

Mum & Baby Yoga/Massage Classes Client

Hi Prof, Could you help me quote this client? I want to ask for £600 p/month (50/50 ad spend / management). I want to offer her 10% off if she buys in for a year. So £3240 p/year. +£3.6K ad spend.

Client Background:

- Experience in SaaS and digital communications (she consults on this 1ce per week - she makes very good creative for her boosted ads).
- Currently expanding business
- Struggles with social media marketing

Current Status:

- Offers mum and baby yoga courses (2/3 booked) and baby massage courses (1/3 booked)
- Classes run twice a week currently and only once per day.
 - She wants to grow to offer 2 classes per day Monday, Tuesday, Thursday, and Friday
- Maximum class size of 10
- Only Monday and Tuesday classes are fully booked
- Waiting list for sling classes
- She charges £60 for a block of 5 classes.

Client Acquisition:

- Mainly through word of mouth and Instagram boosts
- Previously tried Google ads with no success
- Spends £300 on Instagram boosts two weeks before classes, resulting in 16 new clients per period and earning £1060

Successful Strategies:

- Flyers have worked well
- Retains 2 out of 6 clients for ongoing sessions
- Has emails of all clients but doesn't utilize email marketing

Proposed Strategy:

1. **Double Ad Budget:** Increase the budget to £600 p/month for the next three months
2. **Focus on Meta Ads:** Use Facebook and Instagram ads to target potential clients
3. **Create Specific Landing Pages:** Develop dedicated landing pages for each class to streamline bookings
4. **Flyer Campaign:** Test new flyer distribution to boost local awareness

Goals:

- Fully book classes on all four days (Monday, Tuesday, Thursday, Friday) to achieve potential earnings of £4800 p/month
- Increase client retention and streamline marketing efforts through targeted ads and landing pages / meta pixel

Action Items:

- Develop and launch Meta ads campaign
- Design and distribute new flyers
- Create and optimize landing pages for each class (2 classes)

Expected Outcome:

- Higher class bookings and increased revenue
- Improved client retention through weekly email campaign

Gathering details.

☐ **What made them take this call?**

fresh perspective?

background is in SaaS
digital comms now

It's about expanding now.

Rubbish at social media.

- ☐ **I see that $\frac{2}{3}$ of your mum and baby yoga courses are booked out. And $\frac{1}{3}$ baby massage courses is booked out. The current courses started June 3rd, 4th and 6th. How big are the class sizes?**

monday tue thur

only got booking on monday and tuesday

ideally i would not do wednesday - nothing on wednesday.

Monday tuesday, thursday, friday - $4 \times 2 \text{ classes} \times 10 \text{ people} \times 60 = £4800$

And you have a waiting list on the sling classes? How many do you need to run that on the Friday?

it would be good to book out the sling classes - testing demand right now

And you also let out these sling fits?

rent out the sling fits - we'll ignore these

Are these all the classes currently available?

yeah

What is the maximum class size for the Lensbury Resort & Spa location?

yeah - max size of 10

What is the maximum class size for the Anglers Lock location?

no longer

- ☐ **How do you currently get clients?**

Word of mouth.

Instagram. Boosts. Time thing - complicated to use.

- ☐ **What kind of marketing do you do, if any?**

Google ads - used to but got zero from these.

Let's not do Google Ads.

☐ **How do most people find them?**

Instagram.

☐ **Are they spending anything on advertising? If yes - how much now or planned?**

boosts = £300 pounds - 2 weeks before the classes.

☐ **What have the returns been on advertising in the past?**

- spent £300 and got 3 ladies in
6 in the second
and 7 in the yoga

16 clients in that 2-week period.

Earned about £750 after ads. So £1060 earned total with 16 new clients.

☐ **Has anything noticeably worked for them in the past?**

- flyers worked well in Teddington.

☐ **Do they know about Meta's Business Manager?**

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☐ **So the classes are £60 for 5 classes... Do you retain a lot of your clients for ongoing sessions? Could you give a ballpark figure of what the expected transaction size is per client?**

yes retention is good - out of 6, you retain 2.

- Got everyone's emails but don't send many.

I saw it is £65-75 per 5 sessions on the website, is that right? How long does an average customer repeat classes for?