



Marketing 2025

Marketing in 2024-2025 continues to go through changes. This is due to the fact that many things have had the potential to be done on-line. Teachers in the studio now have been participating in community organized events on the street in front of the studio where we are able to spotlight our studio and its services. This has resulted in new contacts/clients for the studio.

On-line sessions for training, observation, and lessons are easily done on Zoom if needed. This will be promoted as an option for potential students and clients.

Fortunately, the teacher training program at Park View Pilates has had an on-line portion for a few years now, so this has made it easy to have trainees', transition into a more on-line experience during the pandemic. But since then, the on-line training portion is now widely accepted and embraced more for convenience.

Marketing efforts will continue to include a current update on the - website: www.parkview-pilates.com.

Information for the school is found on The Pilates Center, Boulder, CO website at www.thepilatescenter.com

The National Pilates Certification Program (NATPCP) new school approval guidelines has approved The Pilates Center (TPC) as an

approved school. As Park View Pilates is a licensed studio of TPC, it will also be listed on the NATPCP site.

Facebook page: Park View Pilates.

Instagram account: debbyorlando

Any marketing for the teacher training program would have to emphasize the availability of an on-line portion using Zoom as potential customers now see on-line platforms as a convenience. The portion already on-line through iTPC would obviously continue and students can do a large portion of the academic requirements through this.

An informational session will be scheduled for potential trainees to attend at PVP and/or via zoom for information on the teacher training program.

Two local studios, owned by a former trainees, have continued to market the training program as she currently employs four of the trainees from PVP and wants to promote the program for additional teachers.