

Challenge

- Open a new yoga studio in a competitive market, drive foot traffic for the grand opening, and position Five Peaks as community-focused.
 - Drive local awareness
 - Build community trust
 - Convert interest into bookings

Strategy

- Human-first storytelling highlighting founders, instructors, and community culture
- Targeted PR & media placements for credibility
- Repurpose feature content across social media and email
- Align content with grand opening events to convert awareness into visits, and memberships

Tactics & Execution

- Feature articles in local publications (Middleburg Life, Washington Business Journal, Loudoun Times)
- Social media and email amplification of feature content
- Grand-opening event activation with photography and live content capture

Results

- Earned media placements in top local outlets
- Strong turnout at grand-opening events
- Ongoing content pipeline for social & email campaigns



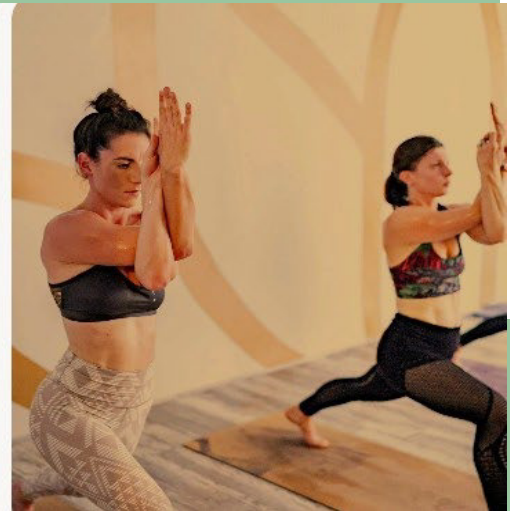


"Thank you so very much! The studio and all parts of it bring me joy and contentment. "



-MG

Purcellville studio



"So many are recovering physically, mentally and spiritually from the pandemic, which made me take the new studio beyond a yoga and group fitness center – and transform it into a sanctuary seeking true health, vitality and self-realization." – Founder Lauren

Christian

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