

now® + yoga journal

The Essentials

WITH NOW

NOW uses Yoga Journal and Content Marketing to drive education and awareness for its line of pure essential oils products.



DIGITAL IMPRESSIONS

2M

NOW THAT SMELLS LIKE SOME SWEET SUCCESS.

EBOOK DOWNLOADS

2K

A BREATH OF FRESH AIR.

CONVERSION RATE

25.6%

TRUE SENSORY OVERLOAD!

AVG. EBLAST CTR

4.54%

COME ON. INTERACT WITH US. WE KNOW YOU WANT TO.

NOW wanted to reach an engaged audience of yogis, inspiring them to tap into the ancient healing of aromatherapy with their purity tested/quality assured essential oils products.

In partnership with NOW, Yoga Journal created *The Essential Guide to Essential Oils* eBook, appealing to aromatherapy gurus and beginners alike. With 30 years and 75 varieties of essential oils under their belt, NOW takes the quality and purity of their essential oils very seriously. They have deep relationships with

their farmers, dedicated chemists onsite, state-of-the-art technology, and exceptional quality control.

The eBook format presented an opportunity for NOW to establish its leadership position in essential oils with the Yoga Journal audience, providing everything they need to know about essential oils including their benefits, how to incorporate them into yoga practice, and how to choose the best ones for each season. NOW's extensive collection of 100% pure, certified organic, and blended essential oils were organically integrated throughout the eBook content, including an exclusive promo code and links to purchase.

The Yoga Journal audience was required to enter their email address in order to download and view the free eBook. NOW was able to leverage these leads for future marketing efforts.

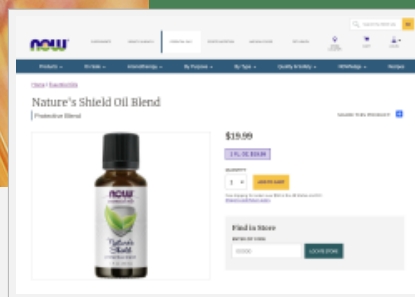
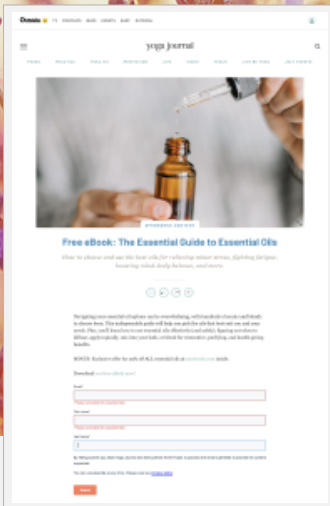
Campaign Goals

- Essential Oils Awareness/Education
- Drive Qualified Lead Generation
- Drive Conversions
- Influence New Consumer Behavior



Positive Outcome

Essential Oils proved to be a popular topic among our audience. To maximize reach, we promoted the eBook content to other Healthy Living Group audiences—Yoga Journal, Oxygen, and Clean Eating. The eBook generated over 2,000 leads and downloads and over 8,000 views on the landing page. The second largest traffic driver to the landing page was through direct traffic and organic search. Regarded as a valuable marketing tool, NOW continued to actively promote the eBook across its own channels.



- 1 Yoga Journal presents NOW's content to a targeted audience.
- 2 Consumers click the ad or post, and enter an email address.
- 3 Consumers download the eBook and read the content.
- 4 Yoga Journal converts readers by using product links throughout the content.

Inspire

Engage consumers with compelling storytelling.

Educate

Present information in a fresh and appealing manner to educate consumers about a range of uses for essential oils.

Motivate

Motivate new and experienced essential oils users to convert with in-content purchase links.