

A person is captured mid-jump, falling into a calm lake. The person is seen from behind, with their arms and legs outstretched. The sky is filled with soft, white and grey clouds, and the sun is low on the horizon, casting a warm, golden glow over the scene. The trees in the background are silhouetted against the bright sky, and their reflection is visible in the water. The overall mood is peaceful and serene.

MARKETING KIT

2021

SHAMBALA  GATHERINGS 

OUR MARKETING ETHOS



Why did you get into teaching?

We assume it was to follow a **philosophy that improves people's lives**. We want to **extend that teaching**, without adding to the insecurities and stress created by social media. **We want to change the world of marketing.**



We want to do **marketing in our way**. To steer away from how marketing "should" be done and seek towards **enriching and adding value**. We want to be a **calming and informative voice** in a hectic world, and to show people that there is an **alternative way of living**. We want to inspire our students to **put down their phone and take a deep breath**.

Would you like to join us?

What is your gift that you share with people?



WHAT IS YOUR STORY

This marketing kit is **customised** to bring out the best in your teaching so that you can start **affecting your students** and **evoke questions before they even show up** at your retreat. It will be a **guided process** with our curious marketing manager Josefin. **She will do most of the work** to gently figure out the **core of what you are teaching**, how you bring value to the world, and **why we are so proud to present you to our guests**.



We want to make this a **fun and exciting experience** where you share **what you are genuinely passionate about**. Josefin is an inquisitive registered yoga teacher who has spent the last ten years creating **engaging stories**, and she loves hearing **your point of view** and **collaborating** with you.



Apart from writing out the details about your retreat, we want to **share bits of your teaching**, and **relatable intriguing content about you as a teacher, student, and person**. We want to make the kind of **content that you consume in your free time**.



How do you make the world a better place?



THE COMMUNITY

We take **family** seriously here at Shambala Gatherings. During our fifteen years as an intimate retreat centre, we have established **a lovely community** that we care for deeply. It is therefore vital for us to care for those already in our community at the same time as we invite more people into our family.



We want to bring clarity to our guests to **pair the right students with the right teacher** while simultaneously creating exciting **content that people discuss with their friends**. With a little effort, we want to help you bring your teaching to the online space, so **new students can find you and benefit** from your offerings and cater to **our loyal guests who might not know you yet**. It is a **fully customised experience**, and we will create a marketing strategy around your strengths that suit your students and our.



We will figure out **where your teaching and message shine**. Are you a **video maven**? Do you rather get **interviewed**? Or do you feel **more comfortable in writing**? We want to show our diversity, so **we love hearing your ideas!**



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

We offer **marketing strategy** and **promotional help** with our **Marketing Kit** for **2400kr + 12% vat** per retreat: **50% of this payment is reinvested back into your promotion** by boosting your social media posts for higher visibility across several channels and **at different times of the year**.

What do you find captivating?



THE MARKETING KIT

- Personal Marketing Strategy discussed over email + phone
- Exposure / Reach to a loyal audience
- Paid social ads to a targeted audience
- Announcement post
- 3 Facebook posts
- 1 Facebook event on our main page
- 3 Instagram posts
- Featured stories on Instagram + Facebook
- High-res IG story graphics for you to share on your social media
- Newsletter feature
- BONUS - last call post if your retreat doesn't meet the minimum number agreed on your contract, two months before the start
- External promoters (optional - please ask us about their commission fee)



How can you be more authentic and real?

Yogis striptease

The idea is to **build curiosity gradually** without commitment and to get a **conversation** going, make more **nourishing** content, and make our followers feel less like we're just trying to get them to book a retreat, but **care about them**. It's a strategic marketing plan without it being obvious to our guests.



The first post introduces a part of your teaching: something inspiring or something they can take with them that nourishes their day — a gift. And we don't mention the retreat; it's just to create interest in you and your teaching.

The second post stays inspirational and lets the audience learn something, and we briefly mention your retreat. We continue growing curiosity about you and your retreat.

The third post has all the details about your retreat and information about your teachings.



The posts could be anything from a photo with a text, live video, recorded video etc. You can choose how much you want to be involved, and we can use content that you already have, we will discuss the details over phone or email.

Our loyal community

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

- 120,000+ Website pageviews every year
- 7,500+ Facebook friends
- 5,600+ Instagram followers
- 3,100+ 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 split between Shambala Gatherings and the host.

More information about the commission fee will be discussed and presented in more detail if you are interested.



IN PRACTICE

First post



shambalagatherings • Följer
Shambala Gatherings, Sweden

shambalagatherings Do you ever feel like putting paint to the paper? 🎨
Vedic Art is an art form and tool to help you get into your subconscious. It is a form of meditative mark-making, channelling the creative knowledge that we all keep within ourselves. Have you gotten into the effortless effort of flow that a creative pursuit can bring? ✨

You don't need any previous artistic knowledge to direct your creative force to fruition. @johannaradasvanborg guiding the process of a young protégé here at @shambalagatherings ❤️

#vedicart #artmeditation
#flowstateofmind #creativeexpression

77 gilla-markeringar



Shambala Gatherings, Sweden
was live.
Published by Josefin Svedberg
12 November at 20:01

Join us to chant from home :) ❤️
It is also a taste of what will be offered during our New Year's Eve Retreat this year! More info on...
See more

109 93 comments 2.9K views

Like Comment Share

Comments

Most relevant

Jannie Krogstrup · 27:20
Oh God I miss you all so much
Love Reply Message · 6 d · 3 replies

Karin Wessberg · 10:54
Nice 🙌, Thank You Johan and Jenny ❤️ We're with You from Malmö. Karin o Thomas
Love Reply Message · 6 d · 2 replies

View more comments 2 of

Second post



shambalagatherings • Följer
Shambala Gatherings, Sweden

shambalagatherings We invite you to our free offering, Kirtan 🎵❤️, live on Facebook at 20:00 (Swedish time) on this upcoming Thursday the 12th of November. Do you want to join us?

Let the chanting, music, and dance move you in these darker months. Release the tension and pressure by devoting yourself to opening your heart. Kirtan is a form of Bhakti Yoga, the yoga of loving devotion, and can induce profound states of meditation, bliss, and ecstasy. The sound vibrations saturate all layers and make the universe dance and draw people together. ✨

It is also a taste of what will be offered during our New Year's Eve Retreat this year! More info on our website soon

90 gilla-markeringar

DEN 10 NOVEMBER

Third post



Retreating into the New Year

SACRED INTENTION AND CREATIVE EXPRESSION

- * Yoga
- * Vedic art
- * Kirtan
- * Ice bathing
- * Floating sauna
- * Ceremonial activities
- * Festive vegan food
- * Togetherness

29th December - 1st of January
With Johan Svanborg & Jenny Solberg
ShambalaGatherings.com

shambalagatherings • Följer
Shambala Gatherings, Sweden

shambalagatherings Do you want to spend New Year's Eve in a winter wonderland? ❄️🙌 We are inviting a small group to join us in our festivities.

Immerse yourself in yoga, Vedic art, kirtan, floating sauna, ice bathing, ceremonial activities, festive vegan food and togetherness. Lets set our intentions for the new year from a place of love and cosiness. Would you like to join us? ❤️🙌

Link in bio

#newyearsretreat #yogaretreat #retreatstockholm #yogaretreatStockholm #workshop #stockholmyoga #vedicart #artmeditation #flowstateofmind #creativeexpression

87 gilla-markeringar

FÖR 5 DAGAR SEDAN

Lägg till kommentar...

Publicera

THANK YOU

For being a part of our community

We are **thankful** to be able to learn from **your offerings**, and we are **excited to share** them in a way that we would love to consume ourselves.



Let's **make a difference** and put **important, loving** things out in the world!

Would you like to join us?

