

# YOGA / MEDITATION IDEAS

# HYPED! HEALTH MARKETING



## Short guided Meditation sessions

Very short, 1-3 minute guided sessions that people can do whilst scrolling through their feed to take a moment to pause and reflect.

## Pause breathwork

Calm meditation app are very good at doing this, they get you to stop scrolling for 60 seconds and just follow a 'breathing' animation with your breath. You can replicate this in your style.

## 3/5/7-day Yoga challenge

A challenge for you to post daily, perhaps 3-4 moves that someone can do for 10 minutes of their day. Advertise these in advance.

## Basic pose breakdown

One pose per post to help those who have never been to a yoga session understand the poses. You could have an image of the pose or a graphic, with arrows and/or text on how to do it.

## Yoga/Meditation philosophy

Simply explain one concept or idea. The caption can go deeper into the content and you could also use a carousel format to run through the philosophy in more detail.

## Live-streamed Yoga sessions

Not only would you have the live stream as content but you would also create posts to advertise the live stream in advance.

## Share complementary local services

Find complementary businesses and organise a collaboration, e.g. an exchange of posts to promote each other.

## Yoga/Meditation props and accessories

Showcase how to use yoga and meditation props and accessories. Also, use this as an opportunity to do affiliate marketing to bring in some extra income.

## Yoga for... Meditation for..

This is where we get specific about your target audience's needs. By talking to them regularly, you can figure out their pain points and design posts to specifically benefit them.

## Benefits of Yoga/Meditation

Create regular posts running through the benefits of yoga and/or meditation. These are always good to remind people to attend sessions.

## Inspirational quotes

Create relatable, inspirational quotes which hit people's pain points in a way to inspire, encourage and spread positivity.

## Behind the mind of the expert

Share your personal insights for those looking to take their practice to a deeper level. By sharing your soul, you connect with people on a deeper level.

## A day in the life video

Busy day ahead? Take 2-5 second videos of different parts of your day, edit them all together, add some text and a voiceover.

## A day in the life in pictures

Take a few photos which represent your day and add them all to one post. In the caption, talk about your day, your goals, how you feel etc.

## Guest interviews

Video interview someone either in person or online. You could also do a written interview over a few images in a carousel.

## Common goals in the industry

This would work well as a listicle video or a carousel style post if you don't want to show your face.

## Etiquette in the studio

There is an opportunity here for humour, so you can showcase examples of what not to do and what the consequences would be.

## Mobility for a particular muscle group

Create posts on the importance of mobility, and then further posts on movements to increase mobility.

## FAQ / Live Q&A session

The more you talk to your ideal customers, the more likely you will find their pain points and objections. Use this information to formulate your FAQs and Q&As.

**Don't have time, motivation or energy to post regularly? Or, perhaps you do post a lot but it's not converting into regular customers?**

Contact me on [hello@hypedhealthmarketing.com](mailto:hello@hypedhealthmarketing.com) to arrange an appointment to discuss your needs.





# HYPED! HEALTH MARKETING

## You

You are in the business of helping someone become happier and healthier.

## My mission

My mission is to expand your reach and help you influence more people to make healthier choices.

## Together

We create a community of healthier and happier people.

## POPULAR SERVICES



### SOCIAL MEDIA SERVICES

Whether you need someone to audit your activities or you need a social media manager to save you time and increase your effectiveness, we have a range of Social Media Services to suit you.



### LAUNCH STRATEGIES

Do you have something big coming up? Are you looking to launch a new service, class, event or product? Don't stress over its success by using our Marketing Launch Strategies.



### PERSONAL BRANDING

Avoid getting lost in AI-generated content by highlighting individual personalities in a professional way and positioning your people as the go-to local experts.



**SCHEDULE IN  
A DISCOVERY  
CALL**

