



Marketing plan for Mrs. Lemon Yoga-Café

Montserrat Luna Hernández

Haaga-Helia University of Applied Sciences

Bachelor's Thesis

2025

Bachelor of International Business

Abstract

Author(s) Montrserrat Luna Hernández
Degree Bachelor of Business Administration
Report/Thesis Title Marketing plan for Mrs. Lemon Yoga-Café
Number of pages and appendix pages 33 + 7
<p>The thesis was commissioned by Mrs. Lemon Yoga-Café, a small lifestyle business located in Lisbon, Portugal, that has a blended concept of a yoga studio and a café. The purpose of the thesis was to develop a marketing strategy that would boost the company's visibility, improve the engagement with their audience, and support future expansion. The research also helped the author gain professional insights on digital marketing.</p> <p>The theoretical framework was built around marketing strategy principles such as branding, positioning, digital marketing, customer behavior, and content marketing. The literature review concentrated on how these concepts apply to small lifestyle businesses, emphasizing the importance of authenticity, community, and consistency in digital communication.</p> <p>The research used a mixed-method approach. Data was collected through an online survey sent to customers and an in-depth interview with the business owner. The survey gathered insights into customer demographics, interests, and social media preferences, while the interview provided context on current marketing practices and challenges. A SWOT analysis was also conducted to assess the company's internal and external environment.</p> <p>The results showed that Mrs. Lemon Yoga-Café's strengths are its authentic atmosphere, loyal community, and strong values related to wellness and mindfulness. However, weaknesses were found in the lack of a marketing structure and inconsistent content. Based on the findings, a marketing strategy was created focused on Instagram as the main platform, recommending clearer brand positioning, consistent visual messaging, and community-based collaborations.</p> <p>The thesis found that small businesses with limited resources can improve their visibility and engagement by adopting a structured yet authentic social media marketing strategy. The implementation suggestions offered a practical roadmap for developing a more coherent digital presence aligned with the company's values.</p>
Key words Marketing strategy, Digital marketing, Branding, Social media, Small business, Yoga café.

Table of Contents

1	<i>Introduction</i>	1
1.1	Background. Practical relevance, professional development benefits.....	1
1.2	Purpose, Objectives, and Research Questions	2
1.3	Structure and the matrix table of the research questions and results.....	3
1.4	Key Concepts.....	4
2	<i>Marketing Strategy Fundamentals</i>	6
2.1	Branding and Positioning in Lifestyle Businesses	6
2.2	Digital Marketing for Small Businesses.....	6
2.3	Customer Behavior and Target Audience Segmentation	7
2.4	Content Marketing	8
3	<i>Research and Methodology</i>	10
3.1	Research Approach.....	10
3.2	Data Collection Methods	11
3.2.1	Online Customer Survey	12
3.2.2	Interview with Business Owner	12
4	<i>Research Results</i>	13
4.1	Survey Result Analysis	13
4.2	Interview Insights.....	13
4.3	SWOT Analysis of Mrs. Lemon Yoga Café.....	16
5	<i>Marketing Strategy Proposal</i>	19
5.1	Target Audience Definition	19
5.2	Brand Positioning Recommendations.....	20
5.3	Digital Marketing Channel & Tactics.....	21
5.4	Content and Promotional Ideas	22
5.5	Implementation Suggestions	24

6	<i>Conclusions and recommendations</i>	26
6.1	Key Findings	26
6.2	Recommendations for Future Development.....	26
6.3	Reflections on the learnings and on the thesis process	27
	<i>Sources</i>	28
	<i>Appendices</i>	30
	Appendix 1. Structure of a traditional report.....	30
	Appendix 2. Structure of a report prepared according to the zipper principle	33
	Appendix 4. Participant Consent	34

1 Introduction

This chapter introduces the subject of this thesis, explains its importance, and presents the commissioning company. The purpose of the research is to develop marketing recommendations for Mrs. Lemon Yoga-Café, a yoga studio and café located in Lisbon, Portugal. The objective is to enhance the brand, boost their visibility, and increase audience engagement on social media using digital marketing strategies.

1.1 Background. Practical relevance, professional development benefits

The wellness and lifestyle industry has grown steadily in recent years, with yoga studios and cafés becoming popular as hybrid spaces that combine physical activity, healthy living, and social interaction. Consumers are constantly looking for experiences that align with their values, foster community, and contribute to their overall well-being (Global Wellness Institute 2023). In this context, Mrs. Lemon Yoga- Café represents a business that integrates movement, mindfulness, and lifestyle in one location, offering yoga classes beside a café experience that is focused on wellness.

The case of Mrs. Lemon Yoga- Café is a good example of the challenges faced by a small business in a competitive urban environment: limited resources, the importance of visibility, and the pressure to stand out from direct competitors, such as other yoga studios and cafés, and indirect competitors such as gyms, wellness apps, and lifestyle venues (Grand View Research 2023). For this reason, creating an effective marketing strategy is not only about promotion but also about making sure it is sustainable and fosters customer loyalty.

During an internship at Mrs. Lemon Yoga Café, the author gained firsthand experience with these challenges. The internship involved the opening of the business, planning the opening event, creating content for their social media and engaging with the customer in-person and online. These insights helped identify opportunities that could enhance visibility and communication, effectively joining theoretical research with actual business needs.

This thesis presents an opportunity to use marketing theories and apply them to a real business scenario. By examining customer behavior, digital marketing trends, and branding tactics, it enhances the skills needed to do market research, strategic planning, and problem-solving. Additionally, it improves the author's ability to align a brand's identity with its target audience, a key skill in marketing, communications, and entrepreneurship.

1.2 Purpose, Objectives, and Research Questions

The goal of this thesis is to create a marketing plan for Mrs. Lemon Yoga-Café, a yoga studio and café in Lisbon, Portugal, focusing on boosting the company's presence on Instagram. Since Instagram is the main platform for the business's digital engagement, knowing how to use it effectively is essential to increasing brand visibility, connecting with the audience, and improving the overall customer experience.

This thesis aims to evaluate Mrs. Lemon Yoga- Café's existing marketing strategies and brand positioning, understand the preferences and behaviors of its target audience, assess the effectiveness of its Instagram content and engagement, and offer recommendations for improved branding, content marketing, and promotional tactics. It also seeks to provide guidance on how to implement these strategies successfully, utilizing the resources available to the business.

To address these objectives, these are the research questions that will guide the study:

1. What is the current marketing approach and brand positioning of Mrs. Lemon Yoga- Café?
2. Who is their target audience, and what are their preferences, behaviors, and engagement patterns on Instagram?
3. Which types of content and activities on Instagram are most effective for engaging the target audience?
4. What strategic recommendations can enhance the visibility, brand image, and customer engagement of Mrs. Lemon Yoga-Café through Instagram?
5. How can the proposed Instagram-focused marketing strategies be implemented effectively within the constraints of the business?

Answering these questions, the thesis seeks to deliver practical recommendations based on the author's internship experiences and insights from academic research.

1.3 Structure and the matrix table of the research questions and results

This thesis is structured to make sure there is a clear and logical progression from introducing the research topic to the suggestions recommended for Mrs. Lemon Yoga-Café. It starts with an overview of the business background, the purpose of the research, its objectives, and research questions. The next chapter dives deeper into the theoretical framework, discussing the basics of a marketing strategy such as branding, digital marketing for small businesses, customer behavior, and content marketing. These elements serve as the foundation for the research.

The methodology chapter defines the research approach and methods utilized, including an online customer survey and an interview with the business owner. These methods provide insights into the target audience, existing marketing practices, and areas for potential improvement.

The results chapter covers the analysis the data retrieved from the survey, the insights from the interview, and a SWOT analysis of Mrs. Lemon Yoga-Café. Building on the analysis results, the thesis suggests a marketing strategy mainly centered on Instagram, with recommendations for identifying the target audience, brand positioning, digital marketing approaches, content and promotional ideas, and practical implementation tips.

Finally, the conclusion summarizes the main findings, offers suggestions for future work, and considers what the author has learned during the research process.

To ensure a clear connection between the research questions, the methods applied, and the expected outcomes, a matrix table is provided (Table 1). This table demonstrates how each research question is addressed and the type of results expected.

Table 1 Structure and the matrix table of the research questions and results

Research Question	Research Method	Expected Results
What is the current marketing approach and brand positioning of Mrs. Lemon Yoga Café?	Interview with business owner	Description of existing marketing practices, brand identity and positioning.
Who is their the target audience, and what are their preferences, behaviors, and engagement patterns on Instagram	Online customer survey	Insights into audience demographics, interests, behaviors, and Instagram engagement.
Which types of content and activities on Instagram are most effective for engaging the target audience?	Online customer survey + Instagram observation	Identification of preferred content formats, posting frequency, and engagement patterns.
What strategic recommendations can enhance the visibility, brand image, and customer engagement of <i>Mrs. Lemon Yoga-Café</i> through Instagram?	Analysis of survey & interview results + SWOT analysis	Actionable recommendations for content, posting strategy, and brand positioning
How can the proposed Instagram-focused marketing strategies be implemented effectively within the constraints of the business	Analysis of interview insights & practical considerations	Implementation suggestions considering available

1.4 Key Concepts

To ensure clarity and consistency throughout the thesis, the following key concepts need to be defined.

Branding is the process of creating an individual identity for a business or product. It includes visual elements, messaging, and the overall perception customers have of the brand. Effective branding enables a business to stand out, build trust with its audience, and establish lasting recognition (Kotler & Keller 2016; Aaker 2011). At Mrs. Lemon Yoga-Café, branding is crucial for conveying the business's emphasis on wellness, mindfulness, and community.

Brand Positioning involves defining how a brand is viewed in comparison to competitors and clarifying its unique value to the target audience. This requires consistent messaging across marketing channels (Aaker 2011; Kotler & Keller 2016). For lifestyle-oriented businesses like yoga studios and cafés, positioning often emphasizes experiences, values, and the sense of community

offered. At Mrs. Lemon Yoga-Café, the distinct blend of yoga classes and a wellness-focused café not only sets it apart but also serves as a great example of its unique brand positioning.

Digital Marketing refers to the online platforms and tools that are used to promote a brand, product, or service. This includes social media marketing, email campaigns, search engine marketing, and content distribution (Chaffey & Ellis-Chadwick 2019). In this thesis, digital marketing primarily focuses on Instagram, which serves as the main channel for engaging with the café's audience.

Content Marketing is the practice of creating and sharing relevant, helpful, and consistent content to attract and keep a specific audience, ultimately encouraging customer action (Pulizzi 2014). On Instagram, this can include posts, stories, reels, and other visual or interactive formats that foster engagement and interest.

Target Audience, refers to a specific group of people that a business aims to reach with its products, services, or communications. Understanding the target audience, involves analysing demographics, interests, behaviours, and preferences, is crucial to ensure marketing efforts are not just relevant but also effective (Kotler & Keller 2016; Chaffey & Ellis-Chadwick 2019). For Mrs. Lemon Yoga Café, defining the target audience is essential for tailoring Instagram content and promotional strategies.

Customer Engagement describes the interactions between a brand and its customers, such as likes, comments, shares, direct messages, and other participatory actions. High engagement indicates strong interest and loyalty toward the brand (Palmatier 2019).

2 Marketing Strategy Fundamentals

This chapter introduces the key principles of branding and positioning, digital marketing for small businesses, customer behavior, target audience segmentation, and content marketing. These concepts provide the framework for analyzing the current marketing activities of Mrs. Lemon Yoga-Café and for designing a tailored marketing strategy that meets its needs.

2.1 Branding and Positioning in Lifestyle Businesses

Branding can be understood as the process of creating a unique identity for a business, product, or service that differentiates it from competitors and creates recognition and trust amongst customers (Aaker 2011, 7). Not only includes visual elements, such as logos and colors, but also the emotional and cultural meaning a brand represents. In lifestyle businesses, branding often extends beyond functional benefits to include values, experiences, and a sense of community (Kotler & Keller, 2016).

Positioning is the process of defining how a brand is perceived in the minds of consumers compared to competitors (Kotler & Keller 2016, 283). This involves identifying a unique value proposition that resonates with the target audience. For lifestyle-oriented businesses, brand positioning often relies on aligning with the brand with specific lifestyles or cultural trends, as these companies not only sell a service or product but also a particular way of living.

In the context of wellness and lifestyle markets, such as yoga studios and cafés, branding and positioning are especially important. These businesses operate in competitive environments where the customer's choice is often influenced by emotional connection, community experience, and brand authenticity (McCabe 2019). A strong brand positioning allows lifestyle businesses to differentiate themselves, foster customer loyalty, and build a meaningful presence in their market.

The author will later apply these concepts to Mrs. Lemon Yoga- Café to develop a positioning approach and branding recommendations that align with its identity and target audience.

2.2 Digital Marketing for Small Businesses

Digital marketing refers to the use of online platforms and technologies to promote products or services, connect with customers, and build brand awareness (Chaffey & Ellis-Chadwick 2019). It includes activities such as social media marketing, email campaigns, website optimization, and online advertising. For small businesses, digital marketing offers a cost-effective way to reach their audience, measure results, and adapt their strategies in real time.

Compared to traditional marketing, digital channels allow businesses to engage directly with customers and build communities around shared interests and values. According to Ryan (2016, 33), digital marketing enables even small companies to compete with larger brands by creating authentic and personalized content that strengthens customer relationships. This is particularly valuable for lifestyle and wellness businesses, where customers often seek emotional connection and a sense of belonging rather than only practical benefits.

Among all digital platforms, social media has become one of the most effective tools for marketing small businesses. Platforms like Instagram, Facebook, and TikTok enable companies to share visual content, interact with followers, and foster brand loyalty through consistent communication (Tuten & Solomon 2018). Instagram plays a crucial role in lifestyle branding because of its focus on aesthetics and storytelling. Visual storytelling enables businesses to communicate their values and atmosphere in an authentic way, which helps attract like-minded customers.

Digital marketing also allows businesses to collect valuable insights about their audience. By tracking engagement metrics, such as likes, shares, and comments, businesses can better understand customer preferences and adjust their strategies accordingly. The author will apply these concepts to the case company, focusing on Instagram as the leading digital marketing channel to evaluate how the brand currently engages its audience and how its presence can be improved.

2.3 Customer Behavior and Target Audience Segmentation

Understanding customer behavior is essential for any business that aims to build meaningful connections with its audience. It involves analyzing how individuals make purchasing decisions, using, and evaluating products or services. According to Solomon (2018), customer behavior is influenced by psychological, personal, social, and cultural factors, which together shape how people perceive brands and interact with them. In lifestyle-oriented businesses such as a yoga studios or a café, emotions, personal values, and a sense of belonging play a significant role in the decision-making process.

Segmentation, on the other hand, allows businesses to divide a broad market into smaller, more manageable groups that share similar characteristics or behaviors. Kotler and Keller (2016) emphasize that effective segmentation helps companies identify and target the customers most likely to respond positively to their offerings. This process typically involves analyzing variables such as demographics, psychographics, geography, and behavior. In the context of a yoga café, segmentation might include identifying customers who value health, mindfulness, and community experiences.

Dibb and Simkin (2016) point out that successful segmentation relies on the business's ability to understand and meet the specific needs of each identified group. When applied strategically, this can lead to more personalized communication and improved customer satisfaction.

In digital marketing, segmentation has become more precise through data analytics and social media insights. Online platforms such as Instagram allow small businesses to gather real-time information about their audience, such as which content performs best and which demographics engage the most. The Tredence article (2024) explains that segmentation not only improves targeting but also helps companies allocate their resources efficiently, deliver more relevant content, and build stronger relationships with customers. By understanding these dynamics, businesses can enhance engagement and achieve better marketing performance.

These principles will be the base to define the key customer segments of Mrs. Lemon Yoga- Café and to understand what motivates its target audience. This will help guide content creation and promotional strategies in the proposed marketing plan.

2.4 Content Marketing

Content Marketing plays a central role in modern marketing strategies, especially for small businesses and lifestyle brands that rely on authenticity and emotional connection to attract and retain customers. It refers to the process of creating and sharing valuable, relevant, and consistent content to engage a clearly defined audience and ultimately drive profitable customer action (Pulizzi 2014). Unlike traditional advertising, content marketing focuses on providing information or experiences that customers find genuinely useful or inspiring, rather than directly promoting products or services.

According to Holliman and Rowley (2014), Successful content marketing requires a deep understanding of the target audience's interests, challenges, and motivations. By aligning content with these factors, businesses can establish credibility, foster trust, and strengthen their brand identity. For lifestyle-oriented businesses such as yoga cafés, this often means sharing content that reflects their community values, such as mindfulness, well-being, and creativity.

Social media platforms have become the most effective channels for distributing such content. Platforms like Instagram allow small businesses to visually express their brand personality and interact directly with their audience. DeMers (2017) highlights that consistent and visually cohesive social media content can significantly enhance brand awareness and customer loyalty.

Furthermore, high-quality storytelling has become a crucial part of content marketing. As explained by Rose and Pulizzi (2016), storytelling allows brands to connect with their audience emotionally,

transforming their marketing messages into relatable narratives. For a yoga café, this could mean sharing stories about the local community, wellness tips, or the inspiration behind the brand.

3 Research and Methodology

This chapter defines the research methods used to gather data for developing of a marketing strategy for Mrs. Lemon Yoga- Café. It describes the research approach, the data collection tools, and the reasoning behind the chosen methods. The purpose of this chapter is to ensure that the research process is structured and aligns with the objectives of the thesis.

The research combines both quantitative and qualitative approaches to obtain a more complete understanding of the case company's current situation and its customers' perceptions. Quantitative data is collected through an online survey aimed at identifying customer behavior, preferences, and engagement with the brand.

Qualitative data is collected through an interview with the business owner to gain deeper insights into the company's marketing practices, challenges, and goals.

Together, these methods provide a balanced perspective that supports the development of a realistic and effective marketing strategy.

3.1 Research Approach

The research for this thesis follows a mixed-method approach, combining quantitative and qualitative research methods. This approach allows the author to gain a broader and more accurate understanding of the case company's marketing situation and customer perceptions. Using both types of data ensures that the analysis is not limited to numerical facts but also considers the context, experiences, and viewpoints of the participants.

According to Saunders et al. (2019), a mixed-method design is instrumental in business research when the goal is to explore a topic in depth and to validate findings from multiple perspectives. In this thesis, the quantitative element is represented by an online survey distributed to Mrs. Lemon Yoga Café's customers and social media followers. The survey aims to collect measurable data about customer behavior, preferences, and engagement with the brand's online presence.

The qualitative element is conducted through an interview with the business owner. This method offers a more detailed view of the company's marketing practices, its perceived strengths and weaknesses, and its goals for future development.

By combining both approaches, the research provides a more comprehensive view of the company's marketing environment. The quantitative data helps identify general trends and

patterns, while the qualitative insights add depth and explanation to these findings. This mix supports the author in developing marketing recommendations that are both data-driven and contextually grounded.

3.2 Data Collection Methods

The data for this thesis will be collected through two primary methods: an online customer survey and a semi-structured interview with the business owner of Mrs. Lemon Yoga-Café. Both methods have been selected to complement each other and to provide a well-rounded understanding of the company's current marketing situation and its target audience.

The online survey will serve as the quantitative component of the research. The survey will be created using Google Forms and shared primarily through the company's Instagram account. It will include both multiple-choice and open-ended questions, combining structured data collection with opportunities for respondents to express their opinions more freely. The goal is to obtain at least 15 valid responses, ensuring that the findings represent a small but relevant portion of the business's community.

The survey questions will focus on four main areas:

1. Demographic information is used to identify key audience characteristics such as age and location.
2. To understand customer behavior, visit frequency, motivations, and purchasing patterns.
3. Digital engagement, to explore how the audience interacts with the company's Instagram content and what type of content they find most appealing.
4. Brand perception aims to capture how customers view Mrs. Lemon Yoga-Café and what improvements they would like to see in its marketing communication.

The collected data will be analyzed quantitatively to identify trends, shared preferences, and potential gaps between customer expectations and the company's current communication strategy.

The interview represents the qualitative part of the research. It will be conducted with the owner of Mrs. Lemon Yoga- Café to get a deeper understanding of the company's background, marketing practices, challenges, and goals.

The main themes covered in the interview will include:

- The story and concept behind the company.
- Identification of the primary target audience.

- Current marketing activities and preferred digital channels.
- Content performance and engagement on Instagram.
- Key challenges in marketing and customer acquisition.
- Future marketing goals and areas for improvement.

The interview findings will later be compared with the survey results to identify consistencies and differences between customer perceptions and the owners. These two data collection methods will be the base for the proposal of a marketing strategy presented in Chapter 5. The interview and the survey will be available for the reader in the Appendix section.

4 Research Results

This chapter presents and analyzes the results of the survey and the interview. The findings from both methods help build a well-rounded understanding of the business and its marketing environment, providing a solid foundation for the SWOT analysis.

The SWOT analysis then utilizes these findings to identify internal and external factors that affect Mrs. Lemon's marketing performance. These results help shape an effective marketing strategy tailored to the company's needs.

4.1 Survey Result Analysis

The customer survey had the objective of gathering insights about the target audience of Mrs. Lemon Yoga-Café, focusing on demographics, preferences, and online engagement habits. Its primary goal was to understand how customers interact with the brand, especially via Instagram, and what factors contribute to their perception of the brand's identity.

The questionnaire featured closed and open questions to collect quantitative and qualitative insights. It covered visit frequency to the café or yoga classes, awareness of Mrs. Lemon's social media channels, the most engaging content types, and the overall satisfaction with the brand experience. The survey was shared online via Google Forms, with responses collected anonymously to promote honest feedback. The full list of survey questions, along with the corresponding charts and data visualizations, can be found in the Appendix section.

The survey gathered 14 responses, all from people living in Lisbon, representing a significant local audience for Mrs. Lemon Yoga- Café. Most respondents identified as female and were mainly between 31 and 35 years old, with a few in the 26 to 30 and 40+ age groups. This suggests that the brand primarily attracts adult women in the young to middle-aged professional demographic.

Most participants identified as working professionals or freelancers/entrepreneurs, showing that the business appeals to people with flexible work schedules who are interested in self-development and maintaining a balanced lifestyle.

Regarding habits, 71% of participants engage in yoga or similar activities like Pilates or meditation at least once a week, with most practicing several times weekly. Additionally, 11 participants frequently visit cafés, either weekly or multiple times per week. These results highlight the relation between the business's focus on wellness and café culture.

When asked about the most valued aspects when choosing a café, participants frequently mentioned atmosphere and design, food and drink quality, and healthy options. This suggests that

Mrs. Lemon's strengths lie in creating an inviting, visually appealing environment that also caters to the wellness mindset of its target audience.

On social media behavior, Instagram was identified as the leading social media platform, with YouTube ranking second. Nearly everyone (93%) used Instagram daily or multiple times daily. Additionally, thirteen of fourteen participants follow accounts related to yoga, wellness, or cafés on Instagram, highlighting this platform's importance as a key touchpoint for this audience.

The participants enjoy the most, content that includes yoga or mindfulness tips, aesthetic photos or videos, and healthy recipes and drinks. Several participants also appreciated behind-the-scenes stories, community-related posts, and promotions for events or workshops. These insights suggest that the audience values authenticity, educational content, and visually engaging communication that transmits the business's values.

When asked what type of posts would motivate them to visit a yoga studio or café, participants emphasized content that feels genuine and personal, like "showing the people behind the project" or "offering glimpses of the atmosphere and classes."

Most participants (9 out of 14) rated 5 out of 5 on the importance of authenticity and brand values being reflected on social media, emphasizing a strong presence of genuine and consistent branding.

Finally, 11 participants showed interest in attending workshops, events, or collaborations organized by Mrs. Lemon Yoga-Café, indicating strong potential for growing the brand's community through interactive and experience-based activities.

Overall, the survey results reveal a clear profile of Mrs. Lemon's audience: mainly women in their 30s living in Lisbon, health-conscious and socially active, who frequently engage with wellness-related content on Instagram. They value authenticity, community, and aesthetics.

4.2 Interview Insights

To supplement the survey findings, a semi-structured interview was held with the owner of Mrs. Lemon Yoga-Café. The aim was to gain a deeper understanding of the business's values, current marketing strategies, customer behavior, challenges, and future ambitions. These insights offer internal perspectives that help contextualize the survey results and establish a practical basis for the marketing strategy.

The owner highlighted the core values of the business as community, wellness, healthy living, and fostering a welcoming space where people feel at ease and connected. Mrs. Lemon aspires to do more than just provide a service; it's meant to be a place where individuals can take time for themselves, enjoy a peaceful environment and build genuine relationships with like-minded individuals. The target customer is someone who cares about their wellbeing, values what they consume and prefers calm environments, whether they are busy office workers or remote employees looking for balance.

Instagram is currently the primary marketing channel for the café. Besides social media, word-of-mouth and in-person experiences are vital, especially since many customers live nearby and share their experiences. The café hosts monthly acoustic concerts and occasional workshops, which help build community and draw visitors. However, the owner mentioned that Instagram activity is inconsistent due to limited time and the absence of someone dedicated to marketing. The content mainly includes class schedules in stories, occasional collaborations with teachers, and short videos from events.

Marketing effectiveness is currently assessed informally, mainly by tracking the number of class bookings and event participation. Posts showing movement demonstrations by yoga teachers, particularly in videos, generally generate more engagement. However, there is no structured tracking of metrics such as engagement, reach, or follower growth.

One of the main challenges the owner highlights is the transient nature of some customers, many of whom are remote workers or travelers who do not stay long-term in Lisbon. Additionally, there is a high turnover of yoga teachers, with some traveling often or hosting retreats elsewhere. On the café side, competition is intense because the area is saturated with popular cafés.

The owner also recognizes there is an opportunity to enhance their social media presence. They are interested in producing more consistent and genuine content, like behind-the-scenes footage, daily activities at the café, and additional short videos (reels). Collaborating with local businesses and participating in events were also seen as effective strategies for boosting visibility.

Over the next 6 to 12 months, the primary marketing goals are to develop a clearer posting schedule and to assign a dedicated person responsible for content creation who understands both the brand and its audience. The owner also plans to boost consistency, increase online engagement, and keep hosting events that foster a stronger community feeling within the space.

4.3 SWOT Analysis of Mrs. Lemon Yoga Café

A SWOT analysis is a useful tool for understanding a company's internal and external environments. The term represents Strengths, Weaknesses, Opportunities, and Threats, and it helps businesses assess where they currently stand and how to move forward strategically.

In digital marketing, this framework helps align overall business goals with effective online strategies and campaigns (Digital Marketing Institute 2023).

For a lifestyle business like Mrs. Lemon Yoga Café, the SWOT analysis helps identify how the brand's identity, digital presence, and customer experience affect its current market position. It also points out where improvements can strengthen its visibility and connection with the target audience.

According to the Digital Marketing Institute (2023), a well-conducted SWOT analysis not only identifies internal and external factors but also turns them into actionable insights. This helps businesses use their strengths, fix weaknesses, and respond to external changes effectively. In this case, the analysis focuses on how Mrs. Lemon can improve its digital marketing strategy, especially on Instagram, to reach a larger audience and strengthen customer loyalty.

The internal analysis (Strengths and Weaknesses) was based on insights gathered from the customer survey and the interview with the business owner. These findings show how customers perceive Mrs. Lemon's brand, online communication, and service quality. The external analysis (Opportunities and Threats) was developed using insights from the interview.

The final SWOT table below summarizes the main factors identified through this analysis. Each point is followed by a short explanation of its relevance to Mrs. Lemon's marketing strategy.

Table 2 SWOT analysis of Mrs. Lemon Yoga- Café

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Strong sense of community and welcoming atmosphere among staff and customers. • Unique concept combining yoga and café in one location. • Supportive neighborhood with many creative businesses open to collaborations. 	<ul style="list-style-type: none"> • Lack of consistent marketing strategy and social media engagement. • No dedicated marketing staff, leading to irregular posting. • High competition from trendier, more popular cafés nearby.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Potential to collaborate with nearby local businesses and host joint events. • Growing demand for wellness and mindfulness experiences. • Increasing number of remote workers seeking calm, community-oriented spaces. 	<ul style="list-style-type: none"> • Saturation of cafés and wellness spaces in Lisbon. • Strong local competition with larger followings and better visibility. • Dependence on local customer base and neighborhood economic conditions.

Overall, Mrs. Lemon Yoga-Café benefits from a strong community presence, an inviting atmosphere, and a unique dual concept blending yoga and café culture. However, its digital marketing is underdeveloped and inconsistent, which restricts its visibility and engagement. Improving the brand's online presence through regular Instagram activity, collaborative events, and storytelling that emphasizes wellness and community values could turn its strengths into sustainable growth.

By understanding these factors, Mrs. Lemon can make informed decisions about where to focus its efforts, such as leveraging its authentic brand identity, addressing gaps in content planning, and exploring partnerships that align with its target audience. This approach ensures that the marketing strategy is practical, relevant, and rooted in the company's real context (Digital Marketing Institute 2023).

5 Marketing Strategy Proposal

This chapter details the marketing strategy for Mrs. Lemon Yoga-Café, based on research findings and the theoretical framework from Chapter 2. Its goal is to provide a practical, evidence-based plan to support the studio's growth, enhance its brand presence, and increase visibility, specifically on Instagram, the primary marketing platform.

This strategy integrates insights from the customer survey, owner's interview, and SWOT analysis, which highlight the café's internal strengths and external opportunities. This chapter aims to turn the research results into practical actions that Mrs. Lemon Yoga Café can realistically implement to attract and retain its customers.

5.1 Target Audience Definition

Defining the target audience is a crucial step in shaping an effective marketing strategy. Understanding who the ideal customers are allows Mrs. Lemon Yoga- Café to focus its communication and content on the people most likely to engage with the brand and become loyal customers. According to Kotler and Keller (2016), identifying and segmenting the market enables companies to tailor their marketing efforts to meet the needs of specific consumer groups more effectively.

The insights collected from the customer survey and the interview with the owner provided valuable information about the current and potential audience, including their demographics, preferences, motivations, and expectations.

The target audience of Mrs. Lemon Yoga Café can be described as individuals who prioritize wellbeing, community, and authentic yet aesthetically pleasing environments. They are primarily adults living in Lisbon, with a significant number of women in their late twenties to mid-thirties. Their lifestyles often emphasize health and mindfulness, with regular practice of yoga, Pilates, or meditation as part of their weekly routines, as well as eating healthy and making sure they take some time out of their busy routines.

These customers often enjoy spending time in cafés not just for food or coffee, but also for spaces to relax, socialize, or work remotely. They value places that feel personal, welcoming, and community-focused rather than overly commercial or detached.

Social media, particularly Instagram, is key to how this audience engages with brands. They are daily active users who follow accounts related to wellness, yoga, and lifestyle. What attracts them is not excessive promotion but authentic content: snapshots of the environment, the people behind

the brand, calming visuals, simple wellness tips, healthy food or drink ideas, and details about classes, events, or workshops.

Overall, this group seeks more than just a service; they are attracted to experiences that align with their values: mindfulness, creativity, balance, and human connection. As a result, Mrs. Lemon's identity as both a yoga studio and a café positions it to draw people seeking a space where wellbeing, social interaction, and a sense of belonging come together.

5.2 Brand Positioning Recommendations

Brand positioning defines how a business wants to be perceived in the minds of its target audience and how it distinguishes from competitors. According to Kotler and Keller (2016), effective positioning involves creating a clear, distinctive, and desirable place for the brand in the consumer's mind relative to competing offerings. For a business like Mrs. Lemon Yoga- Café, strong positioning is essential to communicate the functional and emotional value that the brand provides.

Based on the interview and survey results, Mrs. Lemon should position itself around the following core pillars:

1. **Community and emotional connection:** Customers and the owner regularly describe the café as a warm, familiar place where people feel at ease and welcomed. This feeling of belonging sets Mrs. Lemon apart from more commercial or trend-driven cafés in Lisbon. It should be seen as a space "where people don't just visit but belong." Emphasizing real people (teachers, regular customers, staff) can reinforce this identity.
2. **Everyday wellness and mindful living:** Instead of presenting it as a high-performance or trendy activity, Mrs. Lemon shares it as a straightforward part of everyday life, perfect for those who wish to nurture their body and mind without feeling stressed. Customers appreciate a sense of calm, balance, and routine. The brand should see itself as a welcoming space for "accessible wellness", not luxury nor trends, but real wellbeing.
3. **Authenticity over perfection:** Survey participants and the owner both indicated that people tend to respond more positively to genuine, imperfect human content rather than overly curated images. This authenticity is already a key strength of the business and should be embraced as a core part of how the brand communicates, especially on

Instagram. Sharing real moments, daily life, behind-the-scenes glimpses, and honest stories can truly connect with the audience.

4. **A neighborhood spot with a welcoming atmosphere:** Located in a residential area, the café draws both residents and travelers or remote workers seeking a cozy, community-oriented atmosphere. Its design should embody a neighborhood spirit while also feeling open, inclusive, and inviting to newcomers.

5.3 Digital Marketing Channel & Tactics

Since Instagram is the primary digital platform for Mrs. Lemon Yoga-Café, the proposed marketing strategy will mainly aim to enhance its presence, improve content structure, and elevate content quality on this channel. Additional digital tools like email newsletters and partnerships with local businesses can support this effort but will be secondary, based on survey results and the owner interview.

Instagram is the top platform for the target audience, who use it daily and actively follow wellness, yoga, and café accounts. It is therefore ideal for raising brand awareness, fostering customer relationships, and promoting events, workshops, and classes.

To improve performance and consistency, Instagram content should be structured into three main content categories:

- **Inspirational and mindfulness content**
 - Short yoga or mindfulness tips from teachers
 - Quotes or reflections related to wellness and slow living
 - Calm visuals of the studio environment or café atmosphere
- **Community and human stories**
 - Introductions of yoga teachers and the staff
 - Behind-the-scenes moments (preparing the café, setting up for a class, workshops)
 - Highlights of regular customers or collaborative events with local businesses
- **Promotional and informative content**
 - Class schedules, workshop announcements and event reminders
 - Reels demonstrating specific yoga movements or moments from concerts
 - New menu items, seasonal drinks or healthy recipes.

This setup helps the business strike a warm balance between engaging emotional stories, helpful wellness tips, and important promotional messages.

To maximize the effectiveness of Instagram content, it is essential to use various formats intentionally. Reels are identified as the most successful format for reaching a broader audience on Instagram, particularly among users who do not follow the account (Emine 2024).

Mrs. Lemon can use reels for yoga moves, workshop highlights, or café clips. Stories suit time-sensitive updates like schedules, behind-the-scenes, or polls, while photo posts and carousels showcase the space, menu, or teachers. Using these formats helps Mrs. Lemon stay authentic while increasing reach and engagement.

5.4 Content and Promotional Ideas

This section aims to provide practical content ideas to enhance Mrs. Lemon Yoga-Café's digital presence, mainly on Instagram, which is currently the cafe's primary marketing platform. These suggestions are designed to reflect the brand's identity and values (community, mindfulness, authenticity, and a calm atmosphere) while being realistic to implement without a marketing team. To maintain a clear and practical structure, the ideas are divided into three categories: everyday content, event promotion, and community-focused collaboration.

Everyday content ideas

Sharing simple, recurring content helps maintain consistent brand visibility while preserving a familiar tone. These ideas require minimal resources and can be created by staff or teachers using a smartphone.

Table 3 Example of content ideas for everyday posts

Content Type	Example
Teacher Spotlight	Short reel introducing a yoga teacher, their teaching style or a favorite pose.
Mindful moment	Weekly wellness tip such as a breathing exercise, gentle stretch or a quote related to mindfulness
Café atmosphere	Slow videos or photos of morning routines, coffee preparation, food, cozy corners or working spaces.
Weekly class update	Instagram Story with weekly class schedule using a consistent template

Event and workshop promotion

Events such as acoustic concerts and yoga or wellness workshops are central to the business's identity. A structured approach to promoting these helps increase participation and creates anticipation.

Table 4 Content examples to promote events and workshops

Content type	Example
Event announcement	Reel or image announcing an upcoming workshop, concert or special class, including date and booking details.
Countdown reminder	Story reminder one to three days before the event (e.g "Only 2 spots left for this Saturday's workshop").
Behind the scenes	Preparing the yoga room, candle lighting, food being made or setting up instruments before a concert.
Atmosphere during event	Short clips capturing the mood, music, group setting, food being shared.
Post-event gratitude	Thank you post or story with images from the vent, encouraging participants to tag the place or join the next one.

Collaboration and community content

The business is situated in a friendly neighborhood with other businesses, making collaborations a natural way to boost visibility and attract new customers. Content that features real people, local partners, or customers helps support the café's community-focused identity.

Table 5 Examples of collaboration and community content

Content Type	Example
Local business collaboration	Joint content with nearby businesses (e.g yoga + ceramics, yoga + brunch, tea tasting evenings).

Musician or artist highlight	Reels featuring musicians from the acoustic concerts, tagged to encourage sharing.
Visiting teacher feature	Short video with a guest instructor explaining their background or approach to yoga.
Customer stories	Photos or quotes from regular visitors, locals or remote workers.
User-generated content (UGC)	Reposting photos and stories shared by customers who tag the café or studio.

By combining these three content categories, Mrs. Lemon Yoga Café can strengthen its connection with its audience while remaining aligned with its core values. These concepts offer flexibility, do not require advanced equipment, and can be progressively expanded into a more organized content strategy as resources become available.

5.5 Implementation Suggestions

To make sure the proposed strategy is doable for Mrs. Lemon Yoga-Café, implementation should be gradual and tailored to the business's current resources. The primary aim is to enhance consistency and structure in communication without creating an unrealistic workload for the owner or staff.

In the short term, the business should focus on establishing a straightforward and repeatable posting routine on Instagram. Sharing two to three posts each week and staying active on stories would already help boost visibility and engagement. This can be supported by creating a few visual templates for recurring content, such as class schedules or event announcements, which would streamline the process and make it more cohesive.

Once a rhythm is established, the next step might be to assign someone for content creation, it could be a freelancer, intern, or yoga teacher interested in social media. This enables the owner to concentrate on guiding the overall brand direction while keeping communication active and genuine. Content can be scheduled weekly in advance with free tools like Canva and Meta Business Suite, which facilitate easy content creation, scheduling, and monitoring.

Monitoring is also essential. Success should be assessed with straightforward indicators like engagement rate, follower increase, story views, and the number of new visitors discovering the business via Instagram. More broadly, metrics such as class bookings and workshop participants can serve as indirect signs of effective marketing. These outcomes do not require complex

analytics but should be monitored regularly to determine which content types resonate best with the audience.

Overall, the implementation of this strategy should stay adaptable and sustainable. By establishing a clear posting structure, delegating small content-related tasks, and continuously monitoring results, Mrs. Lemon Yoga-Café can build a stronger and more consistent online presence while remaining true to its identity and values.

6 Conclusions and recommendations

This final chapter encapsulates the research's findings and provides recommendations that would enhance Mrs. Lemon Yoga-Café's marketing strategy. It also reflects on the professional growth that the author went through during the thesis process. The goal is to link the theoretical framework and research results to realistic practices that can foster the business's future growth.

6.1 Key Findings

The goal of this thesis was to investigate how an effective marketing strategy could improve the visibility and growth of Mrs. Lemon Yoga-Café. Several key findings were discovered by combining a customer survey, an interview with the business owner, and a SWOT analysis.

The results showed that Mrs. Lemon's main strength is its authentic atmosphere and strong community feeling. Customers value the blend of yoga and café services, describing the space as welcoming, calm, and genuine. The survey showed that most of the visitors are women in their late twenties to mid-thirties who are interested in wellbeing, mindfulness, and healthy lifestyles. Instagram was identified as their first choice for discovering and engaging with wellness brands, supporting the decision to prioritize it as the primary marketing channel.

The research also identified some challenges. The café does not have a marketing plan nor a consistent posting schedule, since it has depended on the owner's available time to create content. Despite having a relatively high number of followers, the engagement on their Instagram account is low, indicating the need for more consistent, story-driven, and authentic content to boost visibility. Furthermore, other well-known cafés in the area make it crucial to improve their brand identity and communication efforts to differentiate themselves.

6.2 Recommendations for Future Development

Mrs. Lemon Yoga-Café could improve its social media presence by keeping focus on maintaining consistent and genuine communication on Instagram. Developing a structured content schedule that aligns with the business's values is essential. It is recommended that the business increase the use of Reels and behind-the-scenes content, as they tend to attract more engagement and give an authentic glimpse of the space.

The collaboration with local businesses, artists, and guest yoga instructors offers valuable opportunities for organic visibility. Sharing audiences and jointly creating collaboration posts or joining events can draw new visitors and improve ties to the community. In the medium term,

assigning a dedicated person to be in charge of marketing tasks would help sustain a consistent online presence and allow the owner to focus on other business-related matters.

Finally, regularly tracking the results should be a regular practice. Tracking the engagement, follower growth, and the number of attendees to different events can reveal which content types are the most effective. Over time, gathering these insights can provide a more data-driven communication strategy and support a sustainable plan for growth.

6.3 Reflections on the learnings and on the thesis process

Throughout the thesis process, the author got a better understanding of how marketing strategies can be customized for small lifestyle businesses that have limited resources, such as a dedicated marketing team or a lack of time. Conducting a survey and interviewing the owner of the business offered a realistic experience into customer behavior and the challenges that a small business such as Mrs. Lemon Yoga-Café can face.

From a professional standpoint, this project allowed the author to use their theoretical knowledge in a real-world situation, where the basic concepts of marketing became clearer. It also highlighted the importance of being creative, empathetic, and showing adaptability when developing a marketing strategy for a small business. The process emphasized the importance of listening to both customers and the business owner, ensuring that the marketing plan aligns with their needs.

Sources

Aaker, D. A. 2011. *Strategic Market Management* (10th ed.). Wiley.

Chaffey, D. & Ellis-Chadwick, F. 2019. *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson.

Digital Marketing Institute. 2023. SWOT Analysis Template: How to Conduct a SWOT Analysis for Digital Marketing.

URL: <https://digitalmarketinginstitute.com/blog/swot-analysis-template-digital-marketing>

Accessed 23 October 2025.

Dibb, S. & Simkin, L. 2016. *Market Segmentation Success: Making It Happen!* Routledge.

Emine. 2024. The Three Best Performing Content on Instagram – Reels, Carousels and Stories.

URL: <https://emine.fi/best-performing-content-on-instagram/>

Accessed 8 November 2025.

Forbes. 2013. The Hidden Benefits of Social Media Marketing: Why Your Strategy May Be Working Better Than You Think.

URL: <https://www.forbes.com/sites/work-in-progress/2013/03/12/the-hidden-benefits-of-social-media-marketing-why-your-strategy-may-be-working-better-than-you-think/>

Accessed 10 November 2025.

Global Wellness Institute. 2023. The Global Wellness Economy: Statistics and Facts.

URL: <https://globalwellnessinstitute.org/press-room/statistics-and-facts/>

Accessed 23 October 2025.

Grand View Research. 2023. Yoga Market Size, Share & Trends Analysis Report, 2023–2030.

URL: <https://www.grandviewresearch.com/press-release/global-yoga-market>

Accessed 23 October 2025.

Holliman, G. & Rowley, J. 2014. Business-to-Business Digital Content Marketing: Marketers' Perceptions of Best Practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293.

Kotler, P. & Keller, K. L. 2016. *Marketing Management* (15th ed.). Pearson.

McCabe, D. 2019. Branding in Lifestyle Business Markets. *Journal of Marketing Studies*, 14(3), 45–58.

Palmatier, R. W. (Ed.). 2019. *Customer Engagement Marketing*. Springer.

Pulizzi, J. 2014. *Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*. McGraw-Hill Education.

Rose, R. & Pulizzi, J. 2016. *Experiences: The 7th Era of Marketing*. Content Marketing Institute.

Ryan, D. 2016. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (4th ed.). Kogan Page.

Saunders, M., Lewis, P. & Thornhill, A. 2019. *Research Methods for Business Students* (8th ed.). Pearson Education.

Solomon, M. R. 2018. *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson.

Tredence. 2024. Customer Market Segmentation: A Key to Successful Targeted Marketing Campaigns.

URL: <https://www.tredence.com/blog/customer-market-segmentation>

Accessed 8 November 2025.

Tuten, T. L. & Solomon, M. R. 2018. *Social Media Marketing* (3rd ed.). SAGE Publications.

Appendices

Appendix 1. Online Survey Questionnaire

The following questionnaire was used to gather customer insights for the thesis. The survey was distributed online through Google Forms and started with an informed consent question. Responses were collected anonymously. The consent sheet form can be found under the survey questions.

Understanding the Audience of Mrs. Lemon Yoga-Café

This survey is part of a research project for developing a marketing strategy for Mrs. Lemon Yoga-Café. The goal is to better understand the café's customers, their habits, and what content they enjoy on Instagram.

The survey is anonymous and will take about 5-7 minutes to complete. Your feedback is very valuable and will help improve the café's services and online presence.

* Indicates required question

I have read the consent sheet and agree to participate in this study. *
[Consent sheet form](#)

Yes
 No

What is your age group?

Under 20
 20-25
 26-30
 31-35
 36-40
 40+

What is your gender?

Female
 Male
 Non-binary /Prefer not to say

Where do you live?

Lisbon
 Other: _____

What best describes your current occupation?

Student
 Working professional
 Freelancer/ Entrepreneur
 Other: _____

How often do you practice yoga or similar activities (e.g., Pilates, meditation)?

Daily
 A few times a week
 Once a week
 Occasionally
 Never

How often do you visit cafés for leisure or work?

Daily
 A few times a week
 Once a week
 Occasionally
 Rarely

When choosing a café, what do you value most? (Select up to 3)

Atmosphere and design
 Food and drink quality
 Healthy options
 Community feeling
 Location
 Events or workshops
 Other: _____

Which social media platforms do you use most often? (Select up to 3)

- Instagram
- TikTok
- Facebook
- YouTube
- Pinterest
- Other: _____

How often do you use Instagram?

- Several times per day
- Once per day
- A few times per week
- Rarely
- Never

Do you follow any yoga, wellness, or café-related accounts on Instagram?

- Yes
- No

What kind of content do you enjoy most from wellness or café brands on Instagram? (Select up to 3)

- Yoga or mindfulness tips
- Aesthetic photos or videos
- Healthy recipes and drinks
- Events or workshops
- Behind-the-scenes or personal stories
- Promotions and offers

What kind of content do you enjoy most from wellness or café brands on Instagram? (Select up to 3)

- Yoga or mindfulness tips
- Aesthetic photos or videos
- Healthy recipes and drinks
- Events or workshops
- Behind-the-scenes or personal stories
- Promotions and offers

What kind of posts make you want to visit a yoga studio or café?

Long answer text

How important is it for you that a brand's social media reflects authenticity and values?

1 2 3 4 5

Not important at all ○ ○ ○ ○ ○ Extremely important

What improvements or ideas would make Mrs. Lemon Yoga-Café's Instagram more appealing to you?

Long answer text

Would you be interested in attending workshops, events, or collaborations hosted by Mrs. Lemon Yoga-Café?

- Yes
- Maybe
- No

☰

Tr

☰

☰

☰

Participant Information Sheet

Title of the Thesis: Marketing Strategy for Mrs.Lemon Yoga- Café

Student's Name and Contact Information:

Montserrat Luna

Commissioning Party: Mrs. Lemon Yoga- Café

Objective of Data Collection: Understand the audience of Mrs. Lemon Yoga- Café Method and Phases of Data Collection: Online survey in Webropol

Duration of Participation: 5-7 min

Pre-preparation: No preparation needed

Benefits of Participation for the Participant or their Represented Organization:

Processing, storage, access and disposal of the data: the data will be processed and analyzed using the storage services and analysis software provided by Haaga-Helia. If the survey does not ask for personal data, please mention this Participant Information Sheet if the data contain personal data, please record the following: the legal basis for the processing of personal data is the consent of the data subject. The processing of personal data and the rights of the data subject shall comply with the current EU General Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC) and the applicable national legislation.]. The data will be destroyed no later than dd.mm.yyyy.

Controller: Mrs. Lemon Yoga- Café

Publication of Results: The thesis report will be published in the Theseus online library. Funding and Potential Conflicts of Interest

Additional Information: Montserrat Luna Hernández

Voluntary participation and withdrawal of consent: participation in the survey is voluntary. [For Webropol surveys: please note that consent to participate in the survey cannot be withdrawn after pressing the submit button, as individual responses are not identifiable from the data.] [For interviews, participant observation, workshops or similar: consent can be withdrawn at any time without giving a reason, for example by stopping the interview if you so wish. Consent may be withdrawn at any time, without giving any reason, or by simply withdrawing consent at any time. Please note that once the results of a study have already been analyzed, it is not possible to remove the contribution of one respondent afterwards].

The above-mentioned content of Participant Information sheet explains in an understandable way what the research is about, what participation means, what the data will be used for and how it will be stored. Contact details and the opportunity to ask questions and get answers to questions have been given to the respondents

Appendix 2. Consent Form and Interview Guide

This appendix presents the semi-structured interview conducted with the owner of Mrs. Lemon Yoga-Café. The signed consent form confirming voluntary participation and confidentiality is included below, followed by the full list of interview questions used during the discussion.

Participant's Consent

Name of the study: How can an effective marketing strategy enhance the growth and visibility of a yoga studio/ café?

The author of the study: Montserrat Luna Hernández, Haaga-Helia UAS, (

With my signature, I confirm that I give my consent to participate in the research.

Jan Hahn

Name of the Consent Giver

6.11.2025

Date

Signature

Interview Questions

1. Can you briefly describe the story behind Mrs. Lemon Yoga-Café and what inspired its concept?
2. What values or philosophy guide the café and its offerings?
3. How would you describe your target audience or ideal customer?
4. What marketing channels do you currently use to promote Mrs. Lemon?
5. What kind of content do you usually post?
6. How do you measure the effectiveness of your marketing activities?
7. Based on your experience, what motivates your customers to visit Mrs. Lemon or to engage on your socials?
8. Have you noticed what kind of posts or campaigns have the most interaction on Instagram?
9. Are there any requests or constant feedback you get from customers regarding Mrs. Lemon or its social media presence?
10. What are the biggest challenges you face in attracting and keeping customers?
11. Are there opportunities or strategies you would like to explore but haven't yet?
12. What are your main marketing goals for the next 6–12 months?
14. Are there any collaborations, events, or content ideas you are considering to improve the visibility or brand awareness?

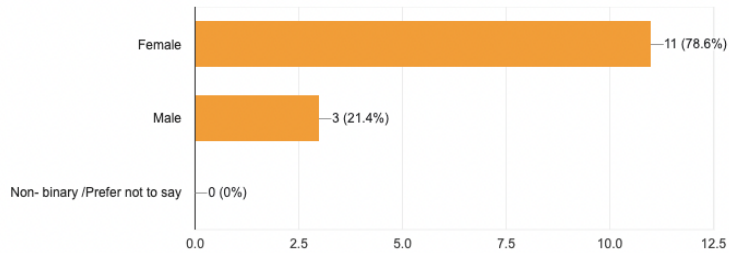
Appendix 4. Survey Responses

The charts below are a selection of the most relevant responses from the online survey. Total responses: 14

What is your gender?

14 responses

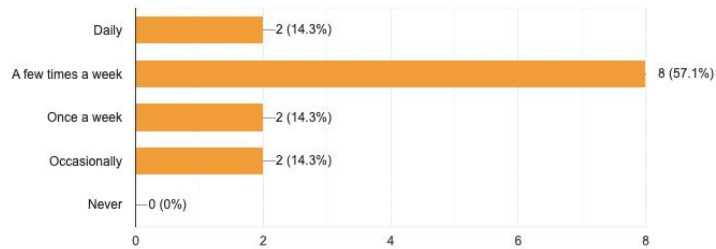
[Copy chart](#)



How often do you practice yoga or similar activities (e.g., Pilates, meditation)?

14 responses

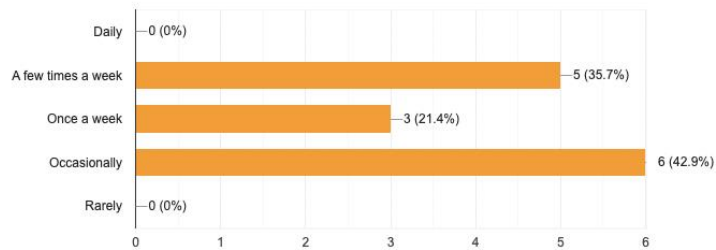
[Copy chart](#)



How often do you visit cafés for leisure or work?

14 responses

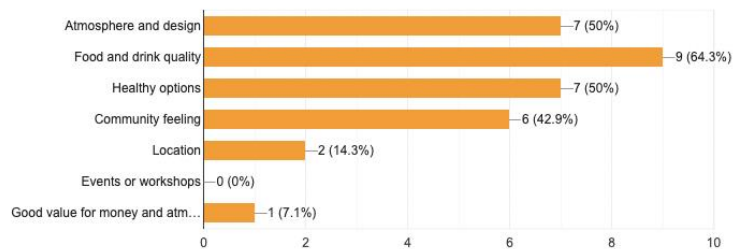
[Copy chart](#)



When choosing a café, what do you value most? (Select up to 3)

14 responses

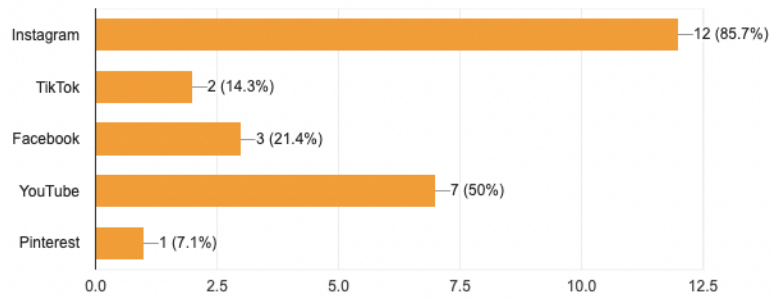
[Copy chart](#)



Which social media platforms do you use most often? (Select up to 3)

[Copy chart](#)

14 responses



What kind of content do you enjoy most from wellness or café brands on Instagram? (Select up to 3)

[Copy chart](#)

13 responses

