



THE WEATHER COMPANY LOCAL BUSINESS CASE STUDY SERIES



“It’s amazing for a small business like us to be able to advertise on a website and mobile app that are so well known and well respected – and with pinpoint targeting so that we reach people near our studio location.. We’ve always wanted to advertise to this kind of audience, within our local community, but had no idea we could do so cost-effectively.”

ABOUT THE ADVERTISER:

beyoga is a single-location, 2-year-old yoga studio on the town square in Marietta GA. Like many small businesses, it has done very little advertising, relying instead on word of mouth as its main tactic to drive new business. Owners/instructors Rachel and Julie are focused on sharing their love of Yoga, not advertising, and don’t consider themselves marketing experts.

WHAT THEY DID:

In March 2013, beyoga ran a campaign on The Weather Company’s digital and mobile properties, including weather.com, wunderground.com, and the Weather Channel mobile apps. Ads were targeted to people who looked at weather within a 10 mile radius of the studio. The campaign goals were to reach people in the local community, create awareness of the studio and drive yoga session sales.

As a small business, beyoga had no digital creative materials, so they were able to use the creative builder embedded in The Weather Company’s self service tool to build 2 ads during its campaign. The first ad was primarily a brand-building ad, and the second incorporated an offer for \$5 off a class. The creative process let them easily re-use materials from their website, took less than 5 minutes to develop and approve, and permitted campaign and offer changes very easily.

HOW THE CAMPAIGN PERFORMED:

beyoga’s campaign reached consumers during a critical point of their day—the ‘planning’ period, when they are checking weather and figuring out what to do for the rest of the day.

As a result of this new advertising, BeYoga generated nearly 9,000 visitors to its website, a 60% increase over the previous 3 month average.

WHAT’S NEXT:

Rachel Goldberg, owner of beyoga says: “Running a Yoga studio requires the ability to wear many hats but at the end of the day we opened the studio to share our love of Yoga and the way it can transform lives. With so much energy going into the practice of Yoga it is difficult to focus on areas where we have little background- like advertising. So The Weather Company provided a turnkey solution to reach new customers and drive studio business. It was amazing when a new student came in and mentioned they learned about us from an ad on The Weather Channel app or online. It shows that advertising does work!”



The Weather Channel



Hurricane Central

Tropical Update

The 2012 hurricane season has officially ended. Regular updates on the tropics will return at the beginning of next year's season on June 1....



Active Storms

Atlantic

Pacific

No active storms

Pollen

Tropical



Map



Video



Weather



Social



In Season

1x