

# Marketing Plan Handout for Ananda Los Angeles Team

**Vision:** *Beginning with the core inspiration for Ananda LA's service to Master helps us to be attuned to the right thing in everything we do.*

To share Master's love with everyone who comes to the events in the coming year (2015).

To accomplish this vision we will:

- Increase awareness of who we are and what we have to give
- Generate magnetism for upcoming events
- Maximize energy with cooperative outreach teams (Initiative and LA)

**Goals:** *Helps to affirm what we hope to manifest with the coming events and year of growth.*

- **300** at LA event, with 200 new to Ananda attendees
- **50** follow-up students at the LA Raja Yoga class
- **1,000** new sign ups to receive newsletter from LA (related to eBook gift)
- **5,000** new facebook likes to Ananda LA page
- **100** shares on the LA event facebook post to promote the event with Jyotish and Devi and Raja Yoga follow-up class

**Target Audiences:** *To know the needs of the audience, how to best reach them, and to learn what can inspire them to go deeper and be more involved.*

**What are the core values\* that we have that our audiences share with us?**

*\*A core value is the essence of what we have to give that speaks to the heart of the audience and will motivate them to take the next step.*

- Independence (Success)
- Inner Peace
- Joy
- Community and divine friendship

**Personas:** *Includes characteristics of a group (needs, aspirations, demographics, spiritual questions, daily activities, etc.)*

- **Truth-seekers** looking for someone to talk with about the deeper truths (teachings) of life. Interested in yoga philosophy and wisdom series.
- Those who are feeling incredibly lonely and disconnected, and seeking more meaningful **friendships**, especially for **community** (fellowship). ("Probably one of the biggest draws." They can't talk to anyone really about their deepest thoughts, because everyone is going out to clubs and they float from one relationship to another before it can go deep.

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“It becomes a total shock when they hear the teachings about environment being stronger than will power.”

- Those interested in going **deeper** into **yoga-philosophy** (karma and reincarnation, success, finances, happiness, wisdom series). Often hop from path to path, trying to learn from different centers, experiencing different activities each night, may even recognize that they feel distracted. Yet seeking teachings that they can **focus** them and help them go **deeper**. They would also be interested in **spiritual yoga**, perhaps already practice in one of the thousands of yoga centers in LA, and would be ready to take this deeper as well.
- Want to know how to bring spirituality into daily life. How are things practical and relative to what’s happening *right now*.
- Due to the high-paced and fast environment of LA, they are looking for something to relieve them from their stress and over-stimulation -- **meditation!** The high-stress jobs, traffic, and overall feeling “fried” lead them to seek something that will help them. These people are likely also interested in the concept of **spiritual yoga** -- postures as preparation for meditation.
- They have reached a state of knowing that chasing things (material success, prestige, relationships) isn’t making them happy. Would be interested in meditation - source of joy from within -- and joyful living, as well as yoga with a higher purpose.
- Want to help the world find peace and harmony. Would be interested in healing prayers and peace and harmony prayer?
- Out of touch with themselves, and out of touch with nature. Would be interested in learning how to connect with nature, with one another as a whole. To experience this connection in nature would be transformative, and the next step they are seeking toward a spiritual path. These people may not come in person to an event, but would want to know how they could apply it to their daily life already.
- Education? SES (socioeconomic status)? Languages spoken? Cultural heritage?
- Generally those who come are not with families, or have families but would not come to events together. (South Bay is family-oriented.)
- Level of commitment to Yogananda and the teachings?
- Have read *Autobiography of a Yogi* as one of the spiritual books they are exposed to.
- Very tech and internet savvy. Mostly find the center from Facebook (75%), Meetup (20%), 5% search engine.

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## **Unique Niche of Ananda:**

- “Revolutionary” teachings of Paramhansa Yogananda (quote is Swami Kriyananda)
- Energy, Magnetism, Affirmations, Healing Prayer -- e.g. Dwapara Yuga teachings
- Scientific basis, practical application for daily life
  - Including for home, work, and health
- All faiths are welcome - unifying
- Satsang - Community - Friendships
- Radiance, joy, and warmth from souls connected with Yoganandaji
- East Meets West
- Kriya Yoga -- a pathway to liberation (Self-Realization)
- Willpower + Devotion
- Art + Science

Contact [Kalamali@ananda.org](mailto:Kalamali@ananda.org) if you are interested in receiving more messaging tips and words from Swamiji about sharing the powerful teachings of Master for soul-awakening.