



Transforming bodies and minds through yoga

Yoga Lab is a "sacred space" that offers heated and non-heated yoga classes, virtual classes, childcare, workshops, yoga retreats and bootcamp.

It's hard to open a yoga studio during a pandemic

This is my first time owning a business, and I want everything to be done by the book. I'm not an HR person, I'm not a numbers person, and I don't know all the laws. But I've worked at other yoga studios that used ADP®, so I know that they're efficient and they offer a lot of resources. I'm happy to delegate what I can so I can focus on what I'm good at.

Opening a yoga studio during a pandemic is not easy. I underestimated how much marketing would cost, so I ended up having to triple my marketing budget. At first, we were only doing social media, but not everybody is on social media, so I was thinking about doing Google Ads too. When my ADP representative told me about Google Ads by Upnetic, I thought it sounded perfect. I don't really have any experience with that kind of thing, so I loved the idea that they would take care of everything for me.

After I signed up at upneticads.com, I got an email from a manager with ads for me to review. I typed in a bunch of keywords, approved it, and that was it! Now I have a dashboard on my laptop that tells me how many clicks and conversions I'm getting. And I know that the Upnetic team is making adjustments to help make sure my ads are performing their best.


Diana Virissimo
Owner



Quick facts

 **Company:** Yoga Lab

 **Industry:** Fitness

 **Established:** 2022

 **Location:** Chula Vista, California

 **Website:** YogaLabSD.com

Business challenge: Attracting customers to a yoga studio that is opening in the midst of the COVID-19 pandemic.

How ADP helped: With Google Ads by Upnetic®, RUN Powered by ADP® clients get a team to run their online marketing with no additional fee.



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Google Ads
by upnetic

I can see that the ads are working

I live in a very small community — everyone knows each other — so, when I started seeing new faces showing up to my yoga classes, I knew the ads were working. I've gotten phone calls too, and I always ask, "How did you hear about us?" A lot of people have said it was from Googling things like, "Yoga near me."

I'm all about working smarter, not harder. That's why I work with ADP. My representative is always available to help me and when she's not, I can just call ADP customer service and get what I need. I love that I get reminders to do my payroll and the RUN Powered by ADP website is very user-friendly. There are a lot of very useful resources in there!

ADP lets me focus on what matters

California is a tough place to run a business, but with HR411®, I have all the forms I need to stay in compliance. It even lets me know about new rules that are coming out. And I recently discovered LifeMart, which offers great deals for me and my employees on so many brands and services. You just don't get those sorts of helpful, time-saving tools from the discount payroll providers.

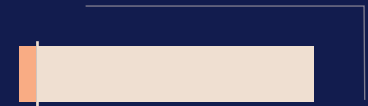
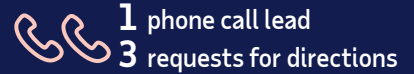
I have a degree in business management, so I know the value of a service like ADP that takes so much off my plate. I love working, but with two little boys at home and a new business, I don't have time to be worrying about things like payroll and HR. ADP frees me up to spend my time on what really matters most for my business.

#workingfor

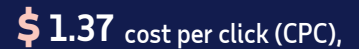
The tag line for my studio is "Where Bodies, Minds and Lives Transform," because that's what yoga has done for me. Seeing it do the same for my students, that's my greatest purpose.

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Metrics Breakdown



click through rate (CTR),
the industry average
was 5.94%



cost per click (CPC),
the industry average
was \$3.97



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Google Ads
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