



# OHYAcademy

Yoga Academy in USA



# About the client



The Original Hot Yoga Academy offers you an unparalleled experience in personal transformation and professional development. This is much more than just a hot yoga teacher training.



# Challenges

- Due to the ongoing Pandemic, the client was looking to cater its audience online.
- The client wanted more signups for his online hot yoga classes
- He also wanted a website to showcase his work and make people register.

# Solution

- We did a research on the fitness industry and decided to leverage the Facebook and Instagram platforms for generating leads for OHYAcademy.
- We setup Facebook Lead generation campaigns for the client and created a funnel for the leads and integrated it with Hubspot CRM
- We made sure that that CTR for the campaigns was good enough with help of engaging and contextually relevant images.
- We did A/B testing to make sure that our campaigns were well optimized and our CPL was in the budget.



330 HOUR  
ORIGINAL HOT YOGA  
ONLINE TEACHER  
TRAINING

Enroll Now for Just  
~~\$3,999~~ \$3,499





# Start your 26x2 Hot Yoga Teacher Journey Today

Sign Up!

ONLINE CLASSES NOW ENROLLING





**Dont Miss Out!**

Free 30-minute session  
with World famous  
Yogini: **Ida Ripley**

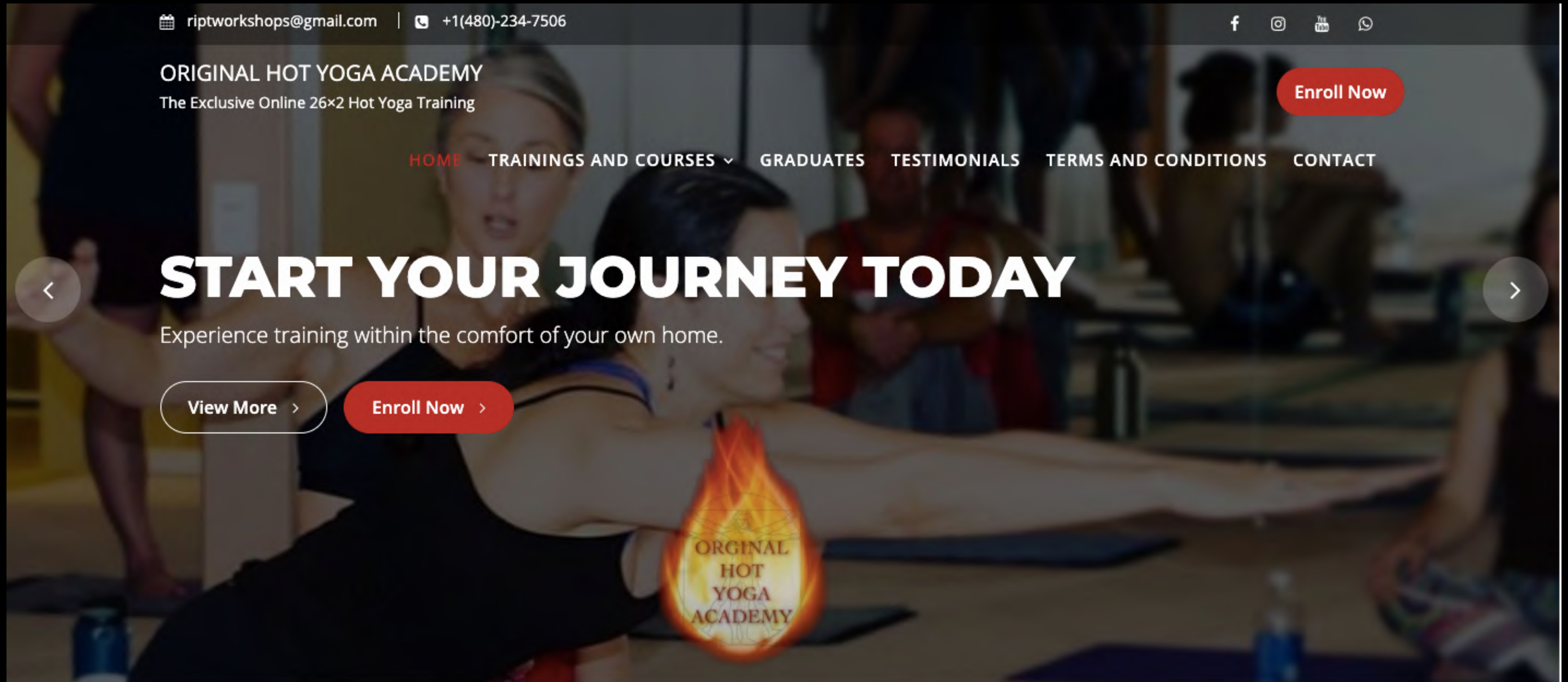
ONLINE CLASSES  
NOW ENROLLING





# Website Development

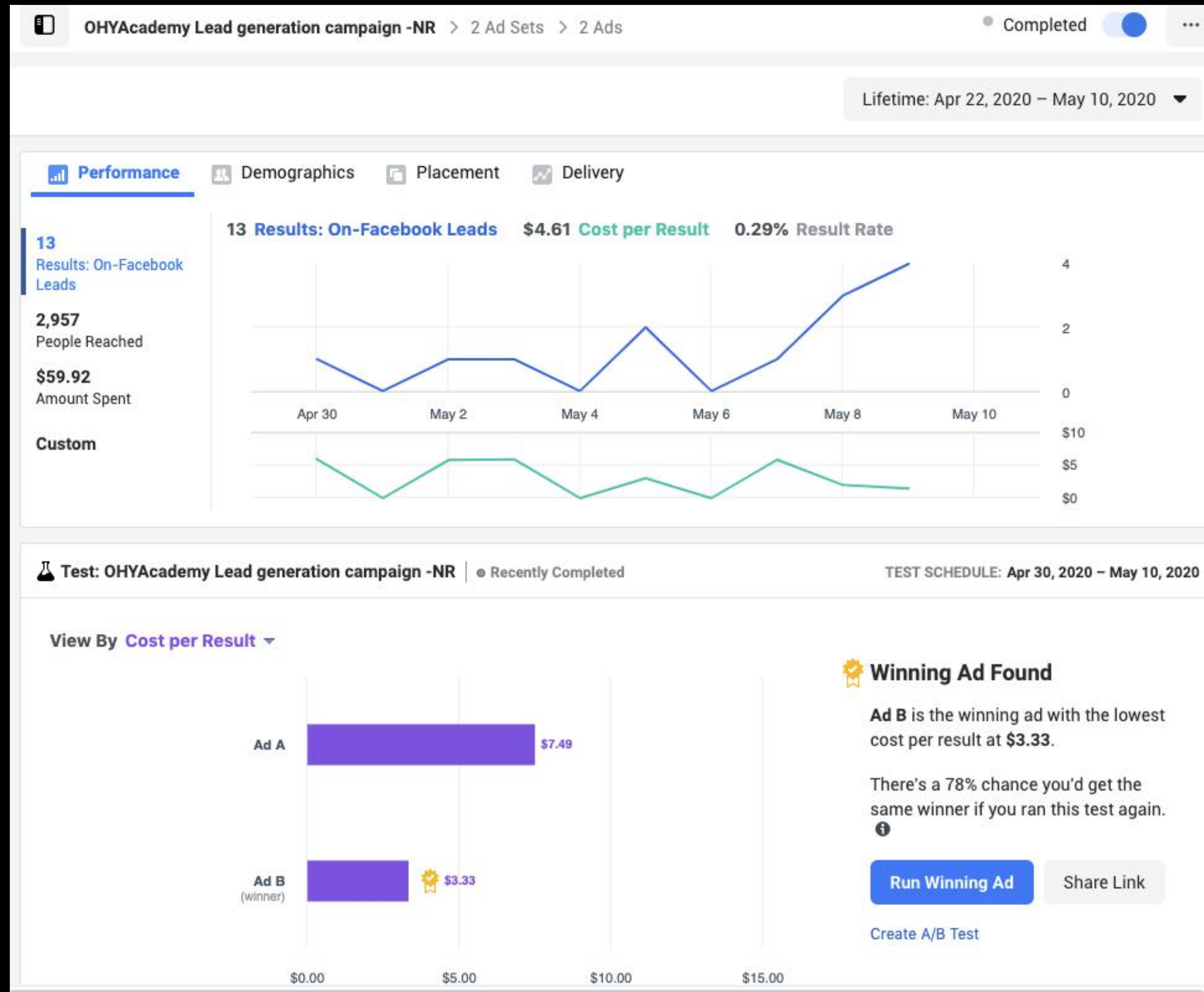
Developed a fully responsive and interactive website for visitors with an option to choose their location.



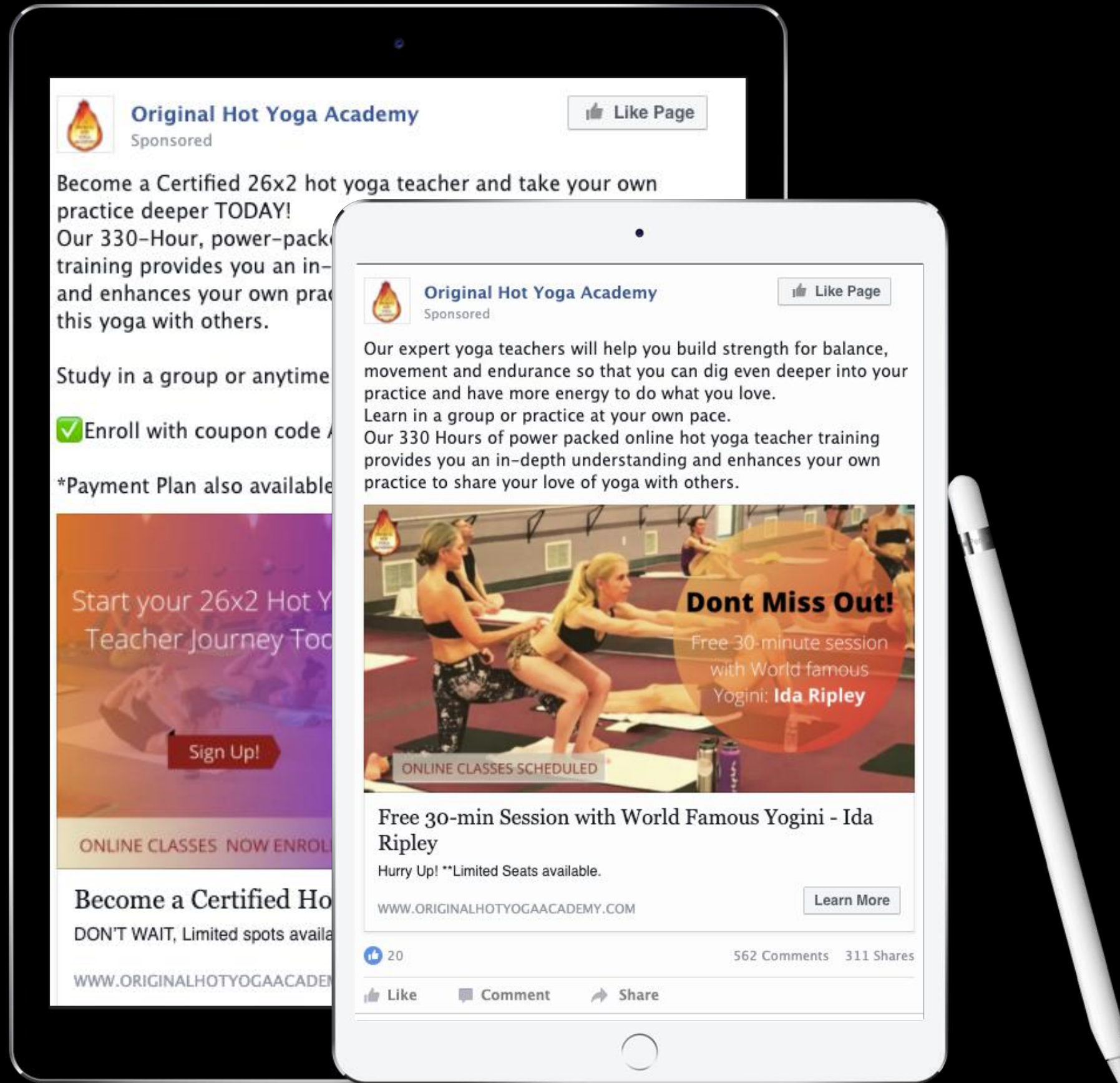


# Results from Ad campaigns

We performed A/B testing on the creative and Ad copy to see which ads perform well.



# Conclusion



Cost per Lead = \$3.3

65% ROI per month

208.4% increase in the website visitors