa Flow, Foundations, Prenatal, and Rockin' Flow at Mighty Yoga, along with a Mommy + Me class at Fine Spirit Studio.

Through her classes and retreats Rachel promotes health and well-being by offering transformative experiences grounded in a holistic understanding of human wellness. She engages students who are looking for a dynamic way to explore their practice by providing personalized guidance in a supportive, relaxed and fun atmosphere.



# Workshops

---

## Happy Hips

---

This hip opening workshop is great for runners, athletes, and people that sit a lot! Taught in a flow style, with a focus on creating space within the pelvis, releasing muscle tension in the legs, and supporting the low back. Class is open to all levels of practice - please bring a bath towel to use for support in different postures (if blankets aren't available at studio).



## Hey There, Handstand!

---

For those wanting to approach handstand, or build their current handstand strength. We will learn different techniques utilizing the wall, props, and partner work, along with learning some strength building exercises to practice at home.



# Workshops

---



## Open Your Heart

---

A dynamic, powerful, magical, music filled class awaits you! Creating space along the spine, across the upper back, shoulders, and the heart center, the arc of class follows the beats of the music. Flowing from one pose to the next, participants are encouraged to truly let go into the movement of the moment, providing space for deeper exploration of their yoga practice - opening up the front side of the body and letting go of the "sitting all day on the computer" shoulder hunch! Ending with a juicy, deep, relaxing Savasana allows the benefits of the practice to truly sink in. Open to all levels.

## Finding the Flow

---

Breath + Body - integrating pranayama into the flow of class to take it to the next level. Have you ever wondered about the transitions in yoga class - how am I supposed to be breathing during x, y, or z pose, or what does it mean to "breathe deeply?" In this class we will explore the breath in different postures, along with discussing how the breath can enhance your experience, both on and off the yoga mat.



# Testimonials

"Rachel has a fantastic attitude, is always mixing up what the class is focused on, and puts together great playlists. Overall, her classes are challenging but fun, and both emotionally and physically refreshing."

"She's an amazing teacher, and I like how she modifies her classes based on what the students want to focus on that day."



"Rockin Flow was my favorite class because Rachel made it so fun, relaxing and enjoyable. She's such a vibrant person and it shows through her teaching."

"The level of difficulty is perfect, the music is good, and I like that every class is completely different from the last. There is always new and creative postures and flows."

# Contact



[heartthreadyoga@gmail.com](mailto:heartthreadyoga@gmail.com)



[@heartthreadyoga](https://www.instagram.com/heartthreadyoga)



[@HeartThreadYoga](https://twitter.com/HeartThreadYoga)



[Heart Thread Yoga](https://www.facebook.com/HeartThreadYoga)



[www.heartthreadyoga.com](http://www.heartthreadyoga.com)



# Recommendations



# Social Media Recommendations

The yoga community connects on many different social media platforms daily. One way to reach out to a targeted yoga community is through #YogaChat on Twitter. This chat occurs every other Friday at 1pm and is an excellent way to promote retreats as well as chat about all things health, philosophy and fitness with like-minded people in the industry. The chat is hosted by @ShareYoga.

In order to promote retreats to yoga practitioners there are a number of sites to post listings for the public to view. The first is [www.retreatnetwork.com](http://www.retreatnetwork.com). This site allows you to find & book yoga retreats, Yoga Teacher Training programs, meditation retreats, detox retreats, sacred journeys & other transformational getaways in Bali, Costa Rica, Mexico, Peru, Thailand, India, Europe and other locations all over the world. You can view other retreats in similar areas that you are exploring for your own retreats and compare costs and locations. Another website to advertise and learn about yoga retreats is <http://yogaretreatsonline.net/>. Another site we found to locate retreat centers, which could be helpful for future retreats, is <http://www.yogasite.com/retreat.htm>.

# Social Media Engagement Tips

Instead of focusing on gaining a huge audience for Heart Thread Yoga, we wanted to focus on cultivating a strong relationship with the social media fans you have right now. A good place to start is understanding when people are the most engaged on social media. In terms of when people are clicking on and sharing content on social media, for Facebook, the best time is Thursdays from 9am-12pm, for Twitter the best time is Fridays at 2pm-3pm and for Instagram, the day when users are most engaged is Sunday, typically around 5pm. Since we determined that your Twitter account is the least active, we believe that you should focus on heavily promoting your Twitter page through your other social media accounts. Once you find more people following and engaging with Heart Thread Yoga on Twitter, we recommend that you try to integrate images with your tweets whenever possible. According to research, tweets with an image are 9 times more likely to get retweeted.

# Hootsuite

Hootsuite helps to easily manage all of Rachel's social media accounts. The website is laid out so that posts can be made and sent out to all of Rachel's social media accounts, or even just one or two, depending on the post. Hootsuite helps by scheduling posts to any day and at any time, to Rachel's Twitter, Instagram and Facebook accounts. We logged into Rachel's Hootsuite account and created a mock post, so she can get a feel for how the program works.

Password: Anahata2014

HeartThreadYoga

Heart Thread Yoga

heartthreadyoga

Add social network

Use hashtags such as #twistintuesday to showcase the thought of the day.

Add a link...

**AutoSchedule** AutoSchedule your message for optimal impact.

-19

1841

2041

Clear Save AutoSchedule

Find profile...

HeartThreadYoga

Heart Thread Yoga

heartthreadyoga

Add social network

Write your post here to promote your blog post that will be posted on your website!  
Use hashtags such as #twistintuesday to showcase the thought of the day.

Add a link...

**AutoSchedule** AutoSchedule your message for optimal impact.

December 2015

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

2015-12-12

1 : 25 AM PM

☐ Email me when message is sent

Want to save time? Try the bulk message uploader

-19

1841

2041

Clear Save Schedule

Scheduled HeartThreadYoga

There are no messages scheduled for this network at this time.

Scheduled Heart Thread Yoga

Scheduled for 1:25pm, Jul 14, 2016 by Rachel VerValin

Heart Thread Yoga

1:25pm, Jul 14, 2016

Write your post here to promote your blog post that will be posted on your website! Use hashtags such as #twistintuesday to showcase the thought of the day.

Scheduled heartthreadyoga

Created by Rachel VerValin

Sending at 1:25pm, Jul 14, 2016

Write your post here to promote your blog post that will be posted on your website! Use hashtags such as #twistintuesday to showcase the thought of the day.

# Tips on Promoting Facebook Posts

Promoting your Facebook posts is a great way to promote your page to a specific target audience that you would like to reach. When you promote a post, Facebook will make that post pop up on other people's newsfeeds who may be interested in learning more about your page/organization.

1. Click the "Boost My Post" button near the bottom of the post
2. A box will pop up with a preview of the ad and options for the ad.
3. From the options of who you would like your post to reach, choose "people you choose through targeting", then you have the option of using the default audience provided or creating your own audience.
4. Next, choose your budget from the pull down menu under the "budget and duration" section. As you change the number, you will see the estimated reach will change.
5. Then, choose the duration of your ad. You can choose from 1, 7 or 14 days, or you can choose a date for the ad to run until.
6. Lastly, fill in your preferred payment method and information and click "Boost".

## Recommendations for Social Media Upkeep

### Student Internship

Construct a quick email that includes a little bit about Heart Thread Yoga and the tasks you are looking to be completed by an intern. Emphasize in the email that it is for credit only and possibly could be done remotely. Also, mention in the subject or body that you just finished working with students from the Public Relations Lab capstone. Send this email to Scott Hamula (Shamula@ithaca.edu). He forwards your email to every student in the Park school studying Integrated Marketing Communications, it is a great outlet to alert students of the internship opportunity.

# Recommendations for Older Target Market

After clients have booked a retreat with Rachel, we think it would be a good idea to send them direct mail welcoming them on their journey. The reason that we believe this tactic would be effective is because studies show that the target markets we have identified are most responsive to offers via direct mail, print and e-mail. Additionally, we would also recommend that you use recycled paper whenever possible when you are sending direct mail since we envision most of your target audience to be environmentally conscious.

Within the direct mail insert, you could include trip information such as: flight information, lodging information and a schedule of the major events in the format of a timeline. Below is potential inspiration that could be used for the direct mail insert. The first photograph demonstrates that this insert would be brochure style with several flaps that would open up to reveal one main concept/idea. The second photograph, more specifically the line bringing the viewer's eye from one page to the other shows aesthetically what we would want the direct mail insert to look like. Since the insert is supposed to be welcoming retreat participants on their journey, we decided that having a line, like the one seen in the second photograph, could outline their journey from start to finish.

## Inspiration for Brochure

