



THE RETREAT MARKETER
Sample Service Package

Retreat Host Marketing

Clarity, structure, and a marketing system that works so you can focus on leading.

THE APPROACH

Clear Foundation	Connected Systems	Consistent Visibility
<ul style="list-style-type: none">- Messaging and positioning defined- Branding that reflects your depth and expertise- SEO woven in from day one	<ul style="list-style-type: none">- Email platform set up and automated- Analytics installed and baselined- Platforms integrated and tracked	<ul style="list-style-type: none">- Social content with a clear and authentic voice- Email campaigns that nurture and convert- Pinterest and SEO for long-term reach

By the end of month three, you will have a marketing framework you understand, data that guides your decisions, and automations working in the background while you focus on your craft.

THE ENGAGEMENT

3-Month Marketing Partnership

Three focused months to build the foundation, activate the strategy, and give you a system you can measure, repeat, and grow with.

Phase	Focus	Key Deliverables
Month 1	Clarity & Foundation	Marketing strategy, brand polishing, messaging, templates, email setup + automation, analytics install, lead magnet creation
Month 2	Activate	Social content, stories, blog, Pinterest, email campaign, Meta ad launch, retreat directory listings
Month 3	Optimize & Convert	Ongoing content, ad refinement, enrollment push, performance data review, strategy handoff (optional)

Beyond the 3-Month Contract

At the close of the engagement, you receive a full performance review and a clear picture of what to carry forward. Many clients choose to continue with an ongoing retainer for sustained content,

campaign management, or strategic guidance. That conversation is always collaborative and shaped around where you are and where you want to go.

WHAT'S INCLUDED

Full Scope of Deliverables

Strategy & Messaging

- **Full retreat marketing plan:** your roadmap for the engagement and beyond
- **Messaging and positioning clarity:** what makes your offering unique and the key outcomes that differentiate it within your niche
- **Ideal guest profile:** defined for each retreat
- **3 monthly strategy calls:** 60 minutes each

Analytics & Setup

- **Google Analytics 4 + Search Console:** installed, connected, and baselined
- **Platform audit and connection:** identify gaps and get everything working together
- **Monthly performance snapshots:** clear ROI reporting in plain language

Branding & Templates

- **Social post, blog, and email templates:** yours to keep and use beyond the contract
- **Brand board and copy guide:** voice, tone and messaging
- **Bio updates:** across all platforms, aligned with brand copy

Social Media

- **2 posts per week:** approximately 24 total, a mix of graphics, carousels, reels, and single images. Content provided by client + Costa Rica general visuals to supplement.
- **12 to 20 Instagram Stories per month**
- **Auto-posting from Instagram to Facebook**
- **Bi-weekly Facebook Group posts:** with engagement
- **On-site content support:** for retreat hosts in Costa Rica, in-country content capture is available to document the retreat experience, providing authentic visuals that strengthen enrollment for future retreats (additional cost, packages available upon request)

Email Marketing

- **Email platform setup** with automation flows
- **3 branded email campaigns:** one per month, retreat-focused
- **1 new lead magnet:** designed and built to grow your list
- **Welcome automation sequence:** 2 emails, triggered on signup
- **Opt-in form:** integrated on your website

SEO & Visibility

- **3 SEO blog posts:** one per month, keyword-optimized for your ideal guest
- **10 Pinterest pins per month:** 30 total, built for long-term evergreen traffic
- **Retreat directory listings:** [BookRetreats.com](https://www.BookRetreats.com) for 2 retreats

Paid Advertising

- **1 Meta ad campaign:** set up, managed, and optimized
- **Monitoring and reporting**
- **1-2 boosted posts per month:** budget pre-approved by client

INVESTMENT

\$1,500 / month

3-month engagement · \$4,500 total · invoiced monthly in advance

Recommended Ad Budget (Separate from Service Fee)

\$500 or more for Meta campaign, \$200 for post boosting. Ad spend is paid directly by the client and agreed upon in advance.

HOW IT WORKS

Here is what the experience looks like.

- **Discovery Call:** We start by understanding where you are: your current platforms, what has been tried, and what you are working toward. The engagement is shaped around that.
- **Strategy & Audit:** Month one opens with a full review. You receive a strategy document and a clear baseline from your analytics so we know exactly where we are starting from.
- **Execution & Automation:** Platforms get connected. Automations get built. Content goes out with intentional rhythm and consistent messaging.. Everything is done for you so you can stay focused on leading your retreats.
- **Monthly Strategy Session:** Each month we meet to review performance, refine your messaging, and sharpen your positioning. These sessions are where your voice gets clearer and your marketing becomes more targeted without losing what makes your work authentic.
- **Closing Strategy Handoff:** At the end of month three, you receive a complete performance report and a forward-looking recommendations document. You leave with a marketing framework built for your brand and a clear sense of what comes next.

LET'S TALK

The next step is a simple conversation about your retreats, your audience, current efforts and long term vision. A custom proposal will follow.

[BOOK A DISCOVERY CALL](#)

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