

The Prana House

Organic New Age Herbal Apothecary & Holistic Wellness Services

<https://www.thepranahouse.com/>



Executive Summary

The Prana House is a business-to-consumer company. They have a physical store located in West Chester and an ecommerce store located on their website.

They have a well established Facebook page with 3,708 followers and a new Instagram account due to a recent hack. The store has a neglected youtube and twitter account, which has not been updated in recent years. On their website, they have an email sign up for a newsletter.

My goal for your business is to...

1. Grow subscribers on Youtube accounts by 25% over the next 6 months.
2. Expand follower engagement on Facebook posts by 30% over the next 6 months.
3. Build Instagram followers 20% over the next 6 months.
4. Increase the number of visitors to the website by 40% over the next 6 months.
5. Gain 20% higher customer click rates on emails over the next 6 months.

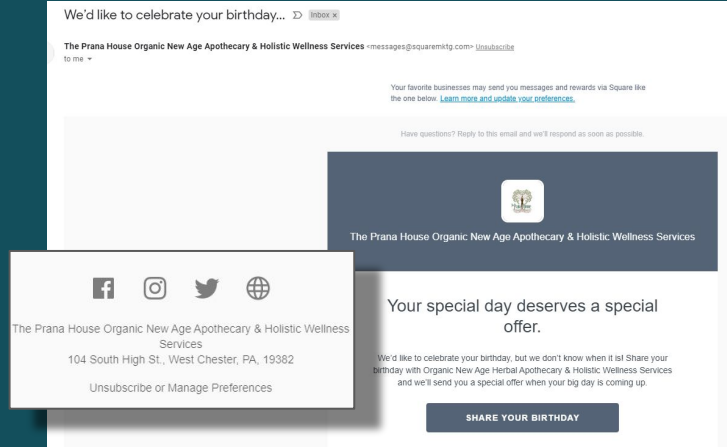
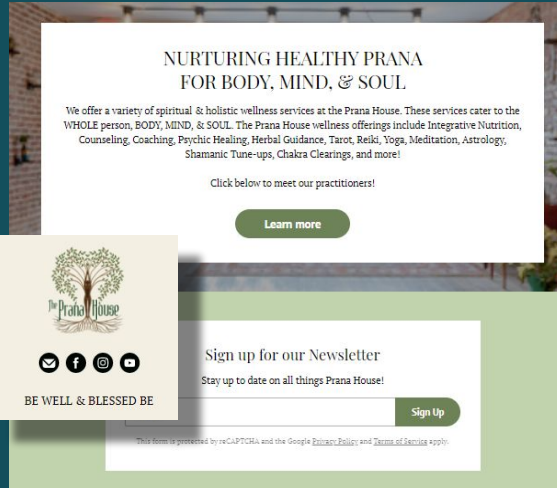
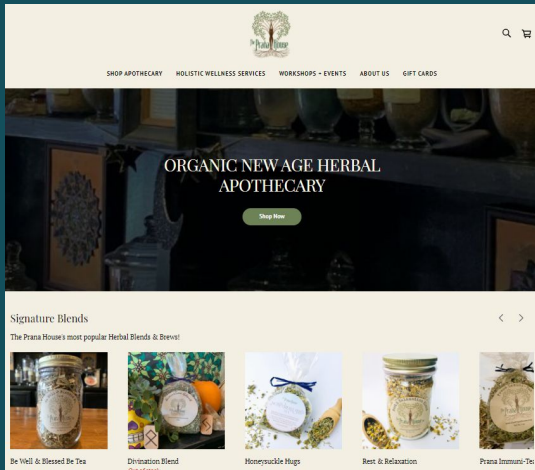
My content plan will increase sales and build interest about your products and services by...

- Developing video content that is specific, searchable and shareable.
- Create a blog on the website for future content reuse and extend the time spent on the website.
- Building up your new Instagram account to gain followers.
- Create inviting posts on facebook that draw in current followers and leads them to your website.

Goals and Objectives of the content campaign

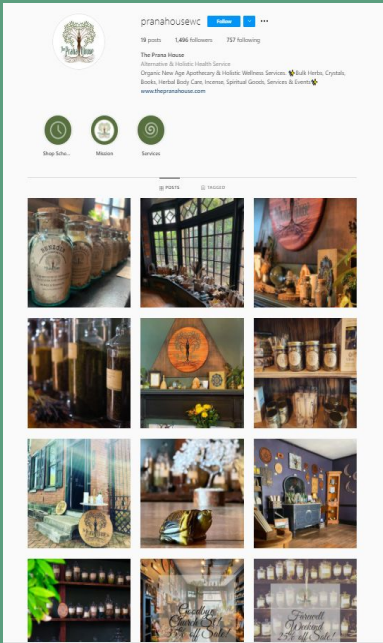
1. Refresh youtube channel and build more quality content to gain subscribers.
 - a. Grow subscribers on Youtube accounts by 25% over the next 6 months.
2. Create facebook posts that will encourage more followers to like, comment and share. More post shares will increase our audience outreach.
 - a. Expand follower engagement on Facebook posts by 30% over the next 6 months.
3. Rebuild Instagram account with on-brand images that tell a story and encourage followers.
 - a. Build Instagram followers 20% over the next 6 months.
4. Create a blog and reuse content with other social media channels. This incentivises followers to follow the link to the owned website and read the full article.
 - a. Increase the number of visitors to the website by 45% over the next 6 months.
5. Maintain email subscriber interest by creating appealing email subjects and weekly newsletters.
 - a. Gain 20% higher customer click rates on emails over the next 6 months.

Owned Content: Website, Email

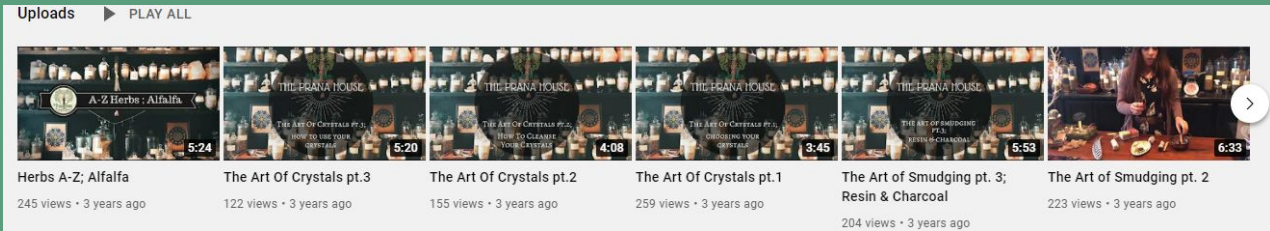


- Website offers an email newsletter after you scroll to the bottom of the page
- First email at sign up (image on the right) asks to know your birthday.
- Social media engagement located on website is missing Twitter channel and does not connect to the new Instagram account.
- On website, there is a page dedicated to “Holistic Wellness Services” and a small paragraph presenting each team member and the services they specialize in, with an option to book an appointment. There is no content available about what each service involves or helps you decide which would be best for your needs.
- There is an FAQ page on the website, which links to a blog article could help improve.

Non-Owned Content: Facebook, Instagram, Twitter, Youtube



- Facebook, Instagram and Youtube should be the focus social media channels for optimal engagement and content with target audience
- Twitter did not show as much audience engagement as other channels and the last post was in 2018
- New Instagram account due to a recent hack
- Youtube videos should have more specific titles and descriptions for keyword search

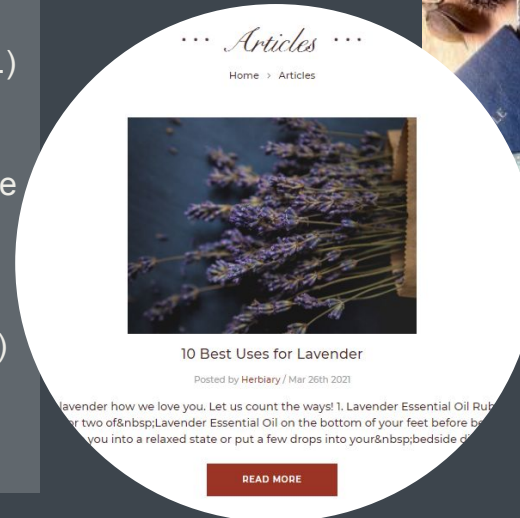




Competitor: Herbiary

<https://herbiary.com/>

- Two locations: Asheville, NC and Philadelphia, PA
- Has a blog for content on site. (This encourages customers to browse around on the website.)
- Review and ratings under products on websites (Reviews can convince prospective customers to buy.)
- Social media channels: Facebook, Instagram, Pinterest
- Facebook posts are appealing, colorful, and shareable
 - 12,449 facebook followers
- First Email with signup- A little welcome email with discount codes and “Maii’s Picks” recommendations
- \$20 off reward for email sign up (incentive to sign up.)

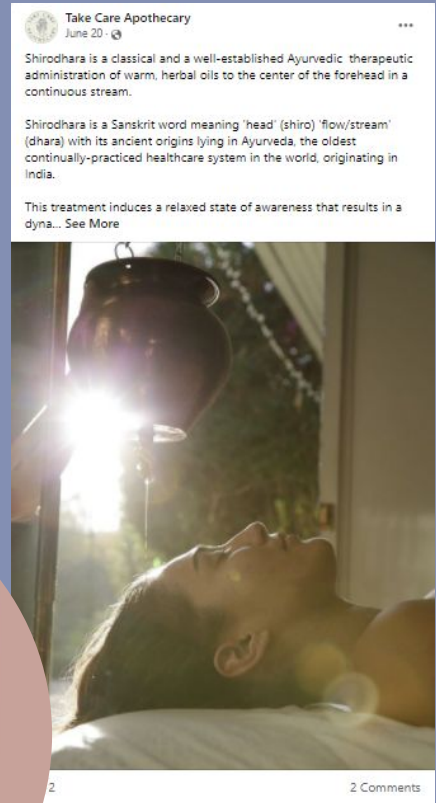




Competitor: Take Care Apothecary

<https://www.takecareapothecary.com/>

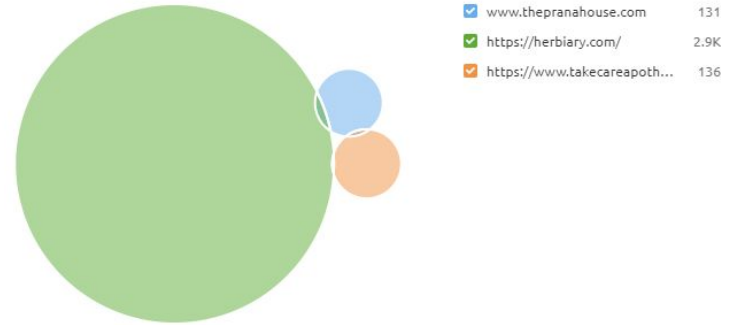
- Location: Kennett Square
- Email list is at the top of the website (Easy to find.)
- Offers services with descriptions about the experience offered (This helps customers decide if the service is right for them.)
- Social Media channels include Facebook and Instagram
- On website, there is a “contact us” form to fill out in order to directly answer any questions (builds customer trust.)



Content Gap Analysis

Keyword	https://www.theprana.com/	https://www.takecarepoth.com/	https://herbiary.com/	CPC	Average vol.
white sage	0	0	95	0.57	40500
ylang ylang	0	0	53	0.83	33100
protection spell	0	0	45	1.13	27100
wild lettuce	0	0	77	0.84	27100
mugwort tea	0	0	27	0.54	27100
dote	0	0	76	0.00	22200
sage in spanish	0	0	34	1.51	22200
dong quai	0	0	100	1.03	18100
mullein tea	0	0	46	0.45	18100
dry nose	0	0	71	3.40	14800
herb shop	0	0	80	2.55	14800
lady's mantle	0	0	95	0.87	14800
banyan botanicals	0	0	17	0.30	14800
crystal water bottle	0	0	39	0.74	12100
helichrysum	0	0	26	0.88	12100
bestiary	0	0	35	0.00	9900
otherkin	0	0	54	0.00	9900
yerba santa	0	0	87	0.92	8100
spikenard	0	0	41	0.63	8100
passion flower tea	0	0	72	0.36	8100
sensuous	0	0	86	0.00	8100
damiana tea	0	0	33	0.44	6600
illustrated	0	0	46	5.56	6600
room leaves	0	0	53	0.36	6600

Keyword Overlap



According to Hoth.com (left), Comparing content gap to Herbiary and Take Care, there do not seem to be any similar keywords.

SEMrush.com (above) also shows that Herbiary has a large content keyword library compared to Prana and Take Care.

Opportunities

- Update social media extensions on website and email
- First email could be more of a “welcome” and offer a coupon on first purchase
- Website
 - Create a blog for the website to close content gap with competitors and increase website traffic
 - Add links from blog to FAQ page
 - Add reviews and testimonials to website with related product/service
- Use Youtube channel to create more video content
 - Describe services offered and give a mini video series of services provided
 - Create more specific videos titles and variety of subjects to increase searchability and keywords
 - Repost on facebook and website
- Facebook & Instagram
 - Post pictures from previous events held with link to “events” landing page
 - Post more content/images of products available for purchase
 - Uses and recipes
 - On Facebook, take 17 minute “newsletter” video and convert it into a series of posts or weekly email newsletter

Content Ideation

Keyword Phrase	SEO-Friendly Headline	Medium/Format
Herbal tea benefits	10 Benefits Of Medicinal Herbal Tea	List format in blog post
CBD oil benefits	What Are The Benefits Of Using CBD Oil?	Newsletter, short article with new product info
Essential oils for anxiety	How To Lower Anxiety With Essential Oils	Blog post article with essential oil recipes
Crystal for confidence	5 Crystals To Help Boost Confidence	List format in blog post
What is Reiki	A Beginner's Guide To Reiki	ebook
Sage uses	How To Cleanse Your House With Sage	5 minute youtube video

Facebook

Happy Emotional Wellness Month!

Sometimes we need to take a moment to realign our emotional wellness and chakras. A great way to do that is with a SOUND BATH!

Click the link to learn more about the benefits of sound baths and what is included in a session at The Prana House! Get ready to enter a state of deep meditation while the relaxing sound vibrations run through your body and soul. [#emotionalwellness](#) [#meditation](#) [#selfcare](#) [#treatyoursef](#) [#loveyourself](#) www.thepranahouse/soundbath.com



3 Views



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pranahousewc



603 likes

Good Morning and many blessings! Start your day off with a hot cup of our Rooibos Camomile Tea Blend! Available in store or online. Link in comments. [#tea](#) [#teatime](#) [#medicinal](#) [#selfcare](#) [#love](#) [#goodmorning](#) [#natural](#) [#instagood](#)

Youtube



How To Cleanse Your House With Sage

831 Views - Premiered September 21,2021

👍 86 🗨️ 2 ➦ SHARE ⚙️ SAVE ...

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Sage has many benefits and uses. In this video, we take you through the steps on how to use sage when cleansing your house. We explain how to light and safely burn sage. Join us as we demonstrate how to cleanse your house, recommend tools and chants, and discuss the benefits of cleansing your environment.

To learn more about the other many benefits and uses of sage, subscribe to our channel!

Email

New Message

To

Subject

New CBD products in store! Learn more.



Colleen,
This week, we are discussing our new product line of CBD oils. Did you know that CBD can help with pain, sleep and anxiety?
Check out our CBD Relaxation Smoothie recipe!

Click here to learn more and receive a 10% off coupon on your next purchase!



5 Crystals To Help Boost Confidence

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do [eiusmod tempor](#) incididunt ut labore et dolore magna aliqua. Lectus urna duis convallis convallis tellus id. [Venenatis urna cursus eget](#) nunc scelerisque viverra mauris. Urna molestie at elementum eu. Pellentesque massa placerat duis ultricies lacus. Nulla pharetra diam sit amet nisl suscipit adipiscing bibendum. [Sem et tortor](#) consequat id porta.

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Resources

- <https://www.semrush.com/analytics/keywordgap/?q=www.thepranahouse.com&highlightedQuery=thepranahouse.com&searchType=domain&keywordType=organic&db=us&compareWith=https%253A%252F%252Fherbiary.com%252F%3Adomain%3Aorganic%7Chttps%253A%252F%252Fwww.takecareapothecary.com%252F%3Adomain%3Aorganic>
- <https://www.thehoth.com/keyword-gap-analysis/>
- <https://www.thepranahouse.com/>
- <https://herbiary.com/>
- <https://www.takecareapothecary.com/>

- Images
 - <https://pixabay.com/photos/herbs-stones-witch-rite-magic-8859780/>
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