



A mindful approach to digital skills

Sector:
Health and Fitness

Location:
Nottingham

No of employees:
1

The Business

Yoga with Fiona was founded by Fiona Morris, who provides private group, studio yoga classes, corporate yoga in the workplace and yoga retreats throughout Nottingham, alongside 1-2-1 yoga sessions.

She also offers corporate yoga and wellbeing, and conference yoga packages, along with yoga retreats, workshops and events.

Yoga with Fiona gives people the opportunity to experience various styles of yoga at many of Nottingham's prestigious health and fitness venues.

All ages, levels and abilities are provided for, to help them gain the many benefits of yoga practice.

The business also aims to help businesses to promote a healthy workplace culture, while boosting productivity through yoga, meditation, mindfulness, relaxation and wellness days.

Rushcliffe Borough Council supports the Rushcliffe Business Partnership and works closely with partners including East Midlands Chamber and the D2N2 Growth Hub to provide ongoing support to local businesses. For more information, visit www.rbpbusiness.org.uk

The Support

Establishing a credible presence online has been key to growing the business for Yoga with Fiona.

She received 39 hours of support in the form of fully-funded workshops delivered by the Digital Growth Programme.

Subjects included blogging for business, email marketing, Search Engine Optimisation, social media and creating video content for the web.

Fiona also learned how to set her business up on Google My Business and make a few SEO tweaks to increase the amount of traffic to the site and the amount of referrals the business was getting online.



The Impact

Fiona said: "I had some understanding of digital marketing before I came to the workshops, but it was really good to get that knowledge from an expert in their field.

"The thing with digital marketing is it's always changing, so it's good to keep learning, keep up-to-date with what's current, find out what's relevant and works, and learn from what doesn't.

"Before finding the programme, a lot of enquiries were through word-of-mouth, but we get a lot of organic enquiries via the website now, which is amazing and proves that what we have learned and have put into practice is working."

Find out more at:
www.yogafiona.com

