



MARKETING KIT

2020



Key Insights

With over 10 years of history, our intimate retreat centre Shambala Gatherings has earned a well-established reputation within the wellness industry. We offer professional support to our teachers by dealing with customer queries, taking bookings, chasing payments as well as acquiring a strong presence via our varied digital channels:

- Website
- Facebook
- Instagram
- YouTube
- Newsletter
- Blog

Although a percentage of the bookings might come directly from the teacher, our promotional efforts make a solid difference in terms of bookings and online presence. Over the years, we have grown a dedicated community that translates into trusted customers who keep coming back.

We offer marketing strategy & promotional help with our Marketing Kit for 1800kr per retreat: 50% of this payment is reinvested back into your promotion by boosting your social media posts for a higher visibility across different channels, and at different times of the year.



MARKETING KIT INCLUDES

- Personal Marketing Strategy discussed over email + phone
- Exposure / Reach to a loyal audience
- Paid social ads to a targeted audience
- 2 Facebook posts
- 1 Facebook event on our main page
- 2 Instagram posts
- Featured stories on Instagram + Facebook
- High-res IG story graphics for you to share on your own social media
- 2 Newsletters calendar blasts*
- 1 Blog post - optional (write your own copy!)
- External promoters (*optional - please ask us about their commission fee)
- Qualitative Content Exposure

*Newsletter calendar blasts are tailor made messages emailed directly to our subscribers all year around in:

- Christmas 2019
- March 2020
- May 2020
- June/July 2020

A LOYAL COMMUNITY

Our audience is a solid, growing community of hundreds of thousands of people with:

- 100,000+ Website total page views every year
- 6,000+ Facebook friends
- 4,000+ Instagram followers
- 2,500+ Newsletter subscribers



EXTENDED RETREAT PUBLICITY

We offer the opportunity to list your retreat on third party retreat listings such as:

- BookYogaRetreats.com
- BookRetreats.com

We will manage your listing and take care of all communication + bookings coming in.

Third party listings take a commission of 15-19% of the full retreat package which will be split between Shambala Gatherings and the host.

More info on the commission fee involving this will be discussed and presented in more detail if you are interested.



HOW DO WE DO THIS?



Charlotte Eriksson is our yogi Marketing Manager. With over 8 years of experience as a digital strategist, she plans Shambala's Communications Strategy delivering key messages for your retreat. Originally from Gothenburg, Sweden, Charlotte has helped several brands build engaging online communities that drive traffic as well as engagement.

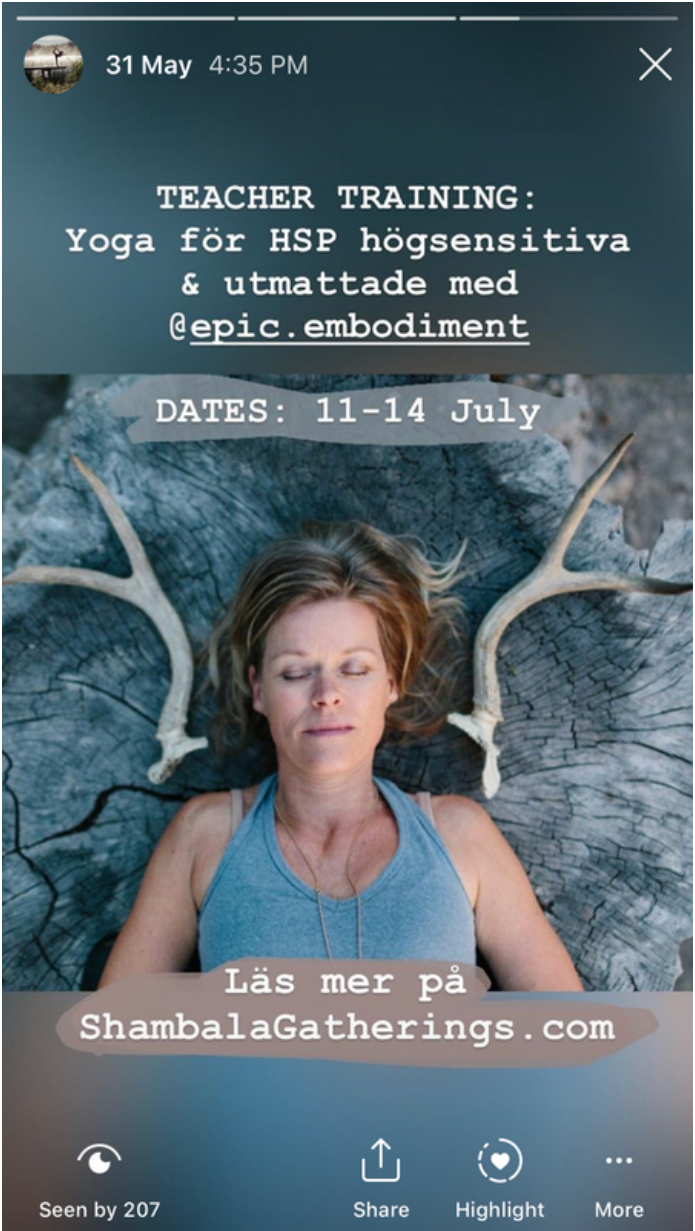
She is also a certified yoga teacher and devoted practitioner!

Charlotte is a specialised team member at Shambala exclusively focused on delivering this professional Marketing Kit all year around. With this kit, we support your own marketing efforts to reach further.

Here are a few examples and insights of our successful Marketing Kit posts:

Account overview			Campaigns			Ad sets			Ads		
+ Create			Duplicate			Edit			Preview		
									1-200 of 281		
Ad name			Impressions			Post reactions			Link clicks		
Publicación: "YUUUUUUUU!!!"			11,377			170			258		
Publicación: "Get grounded, move better, and radi..."			10,386			49			189		
Publicación: "YEAHHH !!"			5,181			91			175		
Publicación: "The beautiful COMMUNITY VIDEO o..."			7,578			68			173		
Publicación de Instagram: Wake up to this 🏡 ...			6,456			106			172		

... increased reach + engagement with targeted ads ...



	The growing large international family that			3.7K	
	Join the international family of Yandara-Yoga in			766	
	Get grounded, move better, and radiate in life!			6.9K	
	♀ Sharada and Janaki from Be Woman Project			2.6K	
	Any Handy (wo)Man + Gardener in the house?			3.5K	
	A testimony from one of our friend and student,			425	
	WANTED: Volunteers that love beauty and harmony			5.7K	

We'll design targeted posts utilising all media on Facebook and Instagram, including stories, event posts, photos and videos.

... extended reach to the right audience results in 5-star reviews ...



Sofia Michalski reviewed Shambala Gatherings, Sweden – 5★

28 June 2017 · 🌐

Thanks so much for an Amazing midsummer weekend and celebration ❤️ It was only 3 days but it felt like a week and I am so grateful that I came. It was the first time at borntorp for me but not the last time. I really want to come back ❤️💚💜



Emma Lea Corbett 🌟 recommends Shambala Gatherings, Sweden.

6 July at 12:37 · 🌐

I have stayed at Shamabala Gatherings both as a volunteer and retreat guest (and later this year will be hosting an Acro/Handstand Retreat there!). The place is simply magical. The forest is straight out of a fairytale, the floating sauna is divine, the food nutritious and the sense of community and family that surrounds the team is like nothing I have experienced before. By far the best community I have ever been a part of. Highly recommend, and can't wait to be back 🙏❤️



Anna Sunesson 🌟 recommends Shambala Gatherings, Sweden.

28 August 2018 · 🌐

best hearts, people, location, friendliness, food etc. Have been coming with groups and as a participant for 10 years. ❤️



Guillaume Laplane reviewed Shambala Gatherings, Sweden – 5★

21 May 2018 · 🌐

A place and tribe stunningly captivating by its wisdoms and kindness.
A place of Eden on earth 😊

