



Brand: Yoga Joint

Copywriter:
Kristen Ross



Writing sample

1

What is Yoga Joint?

Yoga Joint is a wildly successful chain of hot yoga & fitness studios in southern Florida.

2

My role for Yoga Joint:

Since August 2020, I have held a role as lead copywriter, reporting directly to the CEO, Bernie Zarco, while working alongside our creative director.

3

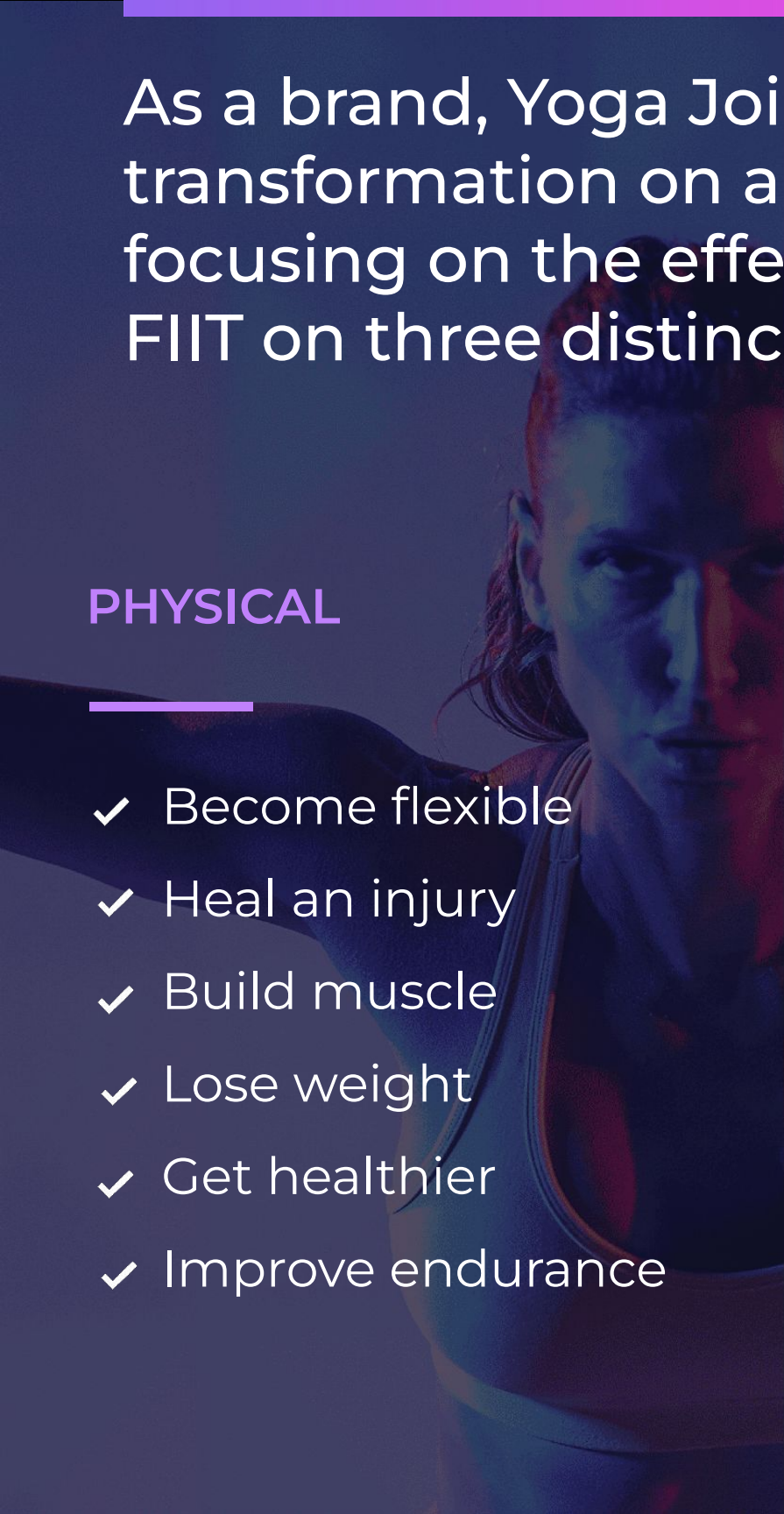
My duties for Yoga Joint:

All content for social media campaigns (Insta, Facebook, Google ads), UX writing (custom App), email marketing, website, LMS, and video scripts.

4

The explosive growth of Yoga Joint since 2020:

In August 2020, Yoga Joint had 3 brick & mortar studios. After launching several robust social media campaigns, email marketing, and brand refresh, it grew to 9 studios and has launched a Partnership Program that promises to usher in another 25 studios over the next 12 months.




As a brand, Yoga Joint promises transformation on and off the mat by focusing on the effects of hot Flow & FIIT on three distinct areas of the Self:

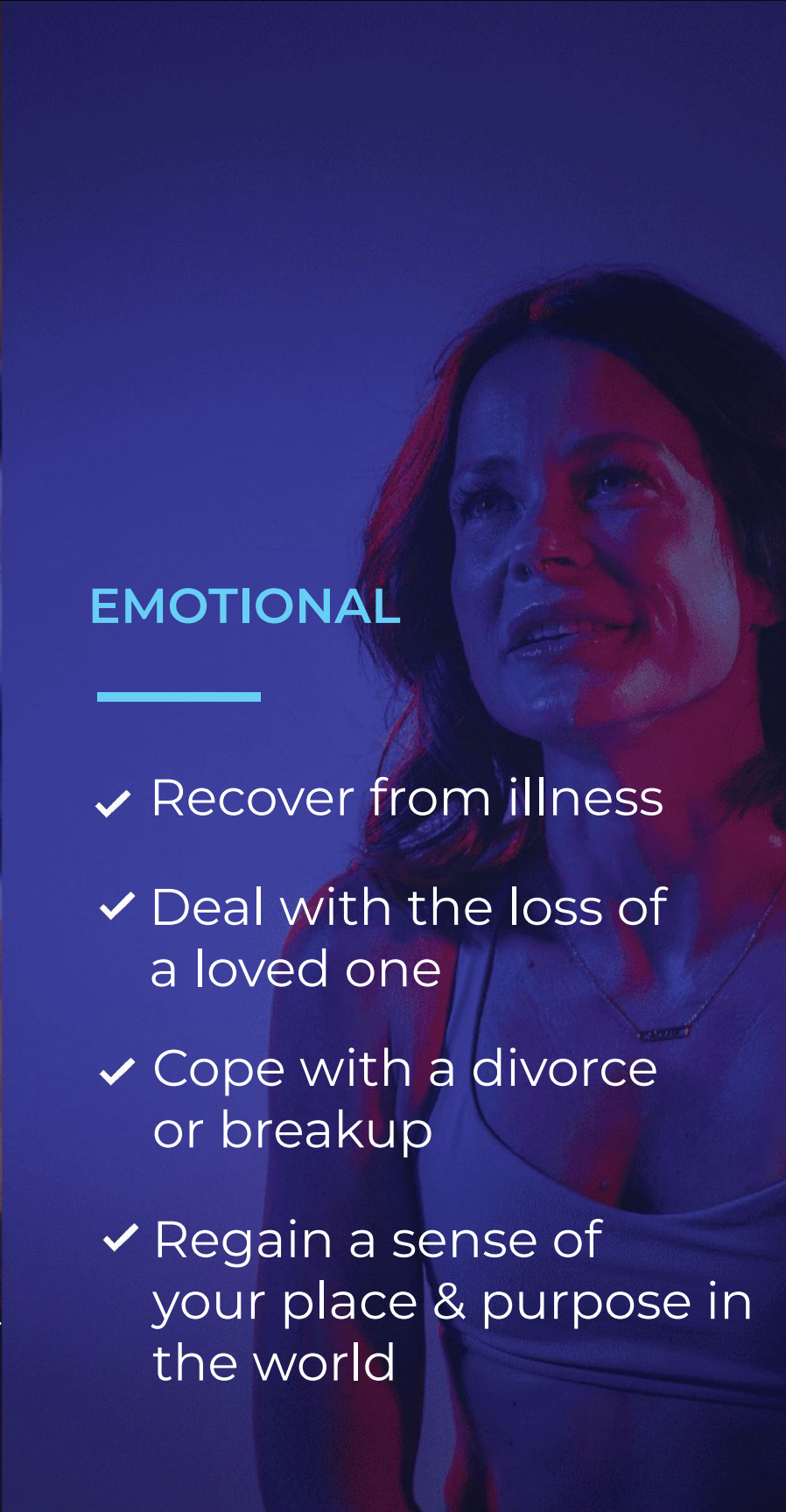
PHYSICAL

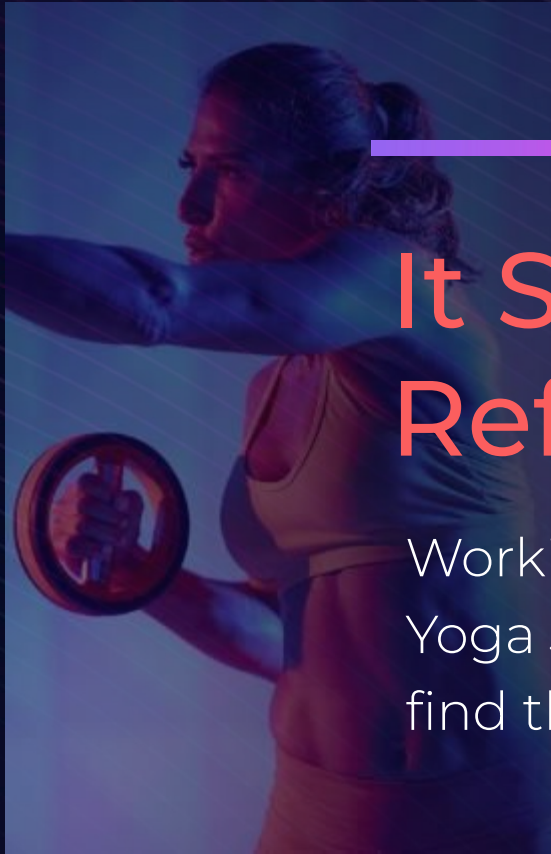
- ✓ Become flexible
- ✓ Heal an injury
- ✓ Build muscle
- ✓ Lose weight
- ✓ Get healthier
- ✓ Improve endurance

MENTAL

- 
- ✓ Enhance clarity & focus
 - ✓ Cope with trauma
 - ✓ Develop a deeper connection with your "Self"
 - ✓ Cope better with work & financial stress

EMOTIONAL

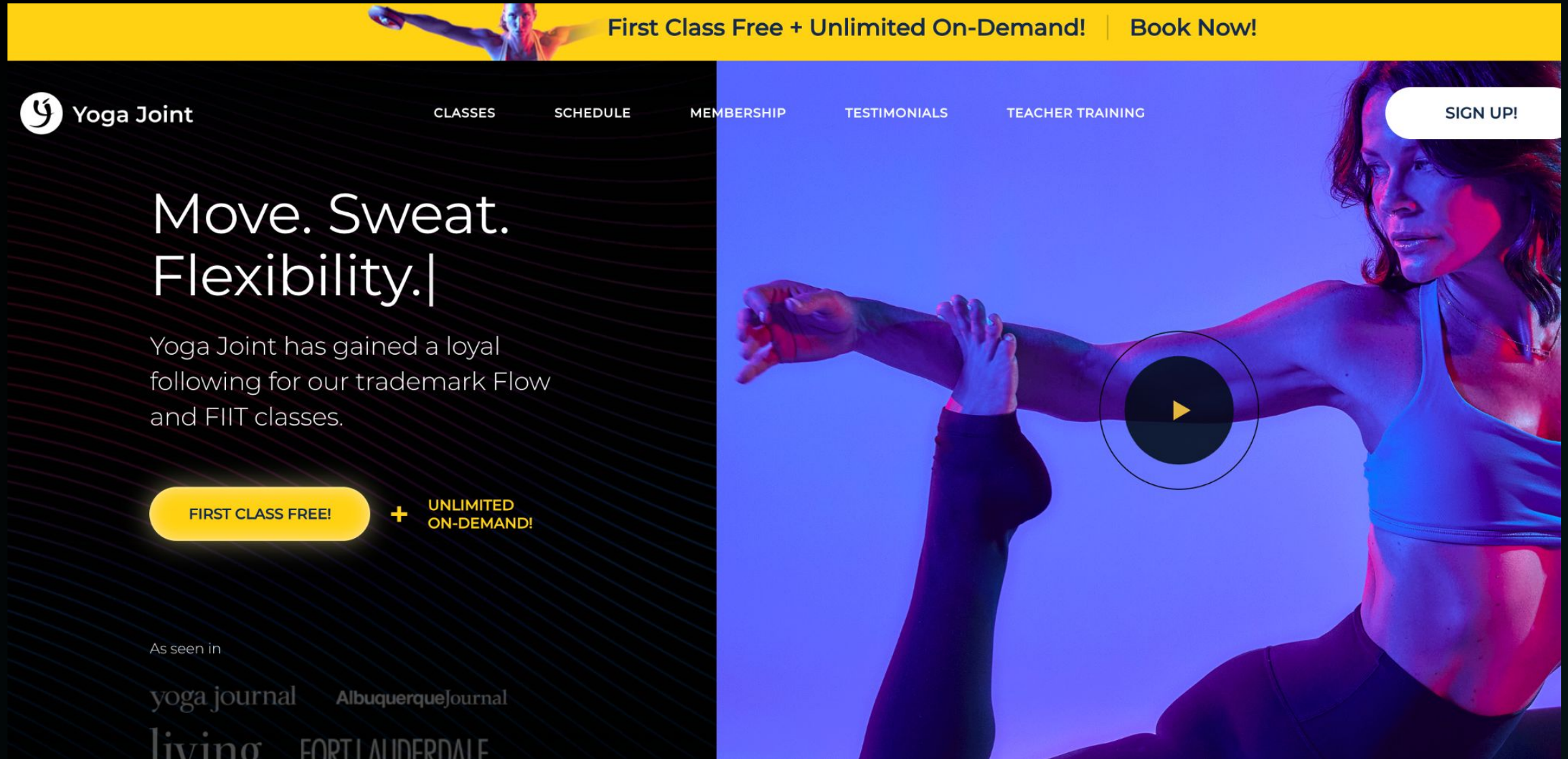
- 
- ✓ Recover from illness
 - ✓ Deal with the loss of a loved one
 - ✓ Cope with a divorce or breakup
 - ✓ Regain a sense of your place & purpose in the world



It Started With a Website Refresh

Working closely with the CEO, the founder and co-founder of Yoga Joint, and a wonderful team of developers, I was able to find the brand's new voice.

The Yoga Joint Website



To go to the website,
[click here.](#)



But It Didn't Stop There...

We decided to make use of video on the website, featuring the one-of-a-kind studios, member testimonials, and a message from our founder to address the #1 barrier to long-term membership – the difficulty level of the classes.

[CLASSES](#)

[SCHEDULE](#)

[MEMBERSHIP](#)

[TESTIMONIALS](#)

[TEACHER TRAINING](#)

Your First Class

How to Prepare for Your First Class



The “Your First Class” Page & Video Was a Hit!

I am a big believer that it is better to address your shortcomings before your competitors do.

By acknowledging the difficulty level of the classes (and putting a positive spin on it by helping potential members prepare for their first class) we halved the number of dropouts.

How We Built a Community

Referral Program

A customized App feature allows members to invite friends & family for a free class

Inclusive Member Base

At Yoga Joint, diversity and body-positivity shine (and our messaging reflects that).

Retreats & Workshops

By ushering in a calendar of yoga & fitness retreats and specialty workshops, we found a way that members and non-members could experience YJ outside the studio.

Social Discovery on App

A custom-built social feature on the YJ App allows members to share their class experience on their favorite social media platform.

Community Events

We partnered with local businesses, providing free group classes that enhanced our brand's image and reputation.



I Came Onboard at the Height of Covid!

**Founded
& Early Years**



Partnership

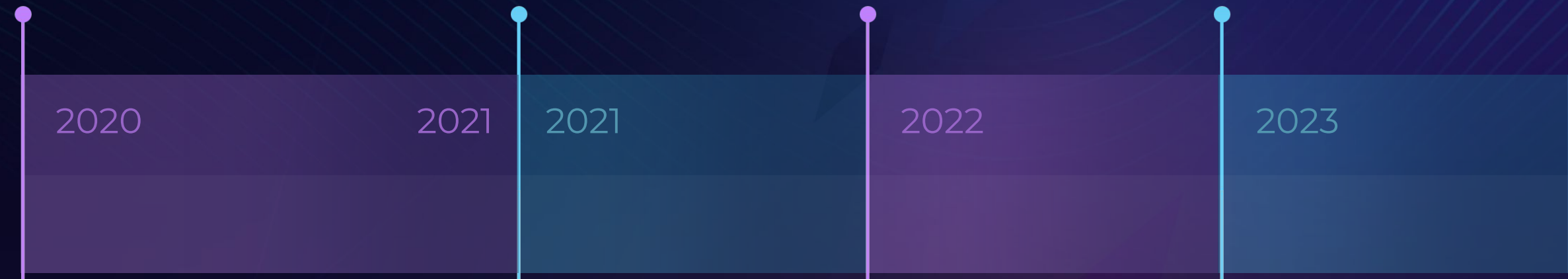
Developed Base Model

COVID - Kristen is hired to help scale a massive rebrand!

Tech

Expansion of Team

Launch of Partnership Program





All UX Writing for the YJ App

Working alongside the creative director and developers, I was part of the team that created the custom Yoga Joint mobile App to create a unique in-studio and online member experience.

I was responsible for all UX writing for the mobile App, including the yoga pose library, online class titles and descriptions, teacher bios, and custom features such as Refer a Friend.

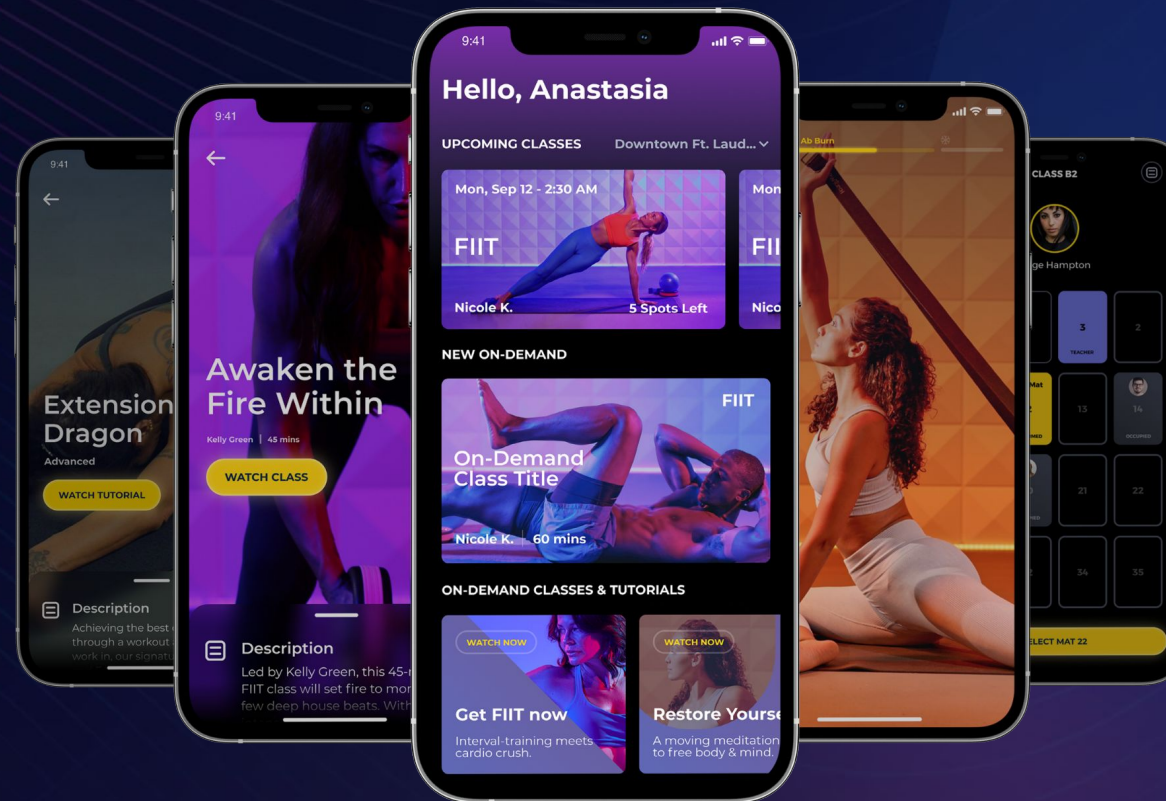
Automated
Check-In

Pose Tutorials
Library to Enhance
Practice

On-Demand,
Online Classes

Guest
Passes

Book
Workshops



Select a
Mat Space

Refer a
Friend

Monitor Your
Progress and
Gamification

Social
Connections

Book
Retreats

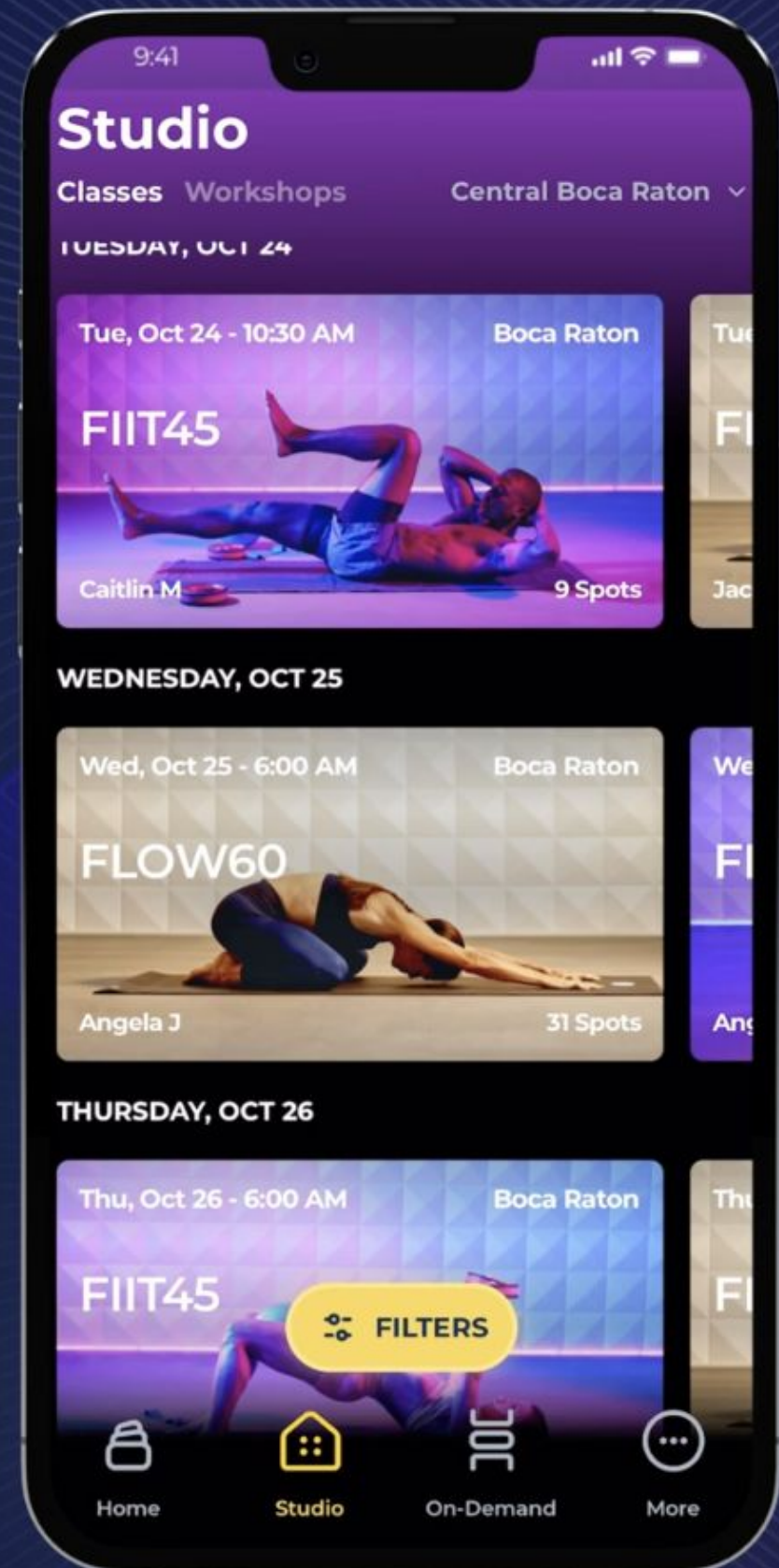
Download on the
App Store

GET IT ON
Google Play



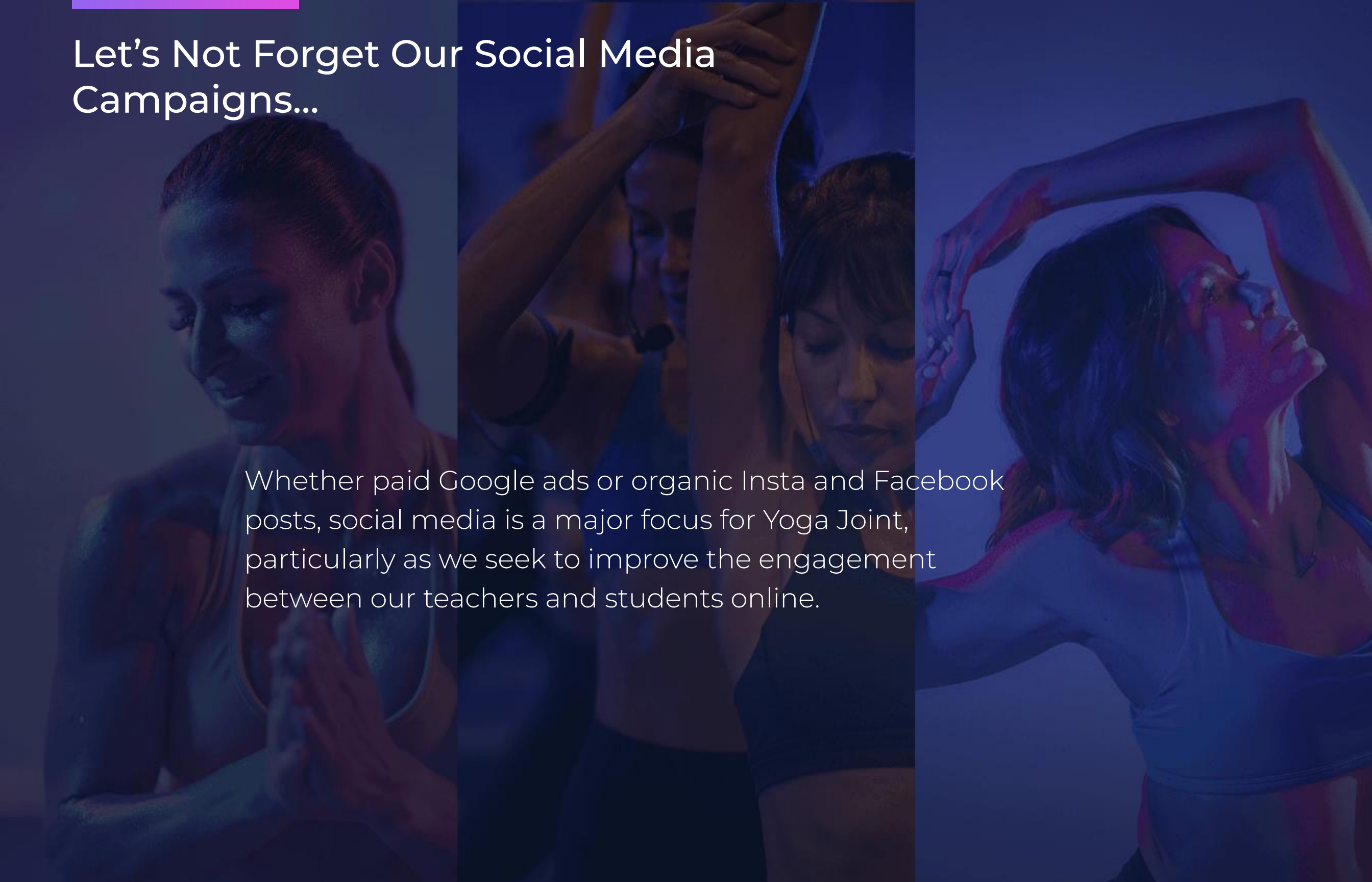
How to Use the Yoga Joint App Explainer Video

To watch the video, [click here](#).



Let's Not Forget Our Social Media Campaigns...

Whether paid Google ads or organic Insta and Facebook posts, social media is a major focus for Yoga Joint, particularly as we seek to improve the engagement between our teachers and students online.



3 for FREE! Social Media Campaign



Yoga Joint Sponsored

Yoga Joint™

3 for FREE!
Unlock Your Inner Warrior With 3 FREE Classes!

Sweat it out during a hot Flow, torch calories in a FIIT class, and experience our world-class facilities with this incredible limited-time offer.

GET STARTED TODAY!

BOOK NOW!



Yoga Joint Sponsored

Yoga Joint™

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Unlock Your Inner Warrior With 3 FREE Classes!

Sweat it out during a hot Flow, torch calories in a FIIT class, and experience our world-class facilities with this incredible limited-time offer.

GET STARTED TODAY!

BOOK NOW!

This social media campaign (FB story) had 3 distinct goals:

1. Win over as many potential new members as possible by offering 3 free classes.
2. Act as a lead magnet.
3. Stand as competition to brands like Orange Theory by appealing to those who want an intense workout.

The Best Stories Are Always About the People...

Early on in our marketing efforts at Yoga Joint we made a conscious decision to put our real founders, teachers, and community members center-stage. Why? Because nothing is more compelling than a real person telling a real story.











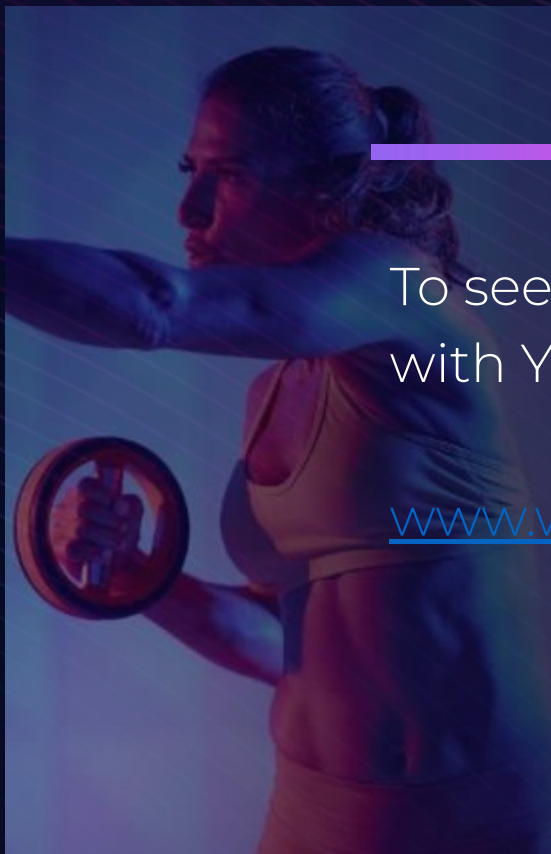


Using Metrics In Marketing

Metrics are a powerful tool when used right.

Yoga Joint currently has a 150% ROI on its Refer a Friend feature, and the last email campaign we employed had an almost 80% read-through rate.

POS, Scheduling, CRM, Retail Management	Sales, Marketing & Retention	Data	Learning Management System
 MARIANA TEK.			
Customer Feedback	Net Promoter Score	Studio Repair & Maintenance	Management of Teacher Subbing
 CUSTOM MOBILE APP			



To see further writing samples or learn more about my work
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www.wherewordsmatter.com