



Marketing basics

For Chopra Meditation teachers

Introduction to social media marketing

You can leverage social media to engage potential students, spread the word about your services, and drive traffic to your business. This is a low-cost, high-impact way to promote your website, events, classes, and products—but it must be done well. Building a social media following—and converting that following into business gains—requires time, creativity, consistency, and commitment.

When deciding which apps you'll be active on, we recommend asking yourself these questions:

- *What is my purpose in using social media as a business owner?*
- *What social media apps do I already use, and what do I like about them?*
- *What apps are most popular among my target audience?*
- *Am I inspired and ready to engage with others on this app?*
- *Can I commit to consistently posting engaging content on this app?*

Before launching a social media campaign, make sure you have time and energy to produce consistent, high-quality content. Creating a social account won't help your marketing if you don't invest time in it.

General tips for using social media

- Keep your business and personal accounts separate.
- Include your business name, URL, and description in your profile or bio.
- Consistently post original, high-quality, and compelling content.
- Tell a clear message, and stay on topic.
- Be your authentic self, giving your followers a window into your life.
- Try to include a visual component in every post—video typically performs especially well.
- Occasionally repost relevant content from other accounts—just be sure to get permission and credit the creator.
- Engage with followers—respond to comments on your posts, and comment on posts you connect with.
- Stay informed about software updates, new feature releases, and algorithm changes that may affect your post performance.
- Don't throw your wallet at paid ads just yet—research the platform and experiment a little before deciding if ads are worth the commitment.

If you maintain a presence on multiple apps, take advantage of any cross-posting features that are available. You might also consider investing in a social media management tool to help you plan your feed, schedule posts, manage ads, and review analytics.

You don't have to be active on every single social media platform—in fact, it's better to be consistently active on 1 or 2 channels than to post irregularly to several.

Creating a website

A business without a website is invisible to most customers. Don't worry, though—creating a site doesn't take thousands of dollars or years of coding experience. Website builders make it easy for anyone to create a high-quality site at a low cost. Most of these services offer design templates, mobile responsiveness, search engine optimization options, and social media integration. Many also offer online store builders.

Your domain name is the part of your website's address that comes after "www." It's the URL that people will use to find your site. Choose your domain carefully—it will represent your name and business. In addition to fitting your brand, it should be short, memorable, and easy to spell. Some website builders allow you to purchase a domain as part of the setup process, but others require you to purchase one ahead of time.

Once you've chosen your domain name and website builder, you can get to work creating your site. Most builders will walk you through the process, but if you feel especially unprepared, you might read a few articles or watch a video on the subject. And if creating a website just seems too daunting, you can always pay a company or freelancer to do it for you—just be sure to do your research before hiring someone.

Regardless of how you build your site, don't get stuck in the details or expect perfection right away. If people can find your services and connect with you, your website is doing its job.

Once your website is built, plan to update it as you have new events, services, and business developments to share. When possible, opt for "evergreen" content that will stay relevant a few weeks, months, or even years from its publication date.

Key characteristics of a website

- **Good visual design:** It's usually best to keep it simple. Include complementary colors, easy-to-read fonts, and a sensible layout. Use logos, graphics, and images in an intentional way.
- **Intuitive navigation:** It should be easy for users to find the information they want. 1 way of approaching this is to try minimizing the number of clicks it takes a user to find what they're looking for.
- **Mobile responsiveness:** Make sure your website is easy to view and navigate on smartphone, tablets, and other mobile devices. Fortunately, most website builders take care of this for you.
- **Accessibility:** Do your best to make sure your site's content is accessible to as many learners as possible. For example:
 - Use high-contrast font and background colors.
 - Ensure that all written content is compatible with screen readers.
 - Make sure any videos include closed captions.
 - Avoid using fonts smaller than 12px.
 - Use alt text for images.
 - Offer written transcripts for any audio-only content.

Key Content in a Website

- **Bio:** This is where you introduce yourself, your background, your credentials, and your experience. It's your chance to explain why you're the best teacher for the job. You might include this information on the site's homepage or a separate *About* page.
- **Social media:** Include links to your social media profiles in a prominent place on your site, such as the homepage. Even better, embed your feed directly onto the page.
- **Contact form:** This is where potential students can contact you with questions about your classes, services, products, and policies. You might also include a separate **sign-up form** where they can register to attend a class on a specific date.
- **Call to action:** What do you want visitors to do before they leave your site? Prompt them to sign up for your newsletter, read your blog, opt into emails, purchase a product, attend a group meditation, or register for a class.

Want your students to register for classes and purchase services through your website? Consider a website builder which offers a secure e-commerce tool for receiving payments. If your builder doesn't allow direct integration of a sales tool into your site, you might redirect visitors to an external platform or app instead.