

New Venture Lab at Gonzaga University

Prepared For
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Anam Cara

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NewVentureLab

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INTRODUCTION

Purpose

Our primary purpose in collaborating with Anam Cara was to develop and implement strategies to significantly increase customer retention. Focused on understanding Anam Cara's market standing, customer preferences, and competitive landscape, our efforts were directed towards identifying the key drivers of customer loyalty. The aim was to enhance the membership program, optimize marketing strategies, and improve service offerings, all while aligning with Anam Cara's unique wellness philosophy. This approach was intended to not just attract new members, but crucially, to retain existing ones, thereby ensuring Anam Cara's long-term success.

Project Background

Anam Cara is a meditation studio located in downtown Spokane. They offer daily in-person meditation classes, one-on-one healing sessions, unique events, workshops, and training. Anam Cara's services are focused on nurturing the mind, body, and spirit through a variety of meditative practices and healing sessions.

SCOPE

The purpose of this document is to outline the services that the New Venture Lab (NVL) will provide for Anam Cara. Any action item in this document is subject to change with the approval of the NVL and Hannah Talbot. In the first phase of this project, the Anam Cara NVL team will work to understand Anam Cara's business practices and set goals. In the second phase, the team will brainstorm and research how to modify Anam Cara's membership program. In the third phase, the team will define and implement loyalty initiatives, including the new membership program.

Project Meetings/Updates Expectations:

1. Weekly Project Meetings
 - a. Fridays @ 12pm
2. Communication with Entrepreneur
3. Deliverable:
 - a. One bound Deliverable
 - b. 1 Executive Summary

The following lists details the deliverables that the NVL will provide for the Anam Cara, and the scope of work intended for this project:

Phase 1: Understanding the Current Situation

Week 1 - Customer Research and Market Analysis

- Perform market research to understand your target audience better.
- Collect feedback from existing customers regarding their experience.

Deliverable:

- Customer research report
- Market analysis report

Week 2 - Current Assessment and Goal Setting

- Conduct a comprehensive analysis of the current membership sign-up process.
- Define clear and measurable goals for membership growth.

Deliverable:

- Current assessment report
- Defined membership growth goals

Week 3 - Marketing Strategy Development

- Develop initial marketing strategies to address reasons for low sign-ups.
- Identify key platforms and methods for reaching your target audience.

Deliverable:

- Initial marketing strategies document
- Key platforms and methods recommendations

Phase 2: Gather Data and Refine Value Proposition & Services

Week 4 - Define Objectives, Revise Survey Questions, Competitor Analysis

- Discuss goals for Phase 2 of NVL and develop a plan to achieve these goals.
- Research and analyze local/national competitors in the meditation industry.
- Identify any successful customer retention strategies they employ.

Deliverable:

- A competitive analysis report highlighting best practices and areas for improvement.

Week 5 - Gather and Analyze Survey Data

- Review existing customer data and feedback from surveys to understand their needs, preferences, and pain points.
- Identify questions for the All-Members Survey to understand current customer behavior and identify potential reasons for low retention.

Deliverable:

- Finalized survey to send out to Anam Cara's customers.

Week 6 - Combine Data Findings and Begin Refining Value Proposition and Services

Objective: Refine the meditation center's offerings based on customer feedback and competitive analysis.

- Segment the data to identify different customer groups.
- Identify areas where the center can improve its services.
- Brainstorm potential new offerings or adjustments to the existing ones.

Deliverable:

- Customer feedback report summarizing current customer behavior and potential reasons for low retention.
- A list of recommended changes to the value proposition and services.

Phase 3: Define and Implement Loyalty Programs (Week 7-9)

Week 7 - Refine Loyalty Program(s)

- Create a membership program that meets the needs of most customers.
- Define each tier of the new membership in detail.

Deliverable:

- Service offering plan which includes key programs to implement.

Week 8 - Create Communication Plan

- Prepare to implement changes to the meditation center's offerings.
- Develop a communication plan with different email templates to send out to customers when they complete certain actions within the business.

Deliverable:

- A communication plan outlining when customers receive which emails.
- Email templates to use for communicating valuable information membership information.

Week 9 – Implement, Monitor, & Evaluate Changes

- Implement changes to the meditation center's offerings.
- Monitor customer attendance and feedback after implementing changes.
- Gather post-implementation feedback from customers.
- Evaluate whether customer retention has improved.

Deliverable:

- A final report summarizing the progress made and the impact on customer retention.

Upon completion of the project, a file containing all deliverables will be given to Anam Cara.

The date of completion for this project is December 7, 2023.

METHODS

Library Research:

- Utilized academic databases and industry reports for secondary research (Demographics Now, IBISWorld, Pitchbook)
- Focused on consumer behavior in the wellness industry and successful membership models in similar businesses.

Customer Feedback Surveys:

- Developed and distributed two different surveys to Anam Cara's existing and potential

members.

- Aimed to understand customer satisfaction, preferences, and potential areas for enhancement in services.

Website and Social Media Analysis:

- Reviewed Anam Cara's website and social media platforms for user engagement and content effectiveness.
- Compared with competitors' digital presence to identify areas for improvement.

Competitor Analysis:

- Conducted a thorough analysis of local and national competitors in the meditation and wellness space.
- Used online tools and resources to gather information about competitors' offerings, pricing, and customer engagement strategies.

Studio Visitation:

- Visited Anam Cara for real-world observation and understanding operational practices.
- Provided an in-depth perspective on value proposition and service offerings.

Team Collaboration and Work Division:

- Evenly distributed weekly work divided amongst five team members, ensuring a balanced workload, and learning opportunities.
- Regular team meetings ensured coherence in approach and findings.

RESULTS

Result 1: Enhanced Understanding of Customer Base and Market:

Comprehensive customer research and market analysis reports were compiled, revealing key insights into customer preferences, behavior, and unmet needs in the meditation and wellness sector. Additionally, performing two different surveys provided a deeper understanding of the specific demands and expectations of Anam Cara's clientele. The insights gained from these surveys were instrumental in refining the membership program, developing targeted communication, and defining marketing strategies. For example, knowing that 50% of customers reported that discounts on events, courses, and retail items would be important enough to them to purchase a membership, provided helpful insight in changing the membership tiers to include a membership with these benefits. Similarly, knowing that 36% of people do not meditate daily and only 31% of customers have been involved in daily meditation classes allowed us to realize a membership that only focuses solely on a better rate on daily meditation classes would not be valuable for a sizable percentage of customers. Please see additional findings below from the All-Students Survey.

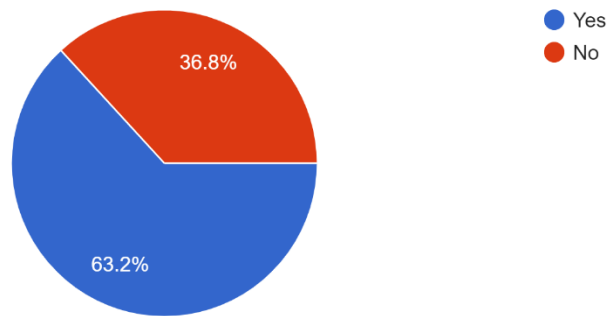
How have you previously been involved in Anam Cara?

19 responses



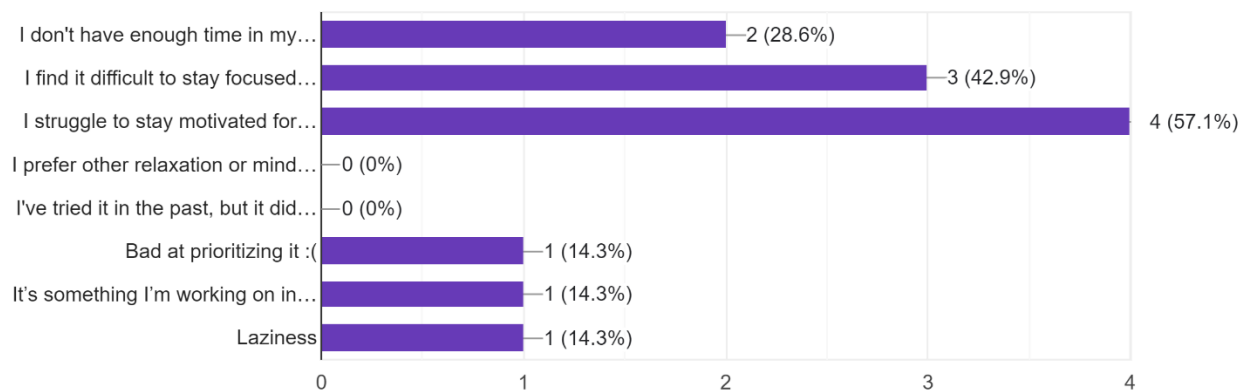
Is meditation part of your daily routine?

19 responses



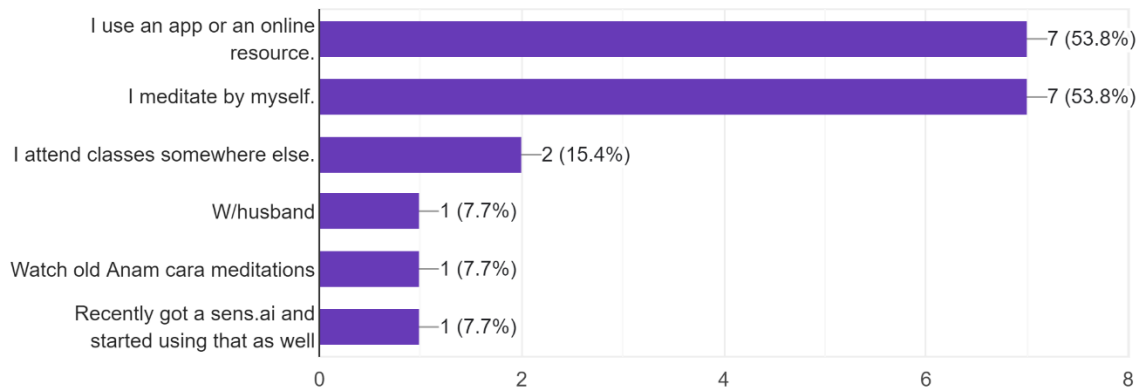
If meditation is not part of your daily routine, why not? (select all that apply)

7 responses



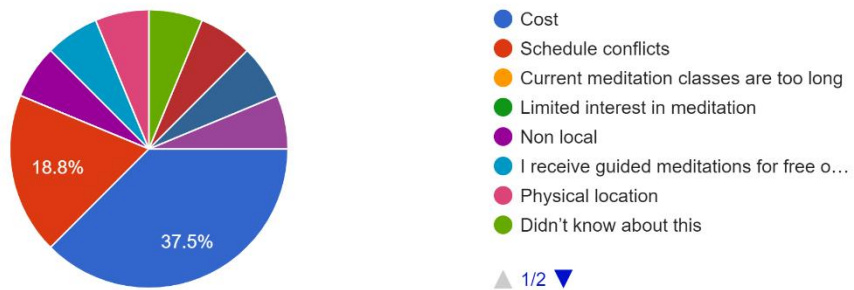
If meditation is part of your daily routine, how do you meditate? (select all that apply)

13 responses



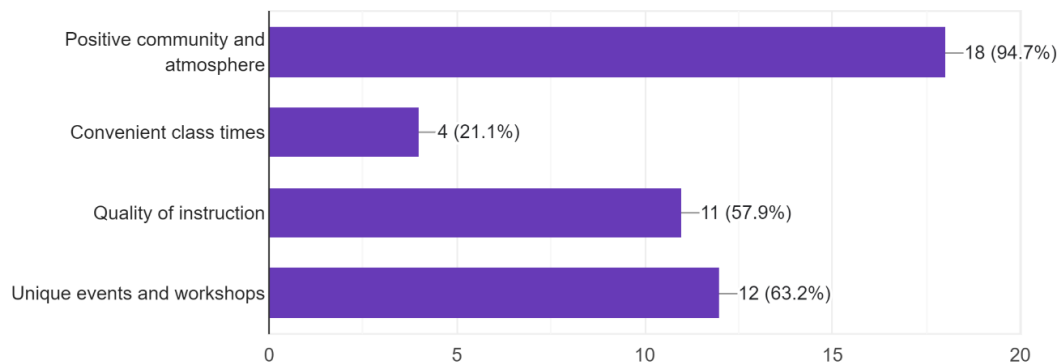
What is preventing you from purchasing a membership?

16 responses



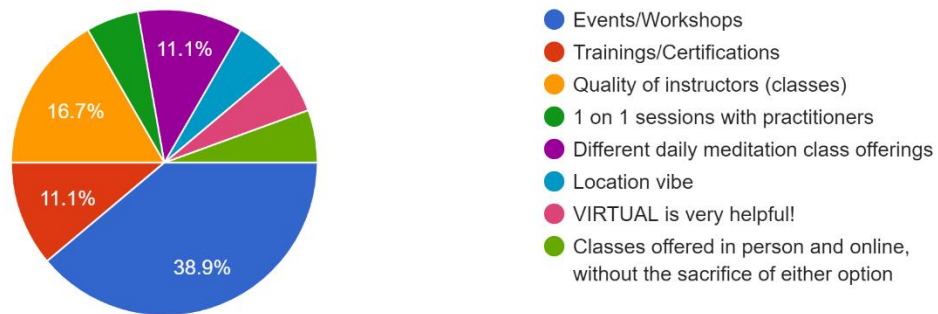
What aspects of Anam Cara encourages you to come to classes and events? (select all that apply)

19 responses



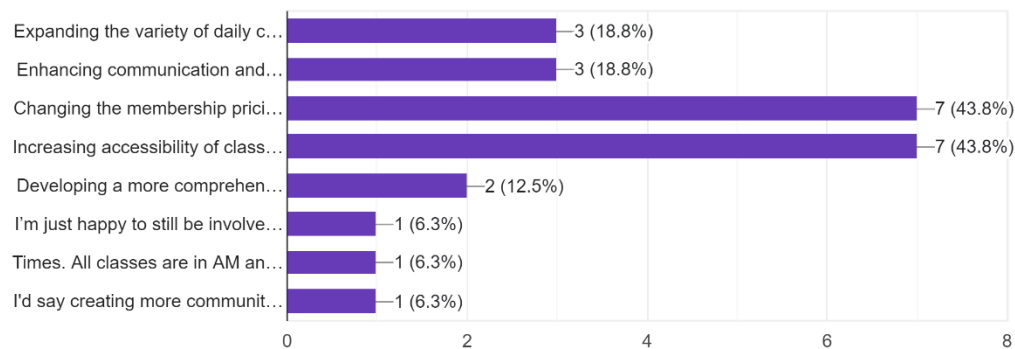
In your opinion, what is the strongest aspect of Anam Cara's overall model?

18 responses



In your opinion, what are some points of improvement for Anam Cara's overall model? (select all that apply)

16 responses



What future benefit of the membership, if included, would be important enough to you to purchase a membership?

18 responses

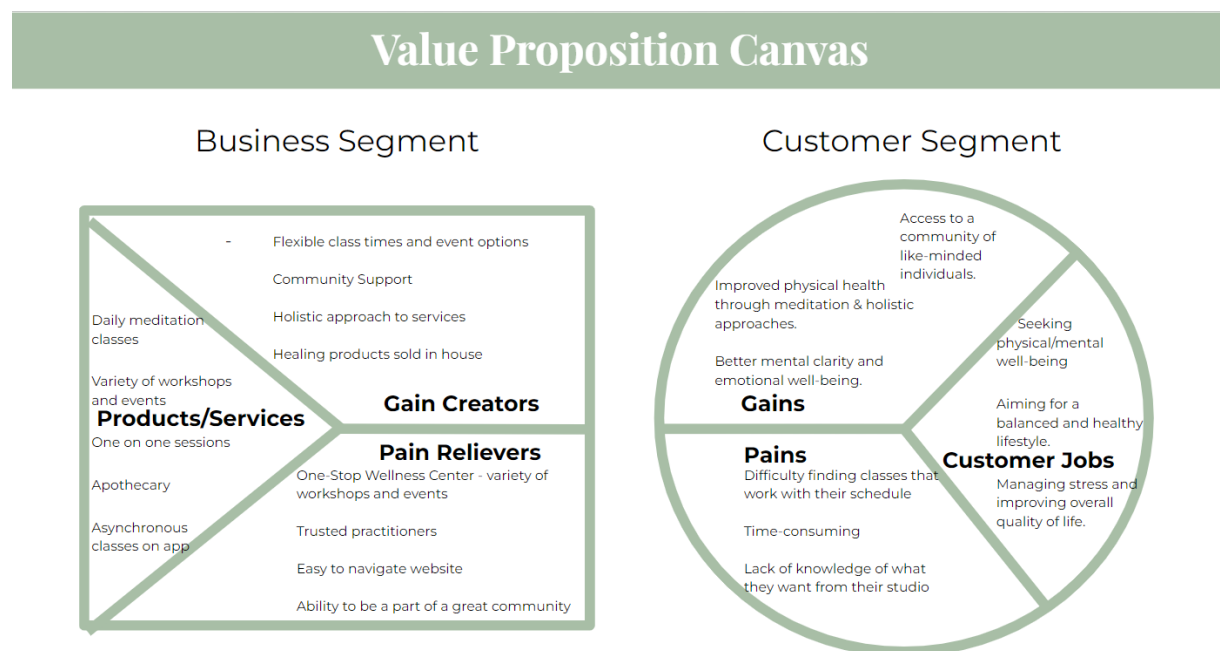


Result 2: Effective Marketing Strategies

Developed a set of marketing strategies tailored to Anam Cara's target audience. These strategies included website redesign, digital marketing campaigns, community engagement initiatives, and partnerships with local wellness organizations.

Result 3: Refined Value Proposition and Services:

Based on customer feedback and competitor analysis, the NVL team recommended adjustments to Anam Cara's services and offerings. This included the introduction of a new membership structure and the enhancement of existing services to better meet customer needs and increase customer retention.



Result 4: Developed Loyalty Programs

The team designed a tiered loyalty program to be implemented by Anam Cara. The refined membership structure offers varied benefits and incentives to encourage repeat business and customer engagement. The program's structure was based on customer preferences and behaviors found primarily through the customer surveys.

Result 5: Communication Strategy and Email Templates

A comprehensive communication plan was developed, along with a suite of email templates for different customer interactions. These templates were designed to improve engagement and keep members informed about services, events, and loyalty rewards without overwhelming them with excessive information. This new plan ensures customers only receive information that is important, helpful, and timely.

GENERAL RECOMMENDATIONS

Create a Compelling and Informative Website Homepage

Streamline the website layout for easier navigation, ensuring key information about memberships and classes is readily accessible on the homepage. Increase font size for better readability and consider a more intuitive layout for the membership grid. This will ensure user-friendliness to create a great first impression.

Target Marketing for Identified Customer Groups & Customer Feedback

Develop marketing strategies tailored to the unique characteristics and preferences of identified customer groups (Young City Solos, Flourishing Families, Singles and Starters, Aspirational Fusion). Emphasize wellness and unique experiences in marketing campaigns, catering to the health-conscious and adventure-seeking aspects of the target audience. Engage through social media frequently. Boost engagement through regular updates, stories, and interactive content on social media platforms.

Enhanced Membership Structure

Introduce membership as three distinct options. Members will also have access to membership socials and unique events.

Online Only: On-demand classes as well as live virtual options.

Tier 1: Include unlimited in-person classes along with online offerings.

New Tier 2: Offer Tier 1 benefits, in addition to universal discounts across the studio including events, apothecary items, and studio rentals.

Optimize Class Schedule and Structure

Transform popular events into regular weekly classes, ensuring consistent availability of sought-after experiences. Additionally, expanded class hours and more early morning and late evening classes to accommodate varying client schedules.

App Development

Offer high quality on demand videos on the app along with virtual options for live classes. Include components of gamification encouraging customers to use the app regularly. Offer incentives for visiting the studio and “tease” rewards of a full version of the app to those who have yet to purchase a membership.

Communication and Engagement Strategy

Utilize communication plan to keep customers informed and engaged with the meditation center's offerings, provide timely updates and information about membership and services, and only deliver valuable information to customers' inbox. This strategy encourages high engagement and trust, ensuring that all communications are relevant, valuable, and respectful of the recipient's time and preferences.

CONCLUSION

Key Areas of Focus:

- **Membership Offerings:** Anam Cara should strive to balance its digital and physical offerings. The introduction of a tiered membership system caters to a diverse clientele, ranging from digital-only users to those seeking in-person experiences. This strategy will be crucial in expanding Anam Cara's reach and accommodating varying customer preferences. Focus on ensuring there are benefits to coming to the studio in person and differentiating the value customers receive when participating in live classes.
- **Enhanced Customer Experience:** The focus on streamlining the website and optimizing class schedules reflects a deep understanding of customer needs. By transforming popular events into regular classes and expanding class hours, Anam Cara can better serve its community and attract new members.
- **Strategic Marketing and Communication:** Customized marketing strategies that target specific customer groups will enable Anam Cara to effectively communicate its unique value proposition. Utilizing social media platforms for regular engagement and an effective communication plan will enhance customer relationships and brand loyalty.
- **Innovative Engagement Strategies:** The development of the Anam Cara app, with features like on-demand videos and gamification, represents a forward-thinking approach to customer engagement. This digital innovation will not only provide convenience but also create a more interactive and rewarding customer experience.

Prospects and Considerations:

- **Adaptability to Market Changes:** As the wellness industry continues to evolve, Anam Cara must remain adaptable to changing market trends and customer preferences. Regular market analysis and customer feedback collection will be key to staying ahead of the curve.
- **Sustainable Growth:** While expanding its membership base and service offerings, Anam Cara should focus on sustainable growth strategies that maintain the quality of service and community atmosphere that defines the brand. Keep in mind the goal of adding ten new members per month to grow at a steady rate that is not overwhelming for the studio.
- **Community Building:** Continued efforts in hosting membership socials and unique events will strengthen the sense of community among members, a crucial aspect for customer retention and word-of-mouth promotion.

Anam Cara's Strengths:

Anam Cara has already established a solid foundation with its appealing physical space, quality service offerings, and a dedicated customer base. The center's commitment to understanding and meeting customer needs, as evidenced by the detailed analysis and strategic recommendations, positions it well for continued success and growth. The affection and appreciation expressed by clients in the surveys reflect the strong, positive reputation Anam Cara has built. This emotional connection with clients is invaluable and is a testament to the quality of service and the atmosphere created at the studio. Additionally, Anam Cara's strengths lie in its diverse and high-quality service offerings, personalized approach, community-building efforts, enthusiastic leadership, flexible

scheduling, potential for community-driven growth, strong client relationships, and effective online engagement.

RESOURCES

Customer Research and Market Analysis Tools:

- **Demographics Now:** Useful for detailed demographic analysis and target market identification.
- **Ibis World and Pitchbook:** For comprehensive industry reports and competitor financials, aiding in strategic planning and market positioning.

Digital Marketing and Social Media Engagement:

- **Hootsuite or Buffer:** For managing and scheduling social media content, essential for engaging the identified customer groups effectively.
- **Canva:** For creating visually appealing marketing materials and social media posts.

Content Creation and Management:

- **Adobe Creative Suite:** For professional-grade graphic design and video editing, enhancing the quality of digital content.

Website Optimization and User Experience Tools:

- **Google Analytics:** To track website traffic, user behavior, and conversion rates, facilitating website optimization based on user interaction.
- **SEMrush or Ahrefs:** Tools for SEO and online presence analysis of competitors, providing insights into their digital strategies.

Customer Relationship Management (CRM):

- **HubSpot or Salesforce:** To manage customer relationships, track interactions, and automate marketing efforts.

Email Marketing Platforms:

- **Mailchimp or Constant Contact:** For designing and sending newsletters, promotional emails, and membership communication.

Local and National Competitors:

- **Shala Yoga:** Spokane, WA
- **Three Jewels Meditation:** New York
- **Maha Rose:** New York
- **Palma Collective:** Santa Barbara

Week 1 Deliverable: Current Assessment Report

Overall user experience:

- Overall appearance is nice and appealing to the eye.
- The theme is calming and aesthetic.
- The font is small in places.
- Lots of information on many different pages complicates user experience.

Membership information:

- Easy to find info about membership.
- Multiple options presented simply.
- Grid layout is a bit overwhelming for memberships.
- Details about class on different pages

Website clarity:

- Information is presented simply.
- Lots of information on many different pages complicates user experience.
- Reiki video at the beginning does not tell full story of business/offerings.

Recommendations:

- Add information about memberships and classes to the main page so that users can see more of what Anam Cara offers without having to click through many different tabs.
- Add more details about what each class offers near the membership options.
- Change grid format to a list format where users can see different memberships at the same time.
- Change the video on main page to one that describes more of what a membership entails.
- Increase font size to highlight the most essential information.
- Add customer testimonials from members so prospective members can hear from current ones. Anam Cara has many great reviews on Google that can be used for this.
- Add press page details to the main page as well.
- In the future, add a way to connect current client ambassadors to future clients. Offer an incentive for current clients to help introduce Anam Cara to future clients.

Anam Cara currently adds 2-3 clients per week which equates to 8-10 per month. To increase new memberships to 15-18 per month, our strategy is to implement surveys to gain feedback from current clients.

Week 2 Deliverable: Customer Research Report

The following research was found utilizing the Mosaic Household Based Cluster Comparison Report taken from Gale's databases on September 29, 2023.

Customer Research Report

- **Target Audience Insights:**
 - Group G (Young City Solos) consists of ambitious singles who are young and middle-aged, with varied income levels. They are ambitious people, college-educated, and focus on nightlife and health.
 - Group F (Flourishing Families) includes promising families in their late twenties to early thirties with household incomes ranging from \$75,000 to \$125,000. They have active lifestyles and value family.
 - Group O (Singles and Starters) is divided into subgroups, such as O50 Full Steam Ahead (ages 36-45, income \$50,000 - \$74,999), O51 Digitally Savvy (ages 36-45, income \$50,000 - \$74,999), and O52 Urban Ambition (ages 19-24, income less than \$15,000). They have various characteristics, including being spontaneous, music enthusiasts, and tech-savvy.
 - Group R (Aspirational Fusion) targets individuals aged 19-30 with low incomes (less than \$50,000 per year). They have tight budgets and a focus on technology and fashion trends.
- **Media Channels:**
 - Group G prefers Ads on Instagram, info online, and podcasts. They also use email, TV, and social media.
 - Group F relies on text messaging, TV, and radio for media consumption.
 - Group O uses varied digital channels, including Instagram and text messaging.
 - Group R engages with TV, email, radio, and text for media consumption.
- **Characteristics:**
 - Key characteristics of these groups include being tech-savvy, active and lively, and having varied income levels.
 - Group G values health benefits and environmental impact and is budget conscious.
 - Group O has specific subgroups with distinct characteristics, such as being ambitious, digitally savvy, and having varying budget preferences.
 - Group R has tight budgets but values fashion trends and technology adoption.
- **Market Opportunities:**
 - There is a market opportunity among patrons aged 23-35 and 36-45 who have active and lively lifestyles, good jobs, and higher income levels.
 - Patrons in these groups are eager to spend money on their well-being and seek new experiences.
 - Anam Cara can market its offerings to cater to the social aspect desired by these target groups.

Week 3 Deliverable: Marketing Strategies Document and Platform Recommendations

Target Market

- Key ages: 23-35, 36-45
- Patrons with higher income levels.
- Patrons who are eager to spend money on their well-being.
- Individuals who desire to try new things and have new experiences.
- Those who value the social aspect of what Anam Cara offers.

Strategies

1. Well-Being Focus:

- Develop and promote services and products that cater to well-being, health, and self-improvement.
- Highlight how Anam Cara's offerings can contribute to the physical and mental well-being of customers.
- Create wellness packages and experiences to attract health-conscious patrons.

2. New Experiences:

- Offer innovative and unique experiences that align with the desire for trying new things.
- Regularly update and introduce new services or activities to keep the offerings fresh and exciting.
- Encourage patrons to explore and experiment with various aspects of Anam Cara.

3. Social Engagement:

- Emphasize the social and communal aspects of Anam Cara's offerings.
- Promote events, group activities, and social gatherings where patrons can connect and build relationships.
- Utilize social media and digital channels to foster online communities and engagement.

4. Personalized Marketing:

- Tailor marketing messages resonate with the age groups of 23-35 and 36-45.
- Use language and imagery that appeals to their aspirations, lifestyles, and values.
- Highlight how Anam Cara can fulfill their specific needs and desires.

5. Multi-Channel Marketing:

- Utilize a mix of media channels to reach the target market effectively, such as Instagram, online information, podcasts, email, TV, radio, and text.
- Craft engaging content that speaks to the preferences of each age group within the target market.
- Maintain a strong online presence by continuing to update the website and social media profiles.

6. Feedback and Adaptation:

- Continuously gather feedback from patrons to understand their evolving needs and preferences.
- Be adaptable in modifying offerings and marketing strategies based on customer feedback.
- Show that Anam Cara is responsive to its patrons' desires and aspirations.

By focusing on the key age groups, income levels, and the desire for well-being, new experiences, and social engagement, Anam Cara can craft marketing campaigns that resonate with the target market. This approach will help create a strong and loyal customer base that values what Anam Cara offers and continues to come to classes, workshops, and events.

Key Platforms & Methods Recommendations

Website Redesign:

Overall, Anam Cara has a very solid website. Implementing these suggestions would make the website more user friendly and it would be easy for potential customers to see valuable information.

Home Page Suggestions:

1. Enhancing the drop-down menu for more efficient navigation: The drop-down menu in the upper left-hand corner contains a variety of hot links necessary for efficiently surfing the website. This navigational tool could be emphasized more throughout the website.
2. The home page could have a brief note and picture relating to each of these tabs, making them more accessible directly to the user by simply scrolling down.
3. Another idea might be to use the boxes used on the home page to list each of these tabs in a more obvious way and provide quick links to all the key pages of the website.
4. If the home pages encompassed all the tabs found in the upper left-hand corner, it could help users navigate the site and find all the essential pages much easier.

Additional Suggestions:

5. Benefits: It is recommended to provide clear facts and scientific information about meditation and its importance to enhance user understanding.
6. Social Proof/Success Indicators: Consider adding quotes from satisfied customers or critics to build trust and credibility.
7. Navigation: Using the homepage as a comprehensive outline for the entire website could significantly improve its effectiveness and user-friendliness.

Announcements for Events & Newsletter

Announcements to be read at events and/or newsletters.

- Needs to highlight the opportunities of becoming a member and not just attend casually.
- Encourage membership, include a small flier or coupon attached to something substantive.
- Used to provide information about things e.g., events for customers, pricing, etc.

- Anam Cara would use announcements specifically during/around large events to encourage customers to become full members at Anam Cara, increase awareness of products.

Pros:

Increases customer awareness about services / offerings.

- (Especially announcements but also newsletters) cheap or free marketing
- Easy to adjust with new events / pricing / specials.
- Easy to set up.
 - Announcements – simple script to be read by practitioners.
 - Newsletter – form to collect email addresses then create a mailing list. Paper handouts just print.

Cons:

- Only can be issued to people who attend any events to start with, those who sign up for a newsletter.

Similar business – Calm app

While not an in-person studio, they send out digital newsletters to their subscribers that provide info on new products and sessions, promotions and discounts, testimonials from other customers, and general tips. These newsletters seem to be effective as they are a successful app.

Additional Suggestions:

- Anam Cara would benefit from utilizing announcements at least following some of the bigger events / sections.
- A simple message at the end or beginning of a large event that concisely outlines what upgrading to a membership looks like:
 - “For only \$88 a month you could gain access to all classes, it pays for itself in just a few visits, and you get to experience more of what Anam Cara has to offer” for example. Something brief.
- A newsletter could include information about upcoming events, or specials like an introductory month of membership for example.

Google Advertisements

Google Ads are a powerful tool for businesses to reach a wide audience and improve their online presence. Here is a breakdown of how to effectively use Google Ads and the benefits it can offer:

Why Use Google Ads?

- Maximize Efficiency and Sales
- Increase Online Visibility

How much would it cost?

The cost of Google Ads can vary widely depending on factors such as the industry,

competition, and ad quality. Businesses set a budget that suits their needs, and they are charged based on the number of clicks or impressions their ads receive. It is essential to monitor and adjust the budget to ensure cost-effectiveness.

Recommended Strategies:

- **Keyword Research:** Conduct thorough keyword research to identify the terms potential customers are using to search for products or services related to your business. Use tools like Google's Keyword Planner to find the most relevant and cost-effective keywords.
- **Targeting:** Utilize Google Ads' targeting options, such as location targeting, demographics, and device targeting, to reach the most relevant audience for your business.

Enhancements for Website Redesign related to Google Ads:

Improving your website's design is crucial when running Google Ads to ensure that visitors have a seamless experience after clicking on your ads. Some recommended enhancements include:

- **Mobile Optimization:** Ensure that your website is mobile-friendly, as a sizable portion of Google searches are made on mobile devices.
- **Loading Speed:** Optimize your website's loading speed to prevent users from bouncing due to slow loading times.
- **User-Friendly Navigation:** Implement clear and intuitive navigation on your website to help users find the information they are looking for.
- **Call to Action (CTA):** Include clear and compelling CTAs on your website to guide visitors toward desired actions, such as making a purchase or filling out a contact form.

Radio/Spotify Podcast & Music Ads

Creating and using Radio/Spotify Podcast & Music Ads can be a powerful way to connect with a broad and engaged audience. Implementing targeted messaging, compelling narration, and effective scripts, can create ads that leave a lasting impact and drive results.

Why Create and Use Radio/Spotify Podcast & Music Ads?

- **Maximize Exposure**
- **Targeted Audience:** able to target specific demographics, interests, and behaviors.
- **Engagement:** engage the listener's imagination and emotions to get your message across

How much would it cost?

The cost of creating and using audio ads can vary widely. Production costs depend on factors like the quality of production, voice talent, and music licensing. Additionally, platforms charge fees for ad placement. It is advised to consider the potential return on investment and work within a budget.

Recommended Strategies:

- **Targeted Messaging:** Craft ads that resonate with the interests and preferences of the

platform's users. For Spotify, consider tailoring ads to listeners' music genres or moods.

- **Compelling Narration:** Engage your audience with a clear, persuasive voiceover that conveys your message effectively.
- **Effective Script:** Create a script that hooks the listener, communicates your value proposition, and includes a strong call to action.
- **Music Selection:** Choose music that complements your brand and creates an emotional connection with your target audience.
- **Frequency and Timing:** Plan the frequency and timing of your ads to avoid overexposure and reach your target audience at the right moments.

Additional Suggestions:

- **Call to Action:** Ensure your ad includes a clear and compelling call to action, whether it is directing listeners to a website, encouraging them to make a purchase, or subscribing to a service.
- **Engagement Metrics:** Monitor engagement metrics to evaluate the effectiveness of your ads, including click-through rates, conversion rates, and audience retention.
- **Feedback and Adaptation:** Be responsive to audience feedback and adapt your ads accordingly. Consider surveys or user reviews to gather insights for improvement.

Week 4 Deliverable: Competitive Analysis Report

Competitors Analyzed:

Shala Yoga: Spokane, WA

Three Jewels Meditation: New York

Maha Rose: New York

Palma Collective: Santa Barbara

Membership Structures:

- Maha Rose: no membership or payment plan, all classes are on a single purchase basis. They are planning an online on demand subscription service.
- Shala Yoga: intro offer: \$49 for 30 days with unlimited classes for new students, monthly membership, 5 pack that lasts three months, 10 pack that lasts 6 months, on-demand package for virtual classes which includes a 1:1 session. Member only classes.
- Three Jewels: unlimited member offer, 5 class monthly offer, 5 class pack, 10 class pack. New student special – 3 weeks of unlimited classes for \$65 (must make account). Membership includes certain discounts on classes and in the retail store.
- Palma Collective: expensive (\$339/month, \$3369/year), includes unlimited classes, 50% off retreats, special courses, and space rentals, exclusive member-only events.

Classes offered:

- Maha Rose: Variety of weekly classes, both introductory and niche ones, training, healing and 1:1 session.
 - o Community Reiki (\$20), Movement Medicine (\$25), Hatha Yoga (\$25). All group classes regularly.
 - o Online classes: Zoom classes offered, some over multiple days. (Free-\$325)
 - o Class times: late morning to early afternoon
- Shala Yoga: Virtual and in person classes, teacher training programs
 - o For the virtual on-demand classes you can do a 7-day free trial, then you must pay for membership. There are also some free classes.
 - o Offer 55 different classes per week - 4 distinct categories, including yoga and meditation, with diverse types and difficulties within each category. Kundalini, flow, meditation, yin, stress relief. (\$29)
 - o Class times: Early mornings and evenings
- Three Jewels: Weekly classes, retreats, long-term courses, spiritual journeys, mental health-oriented classes.
 - o Both virtual and in person classes, 2-3 classes on weekdays, 7 on weekends.
 - o Two main diverse types both in yoga and meditation, variety of options for both. (\$20-\$30)
 - o Unique offers: 5-day retreat that includes Daily Yoga Asana, Daily Pranayama, Daily Guided Meditation, Intro to Subtle Body Mapping, Indo-Tibetan Yogic Philosophy, and History of Lady Niguma, the First Female Yogi. Spiritual worship led by a guest master teacher of Buddhism.
 - o Class Times: morning classes and some afternoon classes, range from 30 to 60 minutes.

- Palma Collective: Yoga and meditation classes, spiritual retreats, trainings, massages, 1:1
 - o Classes include sound healing immersive experience, chakra, lymphatic draining, reiki and sound, grief healing, sound and cacao, meditations, breathwork, gut cleansings, acupuncture. (\$50/class).
 - o No virtual classes. 3-7 in person classes/day.

Advertising Strategies:

- Madha Rose: Active Instagram/Facebook accounts (daily posts and stories), newsletters, business website showing events a month out.
- Shala Yoga: Frequent social media engagement.
- Three Jewels: Email, SMS messaging, and Instagram kept up to date with daily classes.
- Palma Collective: newsletter, email list, leverage website most

Benefits Advertised:

- Madha Rose: In meditation sessions they encourage finding your inner self, whether that be manifesting something new in your life, forgiveness of yourself, acceptance, inner healing, aims to help you feel “held, seen, and empowered.”
- Shala Yoga: They talked a lot about the benefits of heat-infrared training. Self-discovery, realization, healing processes.
- Three Jewels: Emphasize how meditation classes benefit every individual regardless of their different lifestyles.
- Palma: “Overall, our modalities are designed to help you cultivate inner peace, clarity, and connection, and to support you on your journey towards optimal health and wellbeing. We believe in the power of community and encourage you to join us on this transformative journey.”

Ideas to Implement at Anam Cara:

- Change structure to offer classes beyond classic meditation.
 - o Turn high demand events into weekly classes.
- Increase the price of membership and include more benefits.
- Have multiple membership tiers.
 - o Meditation only like current membership
 - o Unlimited classes
 - o Unlimited classes, discounts on events, classes, space rentals and apothecary
- Offer a discounted introductory membership where customers can take unlimited classes for a brief period at a discounted rate.
 - o Offer after their first class only so customer has a short amount of time to take advantage of lower price.
- Serving a socially driven demographic, host membership only socials (potlucks, bonding nights, etc.)
- Offer multiple class packs for corporate events to get customers into the habit of coming to classes.
- Connect with local yoga studios to offer a combined membership, class pack, or discounts.

Week 5 Deliverable: All Member Survey Questions

1. How have you previously been involved in Anam Cara?
 - a. Events/Workshops
 - b. Trainings
 - c. Certifications
 - d. Daily Meditations
 - e. One on one sessions with healing practitioners
 - f. Other
2. Have you signed up for Anam Cara's newsletter?
 - a. Yes
 - b. No
3. Is meditation part of your daily routine?
 - a. Yes
 - b. No
4. If not, why not?
 - a. I do not have enough time in my daily schedule.
 - b. I find it difficult to stay focused during meditation.
 - c. I struggle to stay motivated for daily meditation.
 - d. I prefer other relaxation or mindfulness practices.
 - e. I have tried it in the past, but it didn't work for me.
 - f. Other (please specify):
5. If yes, how do you meditate?
 - g. I use an app or an online resource.
 - h. I meditate by myself.
 - i. I attend classes somewhere else.
 - j. Other (please specify):
6. Do you know about our daily meditation classes?
 - a. Yes
 - b. No
7. What is preventing you from purchasing a membership?
 - a. Cost
 - b. Schedule conflicts
 - c. Current meditation classes are too long.
 - d. Limited interest in meditation
 - e. Other (please specify):
8. In your opinion, what is the strongest aspect of Anam Cara's overall model.
 - a. Events/Workshops
 - b. Trainings/Certifications
 - c. Quality of instructors (classes)
 - d. One on 1 sessions with practitioners
 - e. Different daily meditation class offerings
 - f. Other (please specify):
9. What aspect of Anam Cara encourages you to come to classes and events?
 - a. Positive community and atmosphere

- b. Convenient class times
 - c. Quality of instruction
 - d. Unique events and workshops
 - e. Other (please specify):
10. In your opinion, what are some points of improvement for Anam Cara's overall model?
(select all that apply)
- a. Expanding the variety of daily classes
 - b. Enhancing communication and information about upcoming events
 - c. Changing the membership pricing structure to offer more options for the better.
 - d. Increasing accessibility of classes for a broader range of schedules
 - e. Developing a more comprehensive rewards and loyalty program
 - f. Other (please specify):
11. What future benefit of the membership, if included, would be important enough to you to purchase a membership?
- a. Membership-only socials (potlucks, book club, etc.)
 - b. Discounts on events, courses, and retail items
 - c. Combined membership with local yoga studios for more options and discounts
 - d. Other (please specify):
 - e. None of these benefits would be important enough for me to purchase a membership.
12. Do you currently pay for any other wellness subscriptions? (select all that apply)
- a. Yes, I have a yoga studio membership.
 - b. Yes, I subscribe to a meditation app.
 - c. Yes, I have a gym membership.
 - d. Yes, I have a nutrition or meal delivery service.
 - e. Yes, I have other wellness-related subscriptions (please specify):
 - f. No, I do not have any other wellness subscriptions.

Here are the links to the all-students and current members surveys and their results:

[All-Students](#)

[Current Members](#)

Week 6 Deliverables: Customer Feedback Report & Recommended Changes

The New Venture Lab team in collaboration with Hannah Talbot conducted two separate surveys to figure out customer gains, pains, and jobs as they relate to Anam Cara's services, pain relievers, and gain creators in the value proposition canvas. Respondents expressed much praise for Anam Cara and provided helpful insights into their experiences with the business. The key findings are outlined below.

Findings from Current Member Survey:

1. Preferred Class Times, Days, and Lengths:
 - a. 75% of members are satisfied with the current class times.
 - b. Several respondents want later evening classes, around 7 or 8 PM
 - c. Some prefer early evening or afternoon slots, with specific times of 5 PM and 10 AM-12 PM.
 - d. Weekend classes, especially on Fridays and Saturdays, are desired.
 - e. Member conflicts to attend classes stem from work commitments, child-related responsibilities, and personal circumstances.
 - f. There is a desire for a variety of class lengths:
 - i. 15-minute classes: 40% (6 respondents)
 - ii. 45-minute classes: 66.7% (10 respondents)
 - iii. 60-minute classes: 40% (6 respondents)
2. Class Formats and Topics:
 - a. Topics like yoga, sound baths, breathwork, chakra teachings, mini workshops, and movement meditations were popular.
 - b. Other suggestions include learning about natural herbs, silent meditation, raising vibrations, and more.
3. Membership Enhancements:
 - a. There's interest in deeper topic dives, discounts for one-on-one services, and special virtual events.
 - b. Several respondents expressed interest in an apothecary subscription box.
 - c. Member-exclusive events and interactive sessions to foster community engagement are desired.

Findings from All Students Survey:

1. Engagement with Anam Cara:
 - a. 83.3% of respondents are aware of Anam Cara's daily meditation classes.
 - b. The majority (94.4%) are drawn to Anam Cara due to its positive community atmosphere and unique events/workshops.
2. Interest in Daily Meditation
 - a. 61% of people incorporate meditation as part of their daily routine.
 - b. Common barriers to meditation include a lack of motivation (57.1%), difficulty in focusing (42.9%), and time constraints (28.6%).
 - c. Of those who meditate regularly, 50% use an app or online resource, and

another 50% prefer to meditate alone.

3. Feedback on Membership:
 - a. Major impediments to purchasing a membership are cost (37.5%) and conflicting schedules (18.8%).
 - b. Proposed membership benefits that would motivate respondents to join include discounts on events/courses/retail items (47.1%) and combined memberships with local yoga studios (17.6%).
4. Improvement Suggestions:
 - a. Respondents suggest a change in membership pricing to offer better value (43.8%) and more accessibility of classes to accommodate varied schedules (43.8%).
 - b. There is a high interest in more community engagement and regular community events.

Recommended Changes to Anam Cara's Value Proposition and Services:

1. Value Proposition Adjustments:
 - a. Highlight Community Aspect: With 94.4% of respondents valuing the positive community atmosphere at Anam Cara, emphasize this unique selling point in marketing materials.
 - b. Promote the Uniqueness: Emphasize unique events and workshops that set Anam Cara apart from competitors.
2. Membership Benefits & Pricing:
 - a. Introduce Tiered Pricing: Offer a range of membership prices to cater to different budget constraints, potentially introducing student or beginner discounts.
 - i. Online offering
 - ii. Tier 1 + unlimited in person
 - iii. NEW: Tier 2 + exclusive discounts on retail items, workshops, and events
 - b. Collaborative Memberships: Explore opportunities to partner with local yoga studios or gyms to offer combined memberships, given the interest expressed.
3. Class Scheduling & Structure
 - a. Structure Change: Offer high demand events as weekly occurring classes.
 - b. Flexible Timing: Introduce varied class timings to cater to those with conflicting schedules.
 - c. Support & Guidance: Considering struggles with motivation, offer guided meditation sessions or mentorship programs where new members are paired with a current member.
4. Digital Presence & Integration:
 - a. Anam Cara Meditation App: Given that 50% of regular meditators use apps, enhance the app by recording high quality on demand classes as well as continue to offer virtual live class options.
 - b. Online Resources & Workshops: To cater to those who prefer to meditate alone or cannot attend in person, offer more online resources, guided sessions, or

virtual workshops.

- c. Newsletter: Enhancing communication and outreach by updating and regularly sending out the newsletter.
5. Community Engagement:
- a. Regular Community Events: Organize events like potlucks, community meditation gatherings, or wellness retreats to strengthen the bond between members.
 - b. Feedback Portal: Establish an online feedback mechanism for continuous improvement based on community feedback.
 - c. Testimonials: invite current members to write about their experiences to publish in the newsletter.

Week 7 Deliverable: Anam Cara Service Offering Plan

New Membership Structure

1. Online offering*
2. Tier 1 + unlimited in person**
3. NEW: Tier 2 + exclusive discounts on retail items, workshops, and events***
4. NEW: Collaborative Memberships: Explore opportunities to partner with local yoga studios or gyms to offer combined memberships, given the interest expressed.

* Online Offering: Given that 50% of regular meditators use apps, enhance the app by recording high quality on demand classes as well as continue to offer virtual live class options.

- High Quality On-Demand Videos
- Gamification of the app:
 - Incentivize people to participate in multiple different Anam Cara offerings.
 - Offer rewards for how many times people go into the studio or complete online meditations.
 - Interesting way to market a product online and specifically through the app.
 - “Tease” premium videos or features that people can unlock by upgrading their account.

** Unlimited in person classes:

- Offer high demand events as weekly occurring classes.
- Flexible Timing: Introduce varied class timings to cater to those with conflicting schedules.
- Support & Guidance: Considering struggles with motivation, offer guided meditation sessions or mentorship programs where new members are paired with a current member.

*** Exclusive discounts on retail items, workshops, and events and Collaborations

- Survey feedback: Proposed membership benefits that would motivate respondents to join include discounts on events/courses/retail items (47.1%) and combined memberships with local yoga studios (17.6%).
- Discounts would motivate more customers to purchase a membership. It would save customers money on their various involvements in Anam Cara offerings beyond daily meditations.
- Some studios to collaborate with include Precision Pilates, Coil Yoga, and Shala Living Yoga

Anam Cara Week 8 Deliverable: Communication Plan & Email Templates

Communication Plan: Email Strategy

- **Objective:**
 - To keep customers informed and engaged with the meditation center's offerings.
 - To provide timely updates and information about membership and services.
 - To only deliver valuable information to customers' inboxes to maintain high engagement and trust, ensuring that all communications are relevant, valuable, and respectful of the recipient's time and preferences.
- **Audience Segmentation:**
 - New Customers
 - Existing Members
 - Potential Members
 - Inactive Customers
- **Content Guidelines:**
 - Clear, concise, and relevant information.
 - Warm and welcoming tone.
 - Inclusion of contact information and links to relevant pages.
 - Call to action where appropriate.
- **Communication Triggers and Corresponding Emails:**
 - **Welcome Email:** For all new customers, introducing them to the center and its offerings.
 - ***Membership Confirmation/Information:** Sent when a customer purchases a membership.
 - ***App Membership Confirmation/Information:** Sent when a customer purchases an online-only membership through the app.
 - **Event/Class Booking Confirmation:** Sent after a customer books a class or event.
 - ***Follow-Up After First Class:** Engage with customers after their initial experience at the meditation center (sent within 24 hours of class).
 - ***Follow-Up After Events/Feedback Request:** Gather feedback and maintain engagement after a customer attends a special event or class (sent a few days after class)
 - **Special Announcements:** For new offerings, changes in schedules, or special events (can be incorporated into the current newsletter).
 - ***Rewards Program:** To promote customer loyalty and repeat business.
 - **Re-engagement Email:** For inactive members, sent after a period of inactivity.

Team Member Email Templates

*Membership Information:

Have you Heard of our New Membership Perks?

- Discounts on all products and services
- Social Events for Membership Members
- More Online Classes
- And More in Person classes

Sign up Now and pick one of our 3 Membership.

- Online Classes:
 - If you have a busy schedule this is the class for you. No time in-person commitment, Classes are done wherever you are.
- Tier 1:
 - Unlimited in-person classes + online classes offered.
 - Join the Community and our social events. Get to know fellow meditation enthusiasts.
- Tier 2:
 - Universal discounts + Tier 1
 - Join our social events while enjoying our Apothecary items for discounted prices.

*(App) Membership Confirmation/Information:

Namaste and a warm welcome to the Anam Cara family! We are delighted to have you on board and look forward to being a part of your meditation journey.

Congratulations on successfully signing up for our online meditation app. Your commitment to prioritizing mindfulness is truly commendable, and we are here to support you every step of the way.

What's Included in Your Online App Membership:

Online Meditation Classes: Dive into a world of tranquility with our curated online meditation classes. From guided sessions to mindfulness practices, our app offers a variety of high-quality prerecorded sessions suitable for all levels.

Flexible Schedule: Enjoy the convenience of practicing meditation at your own pace and on your own schedule. Our app allows you to access classes anytime, anywhere, making it easy to incorporate mindfulness into your daily routine.

What's Coming Your Way:

While your online app membership provides access to a wealth of meditation resources, we want to make sure you are aware of the other exciting offerings available at our physical meditation

center:

Thank you for joining our membership program. We are happy to have you.

Hannah

***Follow-Up After First Class:**

Hello (name)!

Thank you so much for joining us here at Anam Cara Healing Center. I hope you enjoyed your time spent with us attending (whatever class they attended).

If implementing routine meditation classes into your daily life is something that interests you, Anam Cara offers a monthly membership with unlimited daily in-person and virtual classes. You can start today with our intro offer for only \$55 for your first month. (maybe list some benefits of daily meditation).

If you plan to attend more than 2 classes in the upcoming month, this intro membership will pay for itself. In upcoming months, you can progress into one of our tiered memberships and join our vibrant community of members at amazing prices for the quantity and quality of meditation resources that you will receive. (potentially describe more about the tiers).

We at Anam Cara are happy to answer any questions you may have, so please respond to this email with any inquiries or comments. We hope to see you in the studio again soon!

Best wishes,

Hannah

***Follow-Up After Events/Feedback Request:**

Dear (Name),

Thank you for attending (Event) last week, we were so happy to have you! I hope you found it informative and enjoyable. We want to know... what do you like most about this event? You can reply to this email to let us know.

I wanted to follow up to with you to share some resources from the event, including:

Membership Info: (Link)

Daily Classes info: (Link)

Website: Link

We value you as a part of our community and would love to see your face more often! Please let us know if you have any questions about memberships, classes, and future events.

Best,

The Anam Cara Team

***Rewards Program:**

Dear (Name),

We are thrilled to welcome you to the Anam Cara rewards program! Stay tuned and use your email to receive exclusive rewards and rewards as you gain points. Gain points by attending classes, events, and by shopping at our apothecary.

Earn X points for X.

“ “

“ “

You can redeem your points for exclusive discounts for rewards program members:

X points will earn you a free class

“ “ at the apothecary

“ “

Thank you for being a part of the Anam Cara family! Look out for exclusive events and opportunities to earn and redeem points on our Instagram and Facebook pages!

Anam Cara Week 9 Deliverable: Progress Summary (Anticipated Progress)

The proposed changes at Anam Cara are designed to enhance member experience and broaden overall appeal to the studio's service offerings. This is part of a targeted effort to not only retain current members, but also increase the amount of members at the studio in a way that is sustainable. A reasonable goal for Anam Cara is to add 10 new members per month. The focus on highlighting the community aspect and unique offerings in marketing materials is expected to attract more individuals who value a supportive and distinctive atmosphere. The introduction of tiered pricing, including varied membership options like online classes, unlimited in-person access, and exclusive retail discounts, aims to cater to customers who utilize the studio's services differently, in order to draw a more diverse member base. Additionally, collaborative memberships with local fitness centers will further increase value and convenience for members. The modifications in class scheduling and structure, such as offering high-demand events regularly and providing flexible class timings, are geared towards accommodating members with varying schedules and needs. Overall, these changes are anticipated to not only enhance the current member experience but also attract new members, contributing to the growth and long-term success of the Anam Cara and its community. Hannah reported that Anam Cara has seen 10 new members since working with the team. This is about a 20% improvement from the original 49 to 59 current members.