

CASE STUDY

FOR NISARGA HATHA YOGA



WHO IS NISARGA !

BRAND ATTRIBUTES



CULTURE

INCLUSIVE
WARM
TRUSTWORTHY
COMMITTED TO WELLBEING
JOY
FLEXIBLE
PEACEFUL
YOUTHFUL
FRIENDLY
RELAXED
BALANCED
WELCOMING

CUSTOMERS

MEDITATORS
YOGA ENTHUSIASTS
HEALTH REASONS
FITNESS INCLINED
ENTREPRENEURS
CORPORATE PEOPLE
IT PEOPLE
SENIOR CITIZENS
STUDENTS
SADHGURU FOLLOWERS
KIDS(7-13)

VOICE

CONFIDENT
RESPECTFUL
COMPASSIONATE
INFORMED
JOY
INSPIRATIONAL
BALANCE
POISE
CARE
EMPATHETIC

FEELING

POSITIVE
CALM
REASSURANCE
AT EASE
SENSE OF BELONGINGNESS
COMFORTABLE
UNDERSTOOD/HEARD
BEING NURTURE

IMPACT

PERSONAL WELLBEING
MENTAL BALANCE
RELIEF FROM MENTAL IMBALANCE
EVOLUTIONARY
ENERGETIC
REJUVENATED
PHYSICAL STABILITY
SELF DISCIPLINE

X-FACTOR

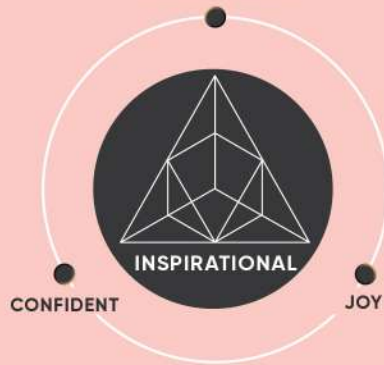
COMPLETE INVOLVEMENT
COMPASSION
MOTHERLY
ATTENTION TO DETAIL

SENSE OF BELONGINGNESS



FEELING

COMPASSIONATE



VOICE

REJUVENATED



IMPACT

BRAND STATEMENT

NISARAGA HATHA YOGA PROVIDES SERVICES TO CUSTOMERS WHO ARE SADHGURU FOLLOWERS, CORPORATE AND IT PROFESSIONALS WITH A COMMITMENT TO THE WELL-BEING AND AN INSPIRATIONAL VOICE. HELPING THEM TO FEEL CALM AND ACHIEVE PERSONAL WELL BEING.

X-FACTOR : COMPASSION

CUSTOMER PROFILE 01

NAME: MOHIT
CUSTOMER TYPE: IT PROFESSIONAL



DEMOGRAPHICS

Age: 32
City: Gurugram
Profession: IT Engineer
Marital Status: Married
Spouses Name: Mohini
Kids: No
Salary: 1lakh/month

Needs

He wants to feel energetic.
He wants to feel balanced.
He wants to feel more alert.
He needs to be motivated to take a step to make changes in life.

STORY

He Likes his job,
He cannot get time for physical activity.
He is Uncertain with life.
He has Put on weight.
DOESN'T FEEL ENERGETIC ANYMORE

Solutions

Suryakriya
Angamardana
Sadhguru's content
Kanika Akka's personal sharing
Participants Testimonials

CUSTOMER PROFILE 02

NAME: ASEEM
CUSTOMER TYPE: ENTREPRENEUR



DEMOGRAPHICS

Age: 28
City: Gurugram
Profession: Entrepreneur
Marital Status: Single
Spouses Name: NA
Kids: NA
Salary: 1lakh/month

NEEDS

He loves quick read on spirituality
He needs social surrounding to keep him motivated for sadhana
He wants to be physically and mentally balanced.

STORY

He is very ambitious
He is spiritually inclined and
He is an avid reader and
He is being initiated into kriya yoga however
loves consuming spiritual content.

SOLUTIONS

- Quotes and book excerpts of piritual content
- Participants Testimonials
- Contents to highlights benefits of yoga and meditation

CUSTOMER PROFILE 03

NAME - RUDRANAYANI
CUSTOMER TYPE : STUDENT



DEMOGRAPHICS

Age : 23
City : Faridabad
Profession : Student
Marital Status : Single
Spouse Name : N/A
Kids : N/A
Salary : 25k/month

NEEDS

She needs a social surrounding that can encourage her to work on her mental and physical well-being
She wants to break any limitation that hinder her growth
She wants to rekindle the joy inside her

SOLUTIONS

Mind and Body Wellness related content
Content highlighting benefits of yoga and meditation
Content on the balanced yogic lifestyle
Sharing Program Flyers

STORY

- She is spiritually inclined and loves to research
- She lacks focus, direction and gets distracted easily
- She is ambitious
- She finds sadhguru's videos to be very helpful in giving her a sense of clarity
- She indulges in overthinking and suffers from anxiety

10K FOLLOWERS ON INSTAGRAM

THE AIM IS TO TOUCH DOWN THE 10K FOLLOWER'S MILESTONE ON INSTAGRAM THROUGH PRODUCING VALUABLE CONTENT IN VOLUME AND VARIATION.

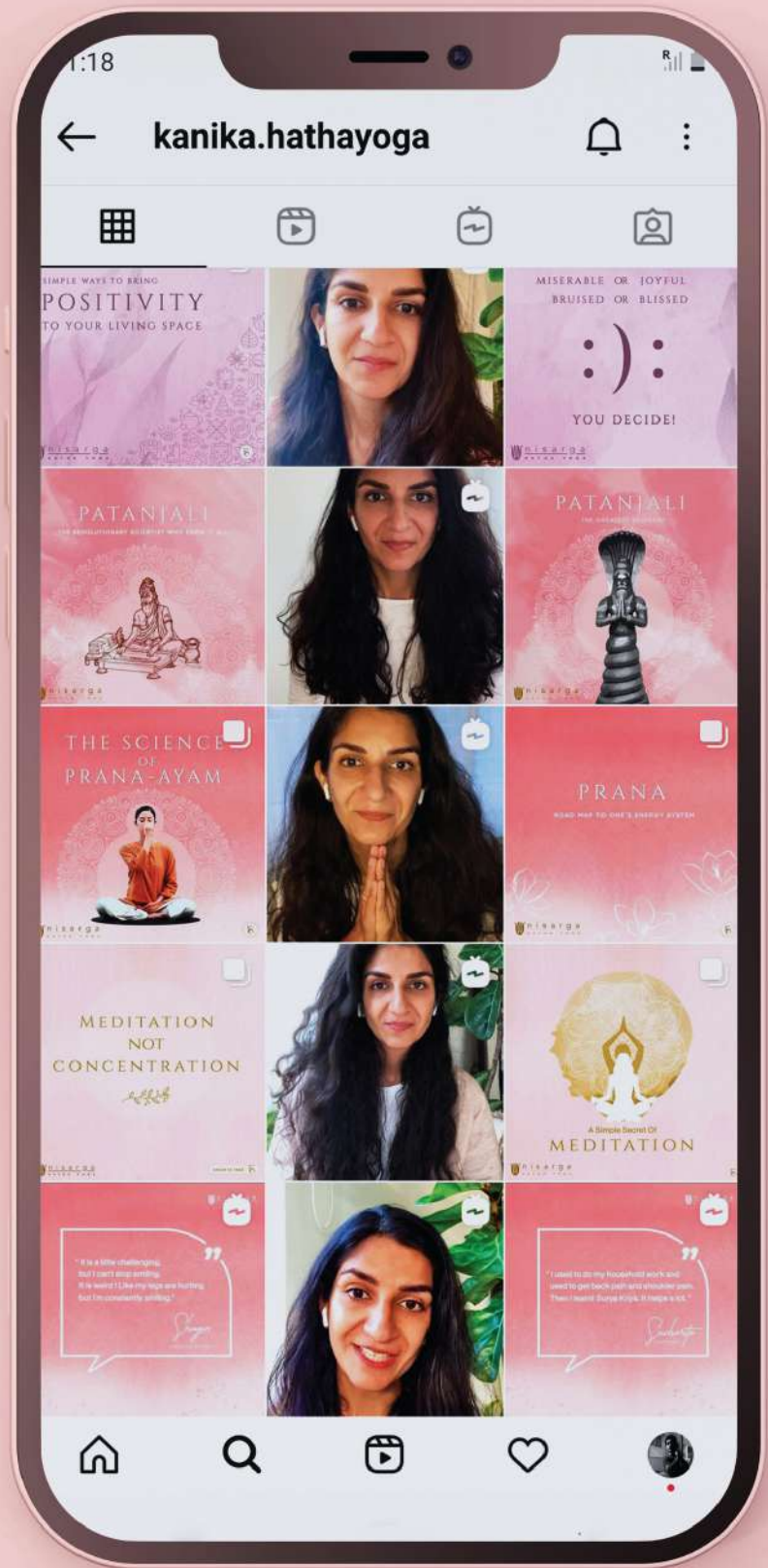
LEAD GENERATION

BY CREATING A LEAD GENERATION CAMPAIGN EVERY MONTH WITH THE AIM OF MAKING THE MAXIMUM NUMBER OF PARTICIPANTS TO REGISTER FOR THE PROGRAM

ENGAGEMENT WITH AUDIENCE

CREATING COMPELLING CONTENT TO NOT ONLY ATTRACT A NEW AUDIENCE BUT MAINTAINING THE CONSTANT ENGAGEMENT WITH EXISTING AUDIENCES

ANALYTICS



11:35



Reach



Last 30 Days

Accounts Reached

23,707 accounts

+61.2%



29 Jan 5 Feb 12 Feb 19 Feb 27 Feb

Accounts reached from Jan 29 - Feb 27

Impressions

+31.5%

255,485

Account Activity

6,071

Profile Visits

+39.3%

5,808

Website Taps

+61.8%

233

Email Button Taps

+200%

9

Get Direction Taps

21

11:35



Insights



Last 30 Days

Overview

23.7K
Accounts Reached

+61.2%

5,799
Content Interactions

+403.8%

Your Audience

[See All](#)

6,282
Total Followers

+6.2%

Content You Shared

12 Posts



158 Stories



8 IGTV Videos

