

Yoga Joint: Studio Launch & Membership Acquisition Roadmap

A 90-Day Strategic Playbook for High-Conversion Workflows

From Awareness to Profitabiiity: Aligning the Story (Marketing) with the Stack (Technology)

Executive Summary & Core Objective

Core Goal: Streamline the member acquisition journey from "Awareness" to 1,000+ profitable members.

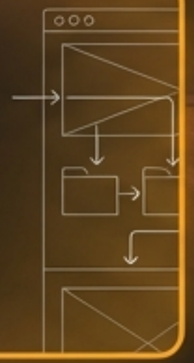


FROM:

Disjointed landing pages & confused messaging.

TO:

Hyper-relevant, event-based experiences matching ad narrative.



Unified Narrative

Matching ad copy to landing page content (The "Event" First approach).

Tech Integration

Seamless data hydration: GoHighLevel + Pipedrive + Mariana Tech.

Education First

"Fit vs. Flow" content bridging the experience gap pre-opening.

MEMBER ACQUISITION ROADMAP: PRE-OPENING JOURNEY



Note: Each phase requires distinct Landing Pages, Automations, and Ad Creative.

Yoga Joint

Phase 1: Awareness (120–91 Days Out)

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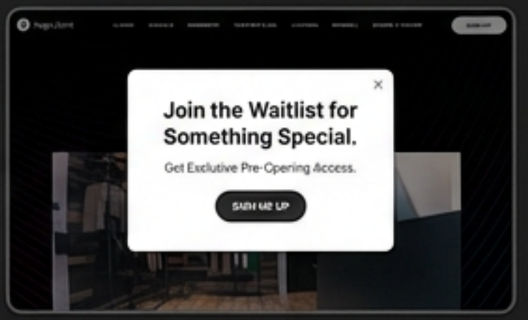
From Passive Browsing to Active Waitlist Capture

CURRENT STATE



Location Page → Instagram → Lead Lost

OPTIMIZED STATE

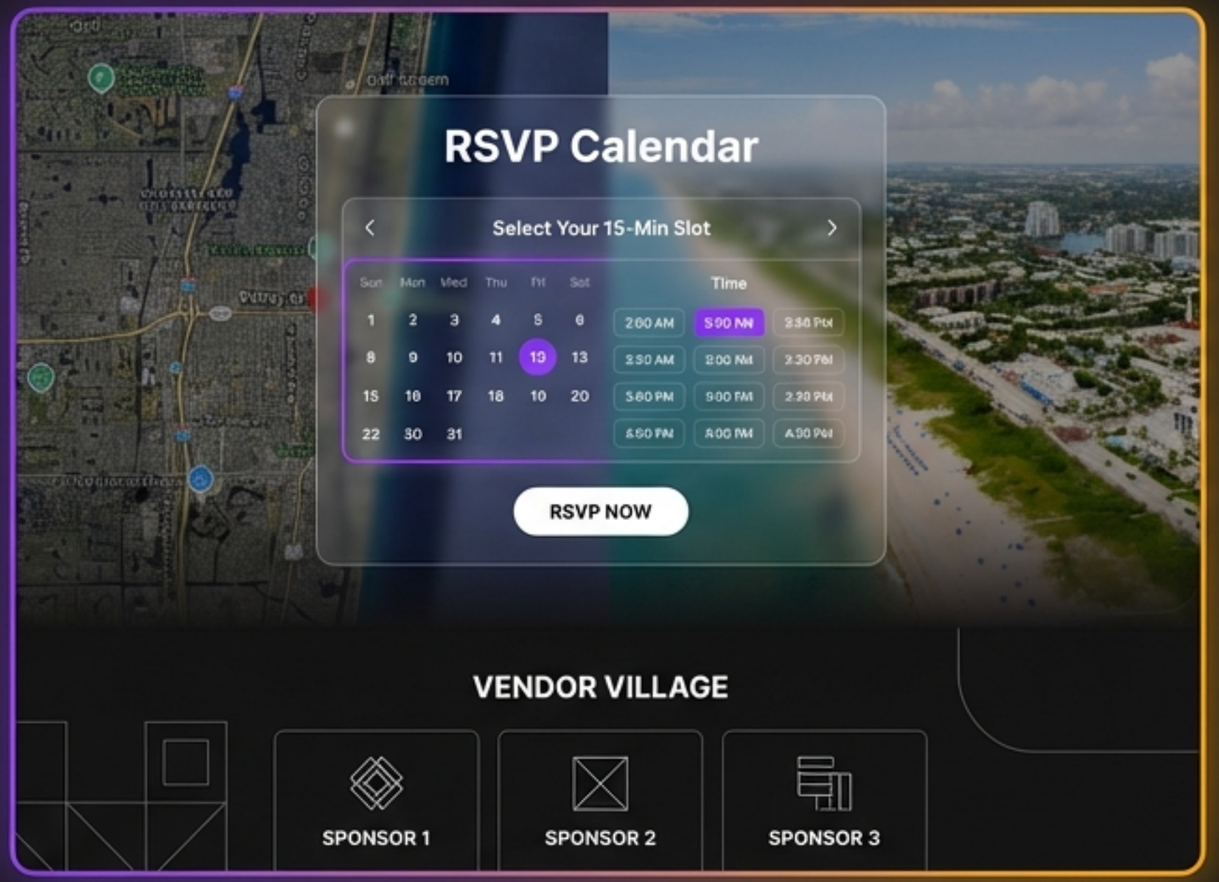


Location Page → GHL form → Indoctrination

1. Traffic lands on Location Page (Blink owned).
2. CTA 'Join the Waitlist' opens GHL form (Name, Email, Mobile).
3. Immediate 'Indoctrination' Sequence (Email/SMS) educating on brand values.

Phase 2: The Kick-Off Event (90 Days Out)

Selling the Event Experience, Not Just the Rate



- **The Critical Fix**: Replace generic **'Rate'** page with **Event-focused content.**

- **Hooks:** Vendor Village, 1 Year Free Giveaway, Merchandise.

- **Action:** RSVP Booking (Replacing Eventbrite).

- **Incentive:** 'Secure the Lowest Rate Ever' is the reward for attending.

Phase 3: Founders Rate (Lead-to-Book)

Visualizing Value to Drive Conversion

YJ Membership Benefits	Founding Rate	Standard Rate
Unlimited studio classes	✓	✓
Yoga mat and plush towels	✓	✓
Unlimited on-demand classes	✓	✓
Unlimited multi-studio access	✓	✓
14-day book ahead window	✓	
20% discount on retail & workshops	✓	
Two FREE monthly guest passes	✓	

Content Strategy

Challenge
Users haven't experienced the class yet.

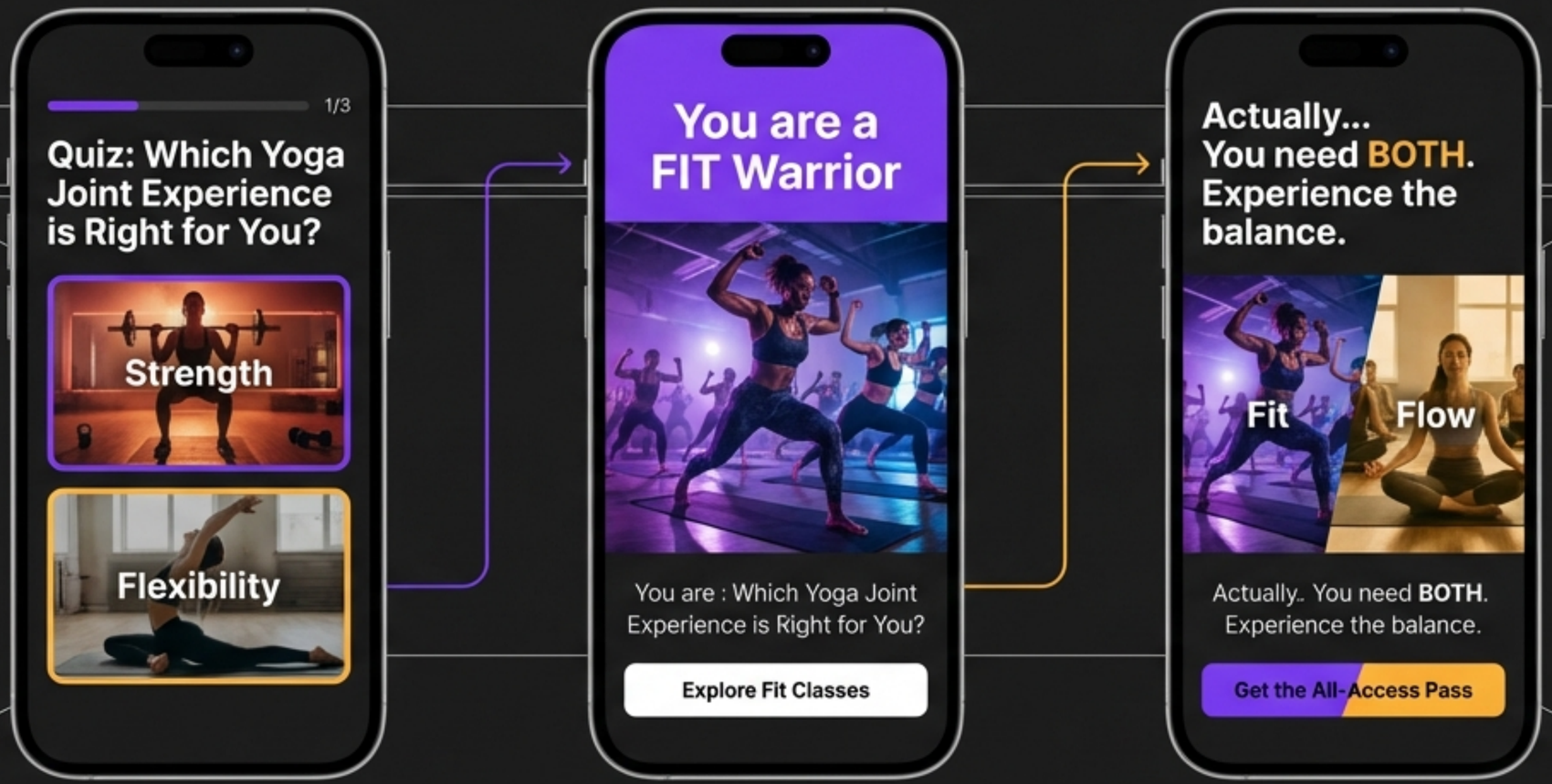
Solution
Integrate high-energy "Fit" and zen "Flow" B-roll video directly on the LP.



Goal
Credit Card capture for Tier 1/2/3 pricing.



New Tactic: The "Fit vs. Flow" Assessment



Concept: Micro-quiz to hydrate CRM with user preferences.

Data Win: Sales team sees “Fit” or “Flow” tag in Pipedrive for tailored follow-up.

Phase 4: The Pivot (1 Week Out)

The Critical Switch: Closeout to First Week Free

Hard Switch

Day 1-6

Closeout Event
(Founders Rate Last Chance)

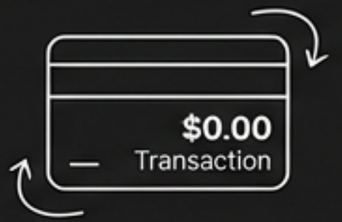
Day 7



Day 8+

First Week Free (FWF)

Claim Your Free Week Today!



The FWF Workflow:

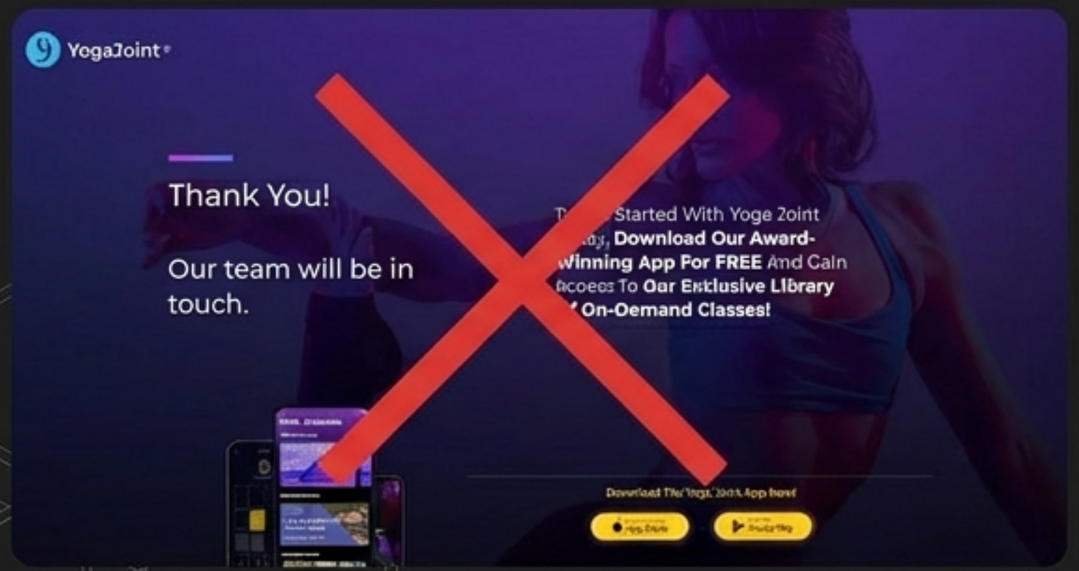
- Offer: 7 Days Free Trial.
- Validation: $0.00 CC Transaction (Mariana Tech) to prevent no-shows.
- Goal: Full classes on Grand Opening Day.

Phase 5: Steady State (Post-Opening)

Operational Excellence & Retention

Fix It

Current Flow (BROKEN)



The Website Fix: Direct 'Sign Up' buttons to specific Studio FCF Landing Pages.
Pricing Visibility: Standard rates (VIP/Unlimited) now visible on Location Pages.

New Flow (FIXED)



Retention Priority: Aggressive push to 'Download the App' on Thank You page for class booking.

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The ‘Indoctrination’ User Journey

Ad Click
(Meta/Google)

Paid Media
Entry Point

LP Engagement
(Video B-Roll + Assessment)



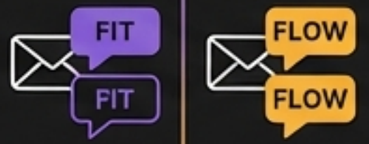
Landing Page Interaction.
Engaging content & lead scoring.

Data Capture
(Pipedrive Hydration)



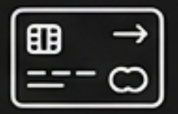
Lead Info Stored.
Automated contact creation in CRM.

Smart Nurture
(Email/SMS based on ‘Fit/Flow’ tag)



Tailored Communication.
Automated sequences.

Conversion
(Mariana Tech Transaction)



Membership Sign-up.
Booking system integration.

Requirement: API endpoints must communicate instantly to ensure a lead in GHL becomes a deal in Pipedrive and a member in Mariana.

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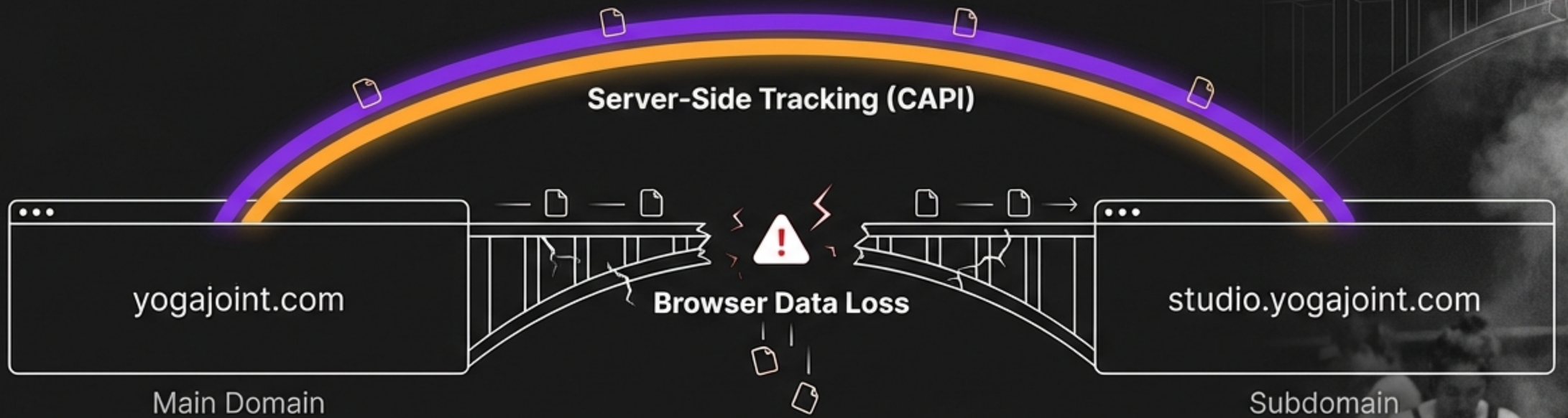
Data Intelligence: Solving the Tracking Gap



Problem: Pixel data loss when traversing domains.

Solution: Individual Meta Pixels & GTM containers per studio location.

Outcome: Accurate ROAS attribution for Franchisees.



Roles, Responsibilities & The Tech Stack











Blink (Tech Team)

Owns Main Website & Location Pages.

Wolf Bot / HTC

Owns GHL Campaign LPs, Automations, Pipedrive Integrations.

The API Ecosystem

Marketing (Mariah)

Assets, Copy, B-Roll, Launch Calendar.

Sales (Adrian)

Approves Pipedrive fields & Scripts.

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Content & Asset Strategy

Dynamic Vendor Sections

Inter Light



Standardized Pricing Tiers

YJ Membership Benefits	Founding Rate	Standard Rate
Unlimited studio classes Yoga mat and plush towels	✓	✓
Unlimited on-demand classes	✓	✓
Unlimited multi-access	✓	✓

FIT (High Energy)

Inter Light



FLOW (Zen)

Inter Light



Strategy: Move beyond generic images. Use specific 'Fit vs. Flow' video libraries and dynamic sponsor assets.

Immediate Action Items (Next 2 Weeks)



Kendall & Pinecrest

- Launch full “New Workflow” (Awareness -> Founders).
- Pilot Waitlist data capture.

Wellington

- Manage current Kick-Off transition.
- Fix Eventbrite disconnect.

Technical Sprints

- Grant API Access (Pipedrive/Mariana).
- Audit GHL Automations.
- Install location-specific Pixels.

The Vision: The Perfect Landing Page

A seamless digital experience that matches the premium in-studio experience.

Unifying the Story (Event) with the Stack (Data Capture).

