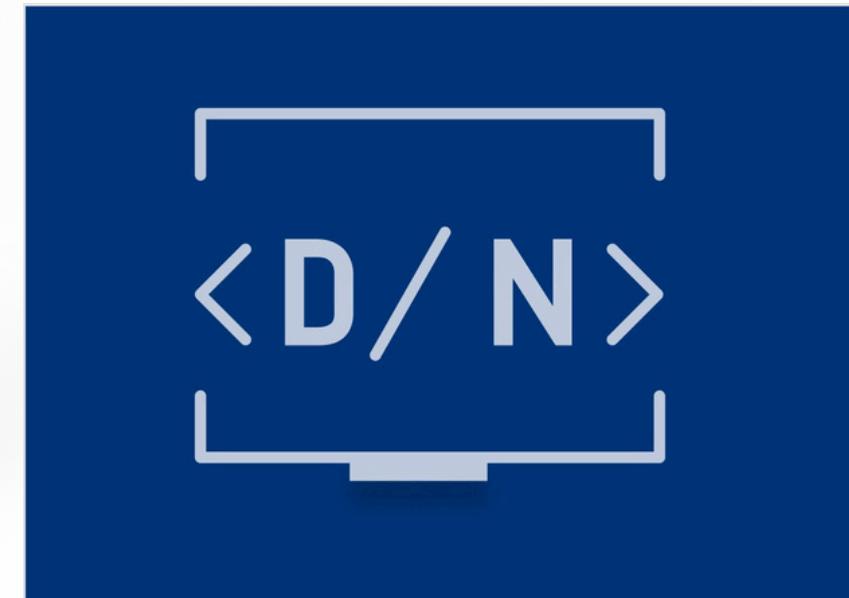




Peace of Mind



Case Study - Peace of Mind TV Web Development & Digital Marketing

Presented by

DevNexus Solutions Pvt. Ltd.



Overview



Peace of Mind TV (PMTV) is the Brahma Kumaris' 24/7 spiritual television channel based in Mount Abu, India. Its mission is to share inner peace, values living, and spiritual insight through quality programming such as guided meditations, discourses (Murlis), panel discussions, devotional songs, and cultural programs.

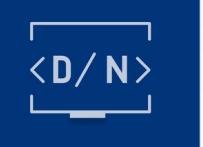
With extensive coverage all over India through large satellite TV networks such as Tata Sky, Airtel Digital TV, Videocon D2H, and digital platforms, PMTV addresses an expanding congregation that is interested in wholistic wellness and spiritual growth.

Problem Statement



In addition to its powerful message and large audience, PMTV had several major digital issues:

- Outdated Digital Presence: Their current website did not have contemporary UI/UX, mobile friendliness, and media integration features for live streaming or on-demand video.
- Limited Viewer Engagement Online: There was no single platform for users to watch all content (e.g., daily Murli, meditation sessions) on-demand, resulting in broken user experiences.
- Untapped SEO and Content Marketing: Organic search visibility was low, especially among younger, digitally native audiences.
- Insufficient Cross-Platform Interconnectivity: In spite of increased social networking and YouTube visibility, there existed no single digital platform to facilitate user retention or newsletter sign-ups.



Evaluation

STRENGTHS

- Established global brand with devoted spiritual base
- High-quality, repeatable spiritual content
- Multi-platform television distribution

OPPORTUNITIES

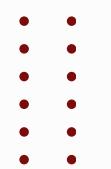
- Increase in demand for wellness and spiritual content after COVID
- Expansion to mobile-first and international diaspora

WEAKNESS

- Old-fashioned site design and slow-delivery content
- No engagement tools and digital funnel
- Limited search engine presence

THREATS

- Growing competition from business spiritual/faith-based content producers
- Digital disruption through short-form media such as YouTube & Instagram

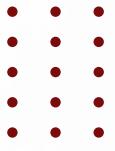


Competitive Analysis

Peace of Mind TV occupies a unique position in spiritual broadcasting, focusing on genuine, commercial-free content centered on Raja Yoga and values-driven living. Unlike mainstream channels like Aastha TV and Sadhna TV, which emphasize religious discourses and traditional programming, PMTV prioritizes spirituality over entertainment. The Awakening Channel targets English-speaking audiences but primarily serves the Indian diaspora. PMTV's revamped digital presence offers guided meditation, spiritual wisdom, and a daily Murli experience for both home seekers and a growing global audience interested in practical spirituality.



Our Approach



To enhance Peace of Mind TV's online presence, we implemented a comprehensive web and digital transformation strategy focused on accessibility, user experience, and engagement. Key improvements included a revamped responsive website featuring live TV streaming, on-demand videos, and a daily Murli portal. Multi-language support and intuitive navigation were added to provide global access to spiritual resources. We encouraged community interaction through social sharing and newsletter sign-ups. A robust SEO strategy was developed using targeted spiritual keywords, optimizing on-page factors, and incorporating a blog for teachings and event highlights. We also integrated YouTube content, automated email marketing via Mailchimp, and used Google Analytics and Hotjar for user monitoring. Finally, we improved mobile performance and facilitated access to PMTV's Android app with clear download CTAs.

Outcomes In 90 Days



The digital growth achieved remarkable results for Peace of Mind TV in just 90 days. Monthly site visits soared from around 15,000 to over 62,000, demonstrating a significant boost in reach and visibility. The average session duration increased from 1.2 minutes to 4.8 minutes, indicating enhanced user engagement and improved content organization. Additionally, the bounce rate on the site dropped considerably from 78% to 41%, reflecting a more seamless and enjoyable browsing experience. Referrals from the YouTube channel tripled due to strategic integration and cross-platform marketing efforts. Newsletter subscriptions grew impressively from fewer than 500 to over 5,000, showcasing the success of email automation and lead capture initiatives. Moreover, downloads of the website's call-to-action app surged from approximately 250 to more than 1,400, further solidifying the channel's mobile accessibility and presence.

Key Results

- Improved User Experience: A minimal, user-friendly design kept spiritual seekers on the site longer and invited more in-depth exploration.
- Increased Engagement: Combined YouTube and newsletter automation fueled regular repeat visits.
- Content Discoverability: Traffic from search engines drastically enhanced based on organized SEO and metadata optimization.
- Global Reach: Multilingual options and quick-loading content broadened the reach of the brand to the global community.





Conclusion

By transforming Peace of Mind TV's digital landscape, we empowered them to express their spiritual mission in the modern world. This change has facilitated daily discussions, meditations, and values-driven teachings, reaching a wider audience and enhancing engagement on a global scale. The platform is now designed to adapt to the evolving needs of today's seekers across various devices, languages, and regions, all while upholding timeless spiritual wisdom.

**Thank You For
Your Attention!**

