



TERRITORY OF YOGA STUDIO

Instagram page launch and growth

THE CLIENT

TERRITORY OF YOGA Studio

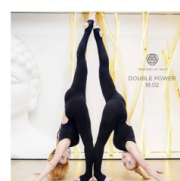
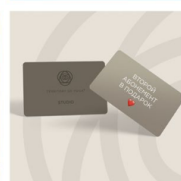
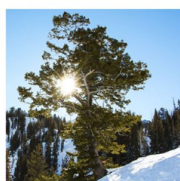
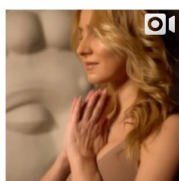
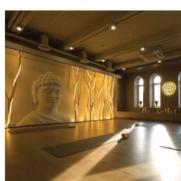
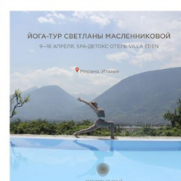
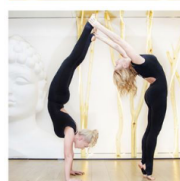
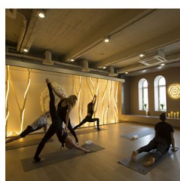
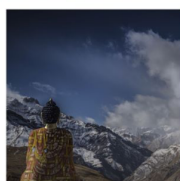
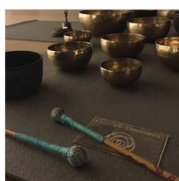
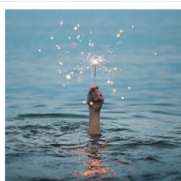
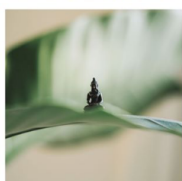
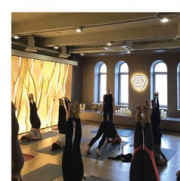
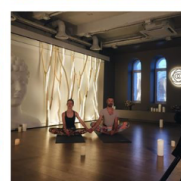
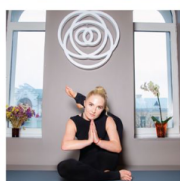
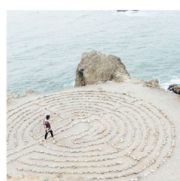
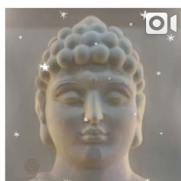
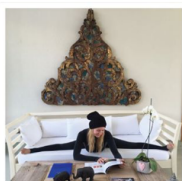
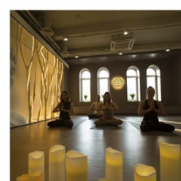
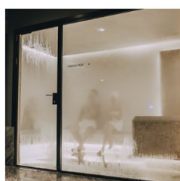
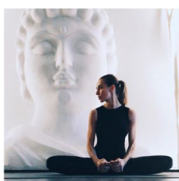
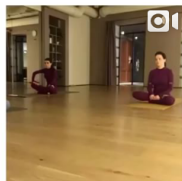
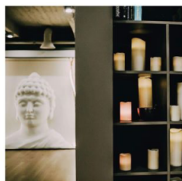
In 2013, Svetlana Maslennikova founded TERRITORY OF YOGA – a yoga wear label that grew to become one of the most desired athleisure brands in Europe and the US. Soon after, she opened her own yoga studio, which developed into a bespoke concept of aware living. The studio hand-picks top teachers from the Ukrainian capital and provides top-notch experience.

https://www.instagram.com/territoryofyoga_studio/

<https://territoryofyoga.com/en/>

THE TASK

To branch out the studio Instagram following into a separate page from the general @territoryofyoga account. The main account is now dedicated to the TERRITORY OF YOGA clothing brand only.



THE RESULT

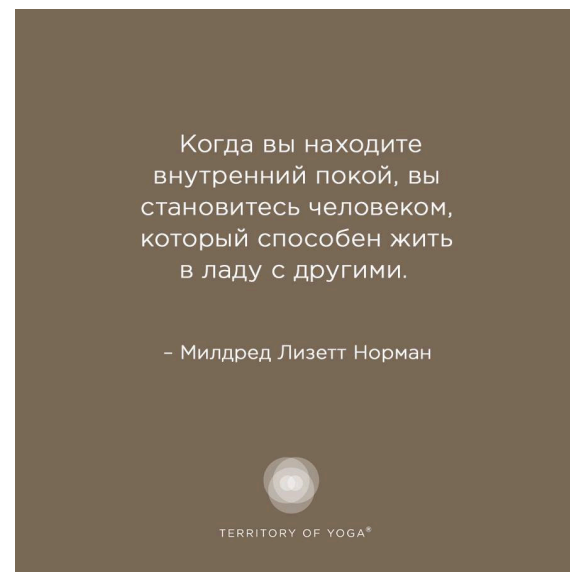
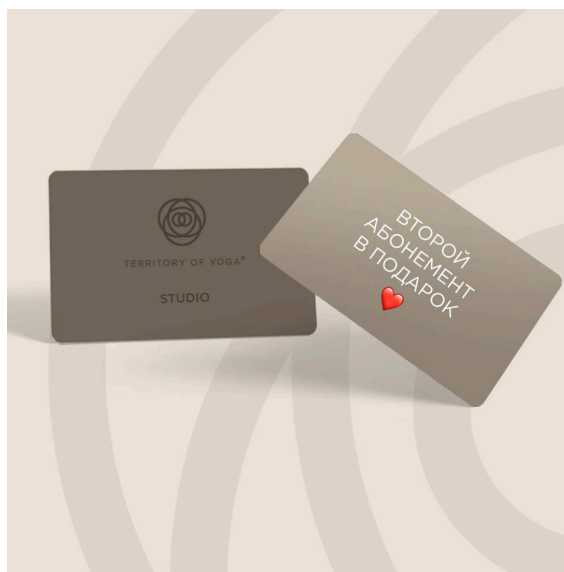
Organic growth of account to 1000+ followers from scratch in the first few months by transferring audience from the main account and attracting new followers.

We developed the account look and feel that sets it aside from the clothing brand account.

Social media handbooks for the studio's teachers with self-promotion recommendations. Separate hashtags for teachers to use on their individual accounts.

Interactive entertainment assets for meditation developed.

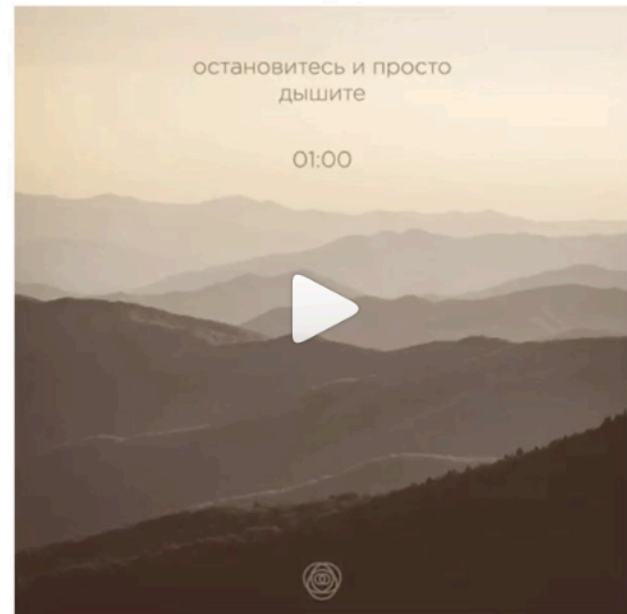
BRANDED ASSETS



INTERACTIVE ASSETS



<https://bit.ly/2MhHnIX>



<https://bit.ly/2vLnbor>