

# Yoga



LAP

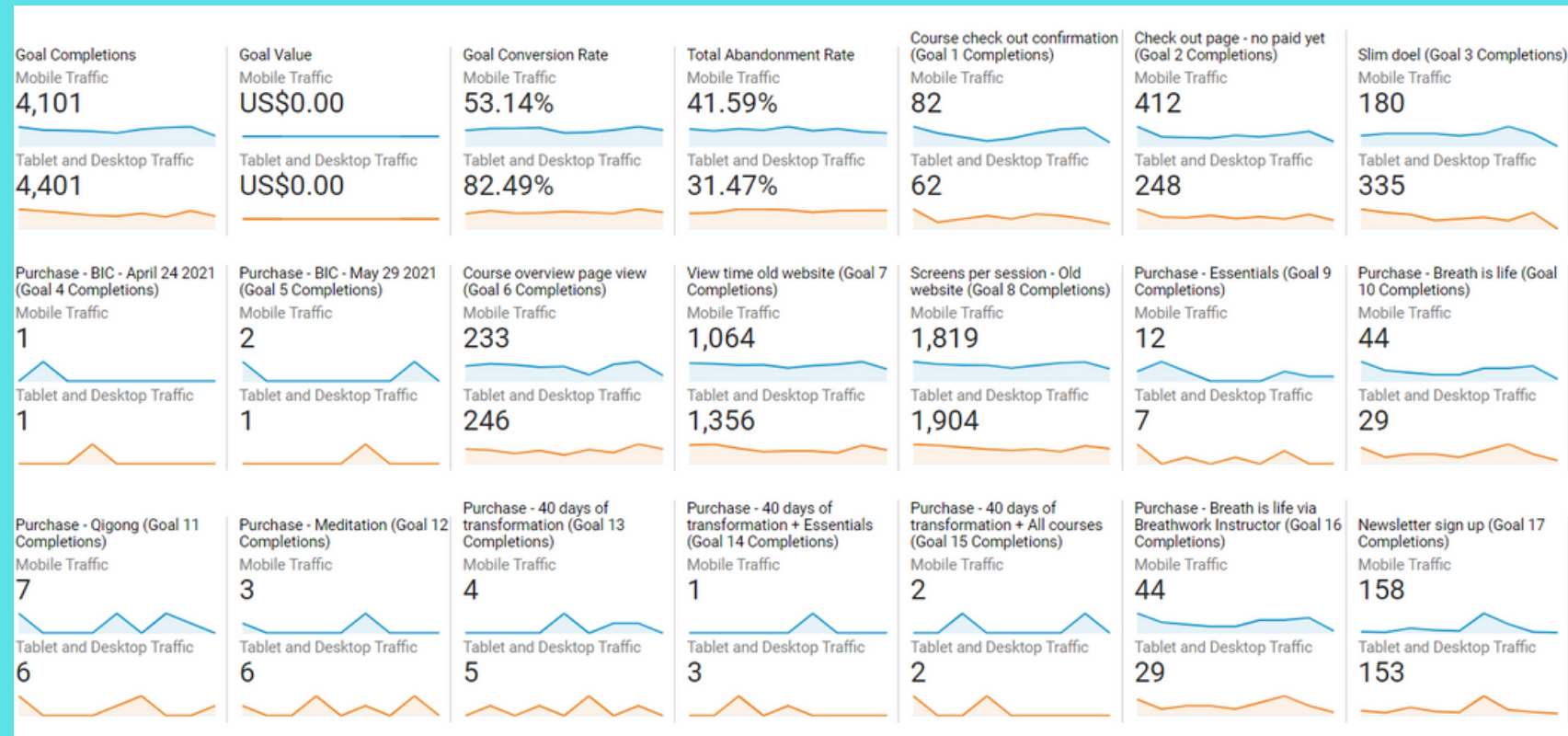
# MENU

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- 01** Google Analytic: Sale Goals
- 02** Course Funnels
- 03** Social media: Organic Campaign



# The base

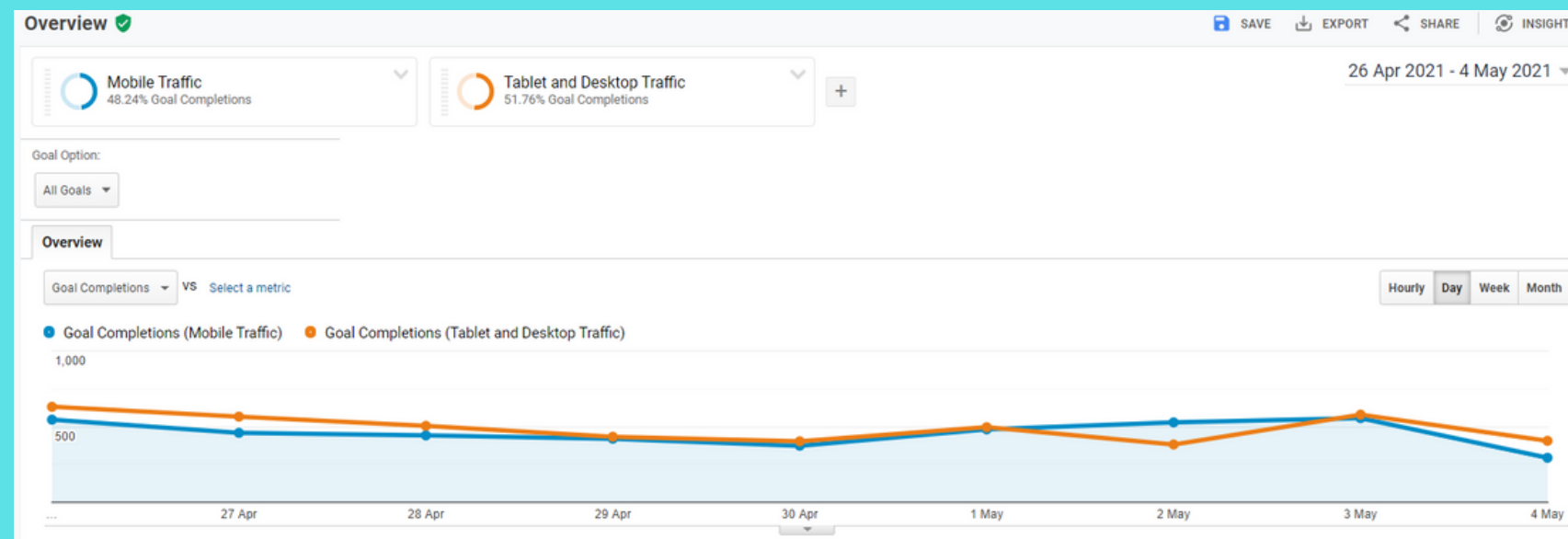


01

Goals overview setup and goal Purchases for each online course

02

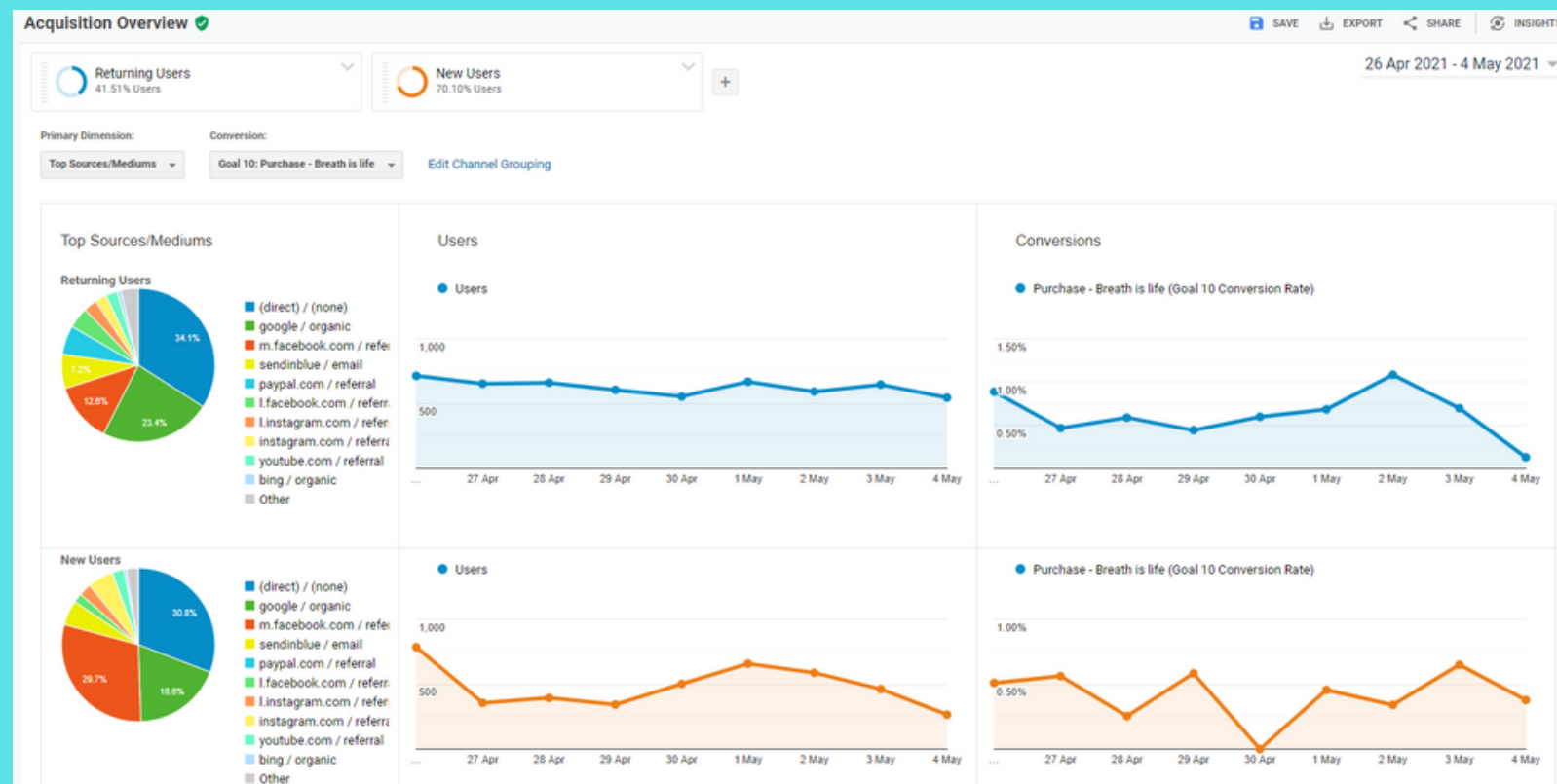
A particular attention has been paid between mobile vs desktop



03

The conversion has been also tracked via these two segments

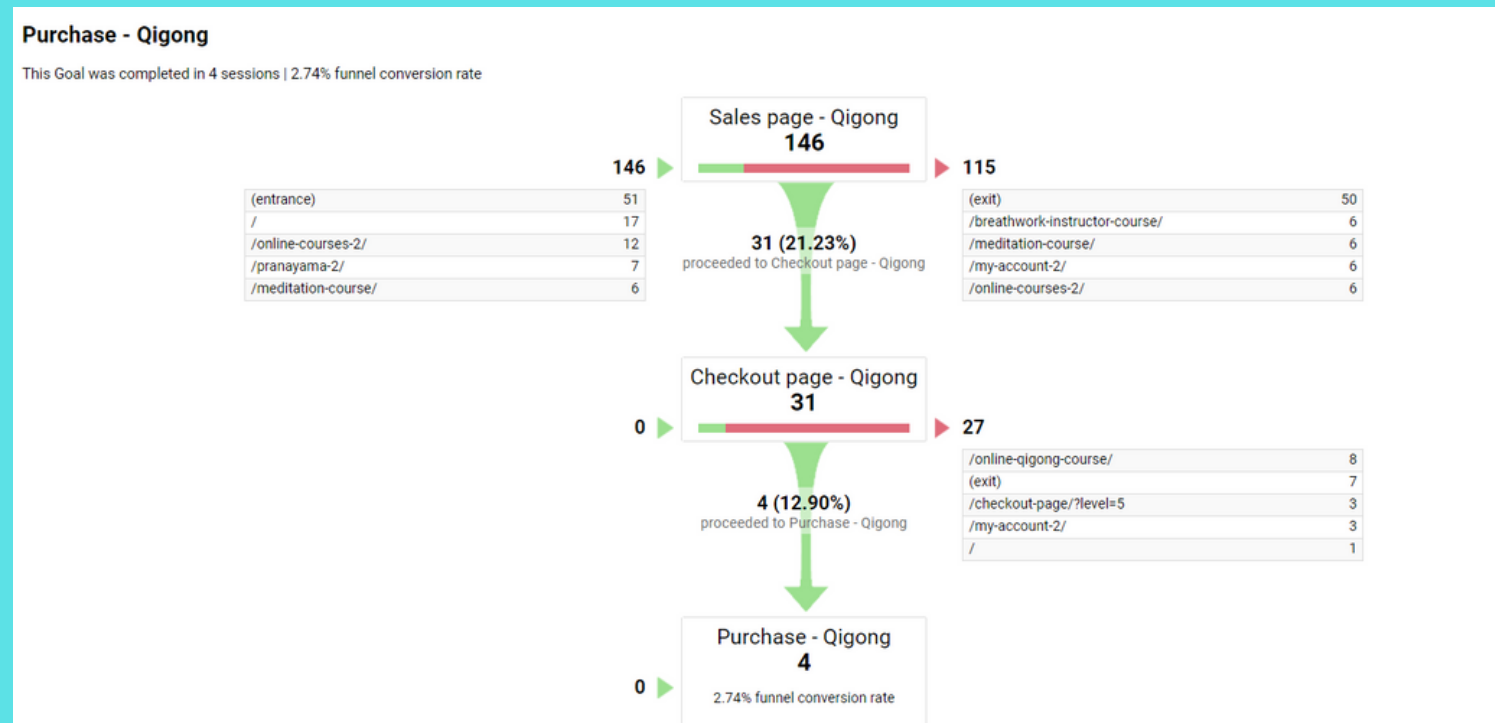
# Iterative processes



	Acquisition		Behaviour			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal 10 Conversion Rate	Goal 10 Completion	Goal 10 Rate
Returning Users	2,576	0	8,683	41.92%	3.72	00:07:50	0.63%	55	18
New Users	4,350	4,353	4,353	60.23%	2.37	00:02:18	0.41%	18	18
1 (direct) / (none)	931	1,340		44.15%			0.03%		
2 google / organic	639	811		33.55%			0.41%		
3 m.facebook.com / referral	344	1,294		72.27%			1.09%		
4 sendinblue / email	197	229		52.26%			0.00%		
5 paypal.com / referral	167	1		33.81%			4.31%		
6 l.facebook.com / referral	120	84		33.49%			0.23%		
7 l.instagram.com / referral	77	114		52.90%			0.00%		
8 instagram.com / referral	68	236		54.88%			0.00%		
9 youtube.com / referral	65	107		56.99%			0.00%		

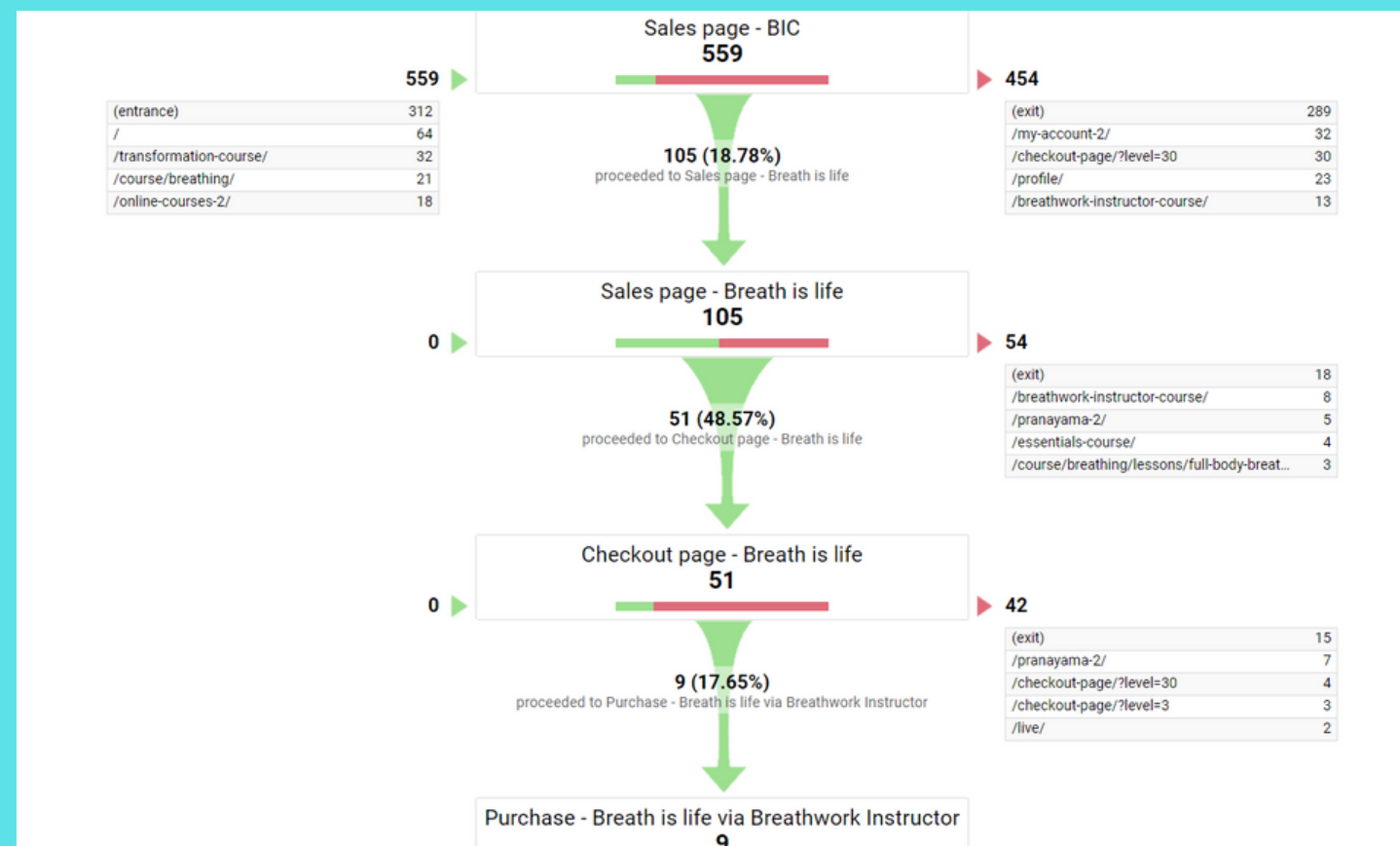
01 Aquisition & Source medium are fundamental to give your strategies directions

# Sale Funnels & Optimization



01

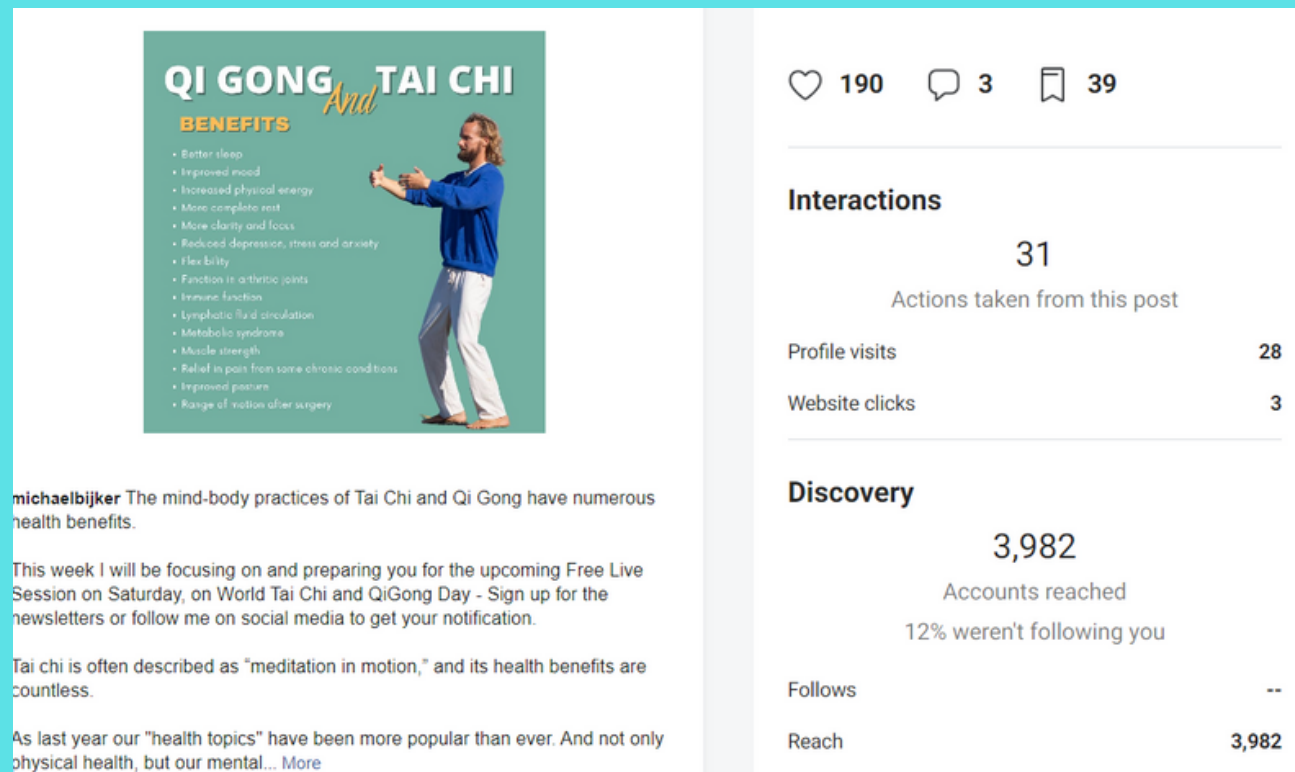
direct action on the onpage and/or landing page



02

UX experience with SEA + SEO and content strategy

# Qui Gong campaign



**QI GONG TAI CHI**  
Benefits

- Better sleep
- Improved mood
- Increased physical energy
- More complete rest
- More clarity and focus
- Reduced depression, stress and anxiety
- Flexibility
- Function in arthritic joints
- Immune function
- Lymphatic fluid circulation
- Metabolic syndrome
- Muscle strength
- Relief in pain from some chronic conditions
- Improved posture
- Range of motion after surgery

**190** likes, **3** comments, **39** saves

**Interactions**  
31 Actions taken from this post

Profile visits	28
Website clicks	3

**Discovery**  
3,982 Accounts reached  
12% weren't following you

**Follows** --

**Reach** 3,982

**michaelbijker** The mind-body practices of Tai Chi and Qi Gong have numerous health benefits.

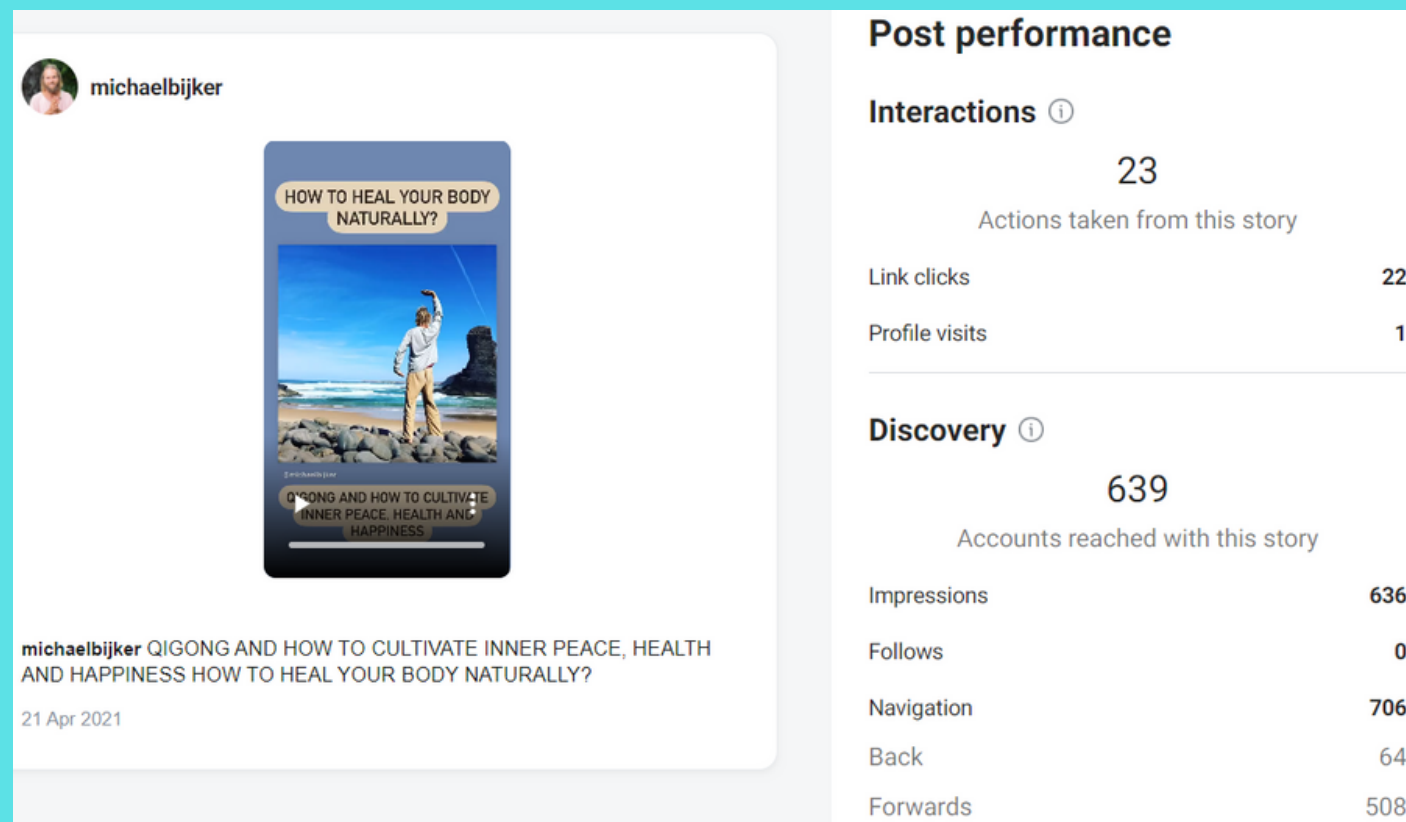
This week I will be focusing on and preparing you for the upcoming Free Live Session on Saturday, on World Tai Chi and QiGong Day - Sign up for the newsletters or follow me on social media to get your notification.

Tai chi is often described as "meditation in motion," and its health benefits are countless.

As last year our "health topics" have been more popular than ever. And not only physical health, but our mental... More

01

Community Engagement, Social interaction and drive traffic



**michaelbijker**

**HOW TO HEAL YOUR BODY NATURALLY?**

**QIGONG AND HOW TO CULTIVATE INNER PEACE, HEALTH AND HAPPINESS**

21 Apr 2021

**Post performance**

**Interactions** ①  
23 Actions taken from this story

Link clicks	22
Profile visits	1

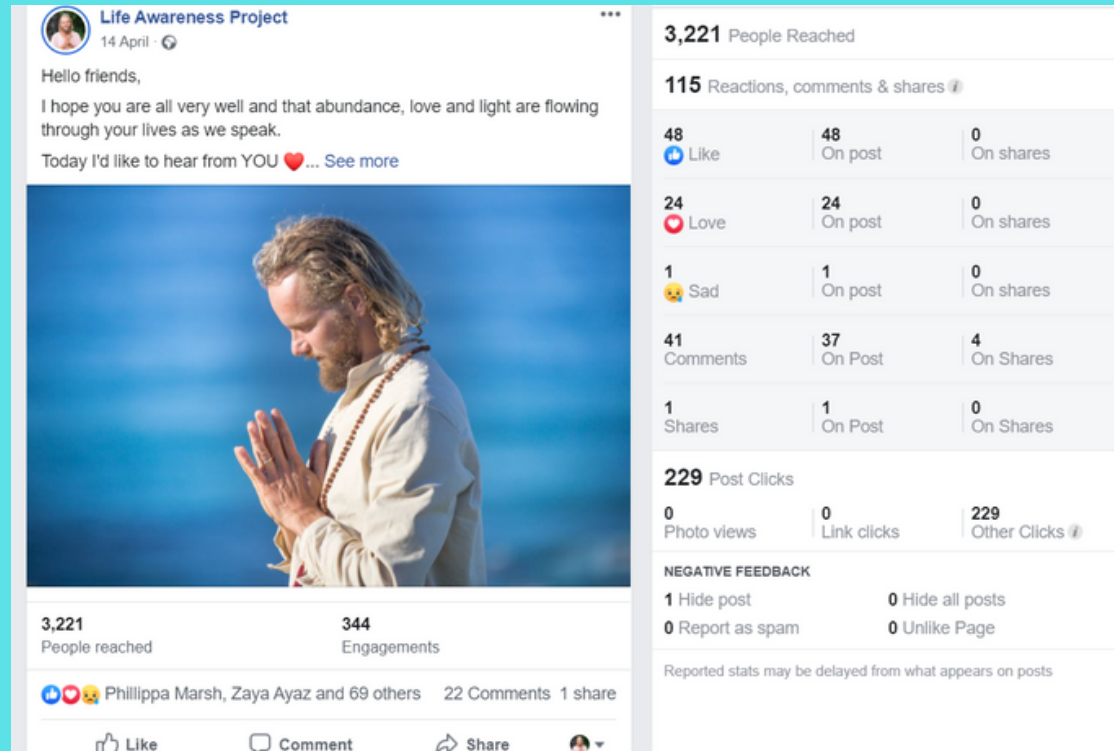
**Discovery** ①  
639 Accounts reached with this story

Impressions	636
Follows	0
Navigation	706
Back	64
Forwards	508

02

Set Objectives and increasing conversion

# Transformation Campaign



**Life Awareness Project**  
14 April · 🌐

Hello friends,  
I hope you are all very well and that abundance, love and light are flowing through your lives as we speak.  
Today I'd like to hear from YOU ❤️... See more

**3,221** People Reached  
**344** Engagements

Phillippa Marsh, Zaya Ayaz and 69 others · 22 Comments 1 share

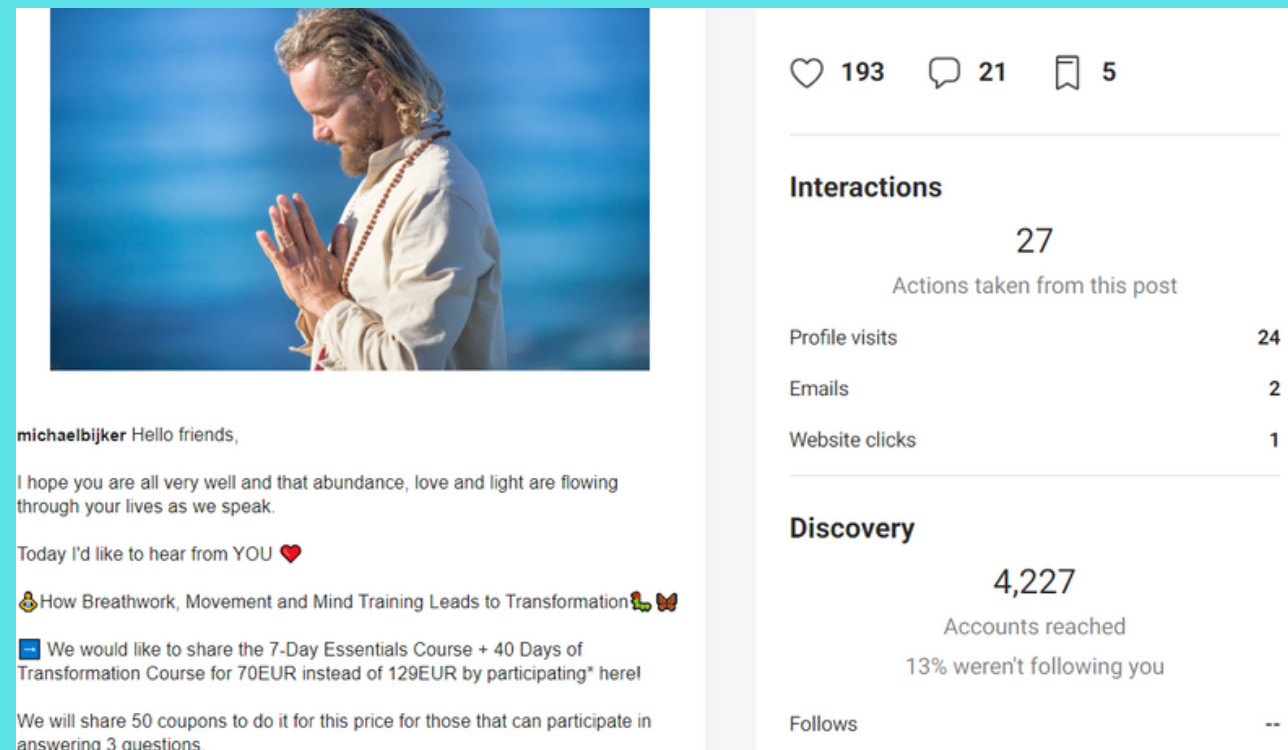
Reaction	On post	On shares
Like	48	0
Love	24	0
Sad	1	0
Comments	37	4
Shares	1	0

**229** Post Clicks  
0 Photo views | 0 Link clicks | **229** Other Clicks

**NEGATIVE FEEDBACK**  
1 Hide post | 0 Hide all posts  
0 Report as spam | 0 Unlike Page

01

Social Listening and increasing number of followers



193 ❤️ 21 💬 5 📄

**Interactions**  
27  
Actions taken from this post

Profile visits	24
Emails	2
Website clicks	1

**Discovery**  
4,227  
Accounts reached  
13% weren't following you

Follows --

02

Social reach and content driven visits

# LOVE YOURSELF

Take time for your body and mind

MICHAEL BIJKER  
LIFE AWARENESS PROJECT