

Stretch For Health continues to migrate further into online social media

Stretch For Health, founded by Susan “Anasuya” Raglin, is expanding it’s current marketing reach and brand awareness by embracing social media (Socmed) through upcoming campaigns. “We are excited about initiatives we can take to produce awareness through all the amazing tools the internet has to offer. We will start at a modest pace and review the outcome and continue from there”. Says Susan Raglin, Founder. Stretch For Health recently released the first DVD entitled “The Art Of Yoga Therapy with Anasuya” through Amazon.com. The company is focusing additional attention towards popular “Socmed” resources (e.g. Facebook, MySpace, Twitter, etc) as well as video distribution sources such as uStream and Youtube. The combined online marketing mix should aid in the overall brand awareness strategy.

Sherman Oaks, CA - Stretch For Health, founded by Susan “Anasuya” Raglin, is expanding it’s current marketing reach and brand awareness by embracing social media through upcoming campaigns. “We are excited about initiatives we can take to produce awareness through all the amazing tools the internet has to offer. We will start at a modest pace and review the outcome and continue from there”. Says Susan Raglin, Founder. Stretch For Health recently released the first DVD entitled “The Art Of Yoga Therapy with Anasuya” through Amazon.com. The company is focusing additional attention towards popular “Socmed” resources (e.g. Facebook, MySpace, Twitter, etc) as well as video distribution sources such as uStream and Youtube. The combined online marketing mix should aid in the overall brand awareness strategy.

Stretch For Health’s founder Anasuya is no stranger to online tools and social media sites. Anasuya embraced some of the webs most popular sites such as Myspace and Facebook early within each companies respective launch. She is considered an early adopter and pioneer of workout techniques for those that follow her fine tuned regimen within her Yoga classes. Anasuya has now taken matters a step further by continuing in the same vein towards a “Socmed” agenda that further differentiates her from her Yoga instructor peers. Aside from Myspace and Facebook, socmed juggernauts Twitter and YouTube will soon to be added to the awareness campaign toolsets for Stretch For Health as well. Both consumers and corporate clients can check the main website at the following URL to keep abreast of ancillary sites that will house further information on the evolving product lists and class schedules. <http://www.artofyogatherapy.com/>

Stretch for Health has used the launch of “The Art Of Yoga Therapy with Anasuya” DVD as the catalyst to dive into further depths of online media advertising, both rich media and static. The company is looking to further it’s reach and awareness to both consumers and retail chain buying executives using some of today’s most efficient tools. As the companies’ business model has evolved over the years the same “spirit” that has created a loyal customer base for Anasuya in the past is now beginning to manifest within the digital realm where possibilities are exponential.

For additional information or to request a further information regarding the “The Art Of Yoga Therapy with Anasuya” DVD please provide credentials and contact Anasuya at

818.906.2194. You can also reach Anasuya by contacting the following email address:  
[anasuya@mac.com](mailto:anasuya@mac.com)

Susan “Anasuya” Raglin is a CERTIFIED L.M.U. YOGA Rx THERAPIST LEVEL 2. Ms. Raglin has completed her 500 hour registration with Yoga Alliance and is a member of the International Association of Yoga Therapists and the Samata International Yoga Center. Ms. Raglin has been teaching Yoga for OVER 20 YEARS, working with such clients as Dreamworks, Esalen Retreat Center and was previously the Director of Yoga at the J. Paul Getty Center. She is currently teaching classes at Yoga Blend in Burbank, CA and maintains private sessions, either on location in clients’ homes or in her private Stretch for Health Studio.

STRETCH FOR HEALTH is headquartered in Sherman Oaks, CA.

CONTACT INFORMATION:

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