



THE RETREAT MARKETER  
Sample Service Package

# Retreat Center Marketing

*Strategic, streamlined, and built to grow with you.*

*\*This is a sample marketing package. Every engagement is customized to suit the unique needs of the client.*

## THE APPROACH

Brand & Messaging	Platform & Systems	Visibility & Growth
<ul style="list-style-type: none"><li>- Unified brand voice and visual direction</li><li>- Website copy that speaks to your ideal host</li><li>- Positioning that reflects the quality of your space</li></ul>	<ul style="list-style-type: none"><li>- Email platform setup and automation</li><li>- Analytics and Search Console connected</li><li>- Platforms integrated and working together</li></ul>	<ul style="list-style-type: none"><li>- SEO content that builds over time</li><li>- Pinterest for long-term search traffic</li><li>- Email campaigns that nurture and convert</li></ul>

This infrastructure becomes the foundation for everything: campaigns, content, and the ability to measure ROI with confidence.

## THE ENGAGEMENT

### 3-Month Marketing Partnership

A focused, high-impact engagement designed to assess, build, and activate. Clear deliverables at every stage, and a full performance review at the close.

Phase	Focus	Key Deliverables
Month 1	Assess & Build	Brand review, strategic plan, website copy, Analytics + Search Console setup, email platform automations
Month 2	Activate	SEO blogs 1-3, Pinterest launch, email campaigns 1-3, social media live, digital ad campaign launch, host media kit
Month 3	Optimize & Review	SEO blogs 4-6, email campaigns 4-6, Pinterest expansion, ongoing social and ad management, full performance review

## Beyond the 3-Month Contract

At the close of the engagement, clients receive a full performance review and clear next-step recommendations. Many choose to continue with an ongoing retainer for sustained marketing management, content creation, or campaign execution. That conversation is always collaborative and structured around what the business needs at that stage.

### WHAT'S INCLUDED

## Full Scope of Deliverables

### Brand & Strategy

- **Brand review and strategic positioning**
- **Brand board and copy guide:** voice, tone, and key messages
- **Website content direction:** copy, visuals, and structural updates alongside your developer
- **Marketing strategy document:** your roadmap for the engagement and beyond

### Monthly Strategy Sessions

- **Bi weekly strategy sessions and progress reports:** 1 hour virtual meetings with advance agenda and follow up summary to fuel momentum

### Analytics & Setup

- **Google Analytics 4 + Search Console:** installed, connected, and baselined
- **Platform audit:** identify gaps and quick wins
- **Monthly performance snapshots:** plain-English ROI reporting

### SEO & Content

- **6 SEO blog posts:** bi-weekly, co-created with your team, visuals provided (can be supplemented with stock)
- **Website keyword integration:** across all key pages
- **10 Pinterest pins per blog post:** 60 total, built for evergreen search traffic

### Email Marketing

- **Email platform assessment and setup:** with automation flows configured
- **Contact lists uploaded and segmented**
- **6 strategic email campaigns:** themed and aligned with blog content
- **Subscribe form and website integration**
- **2-email welcome automation:** for new subscribers (two audiences)

### Host Support

- **Polished digital media kit:** for confirmed retreat leaders to streamline planning process and support marketing efforts

### Social Media

- **12 to 14 posts per month:** Reels, carousels, and static posts published on Instagram with cross-posting to Facebook
- **20 to 24 Instagram Stories per month:** original and curated content for engagement, storytelling, and promotions, cross-posted to Facebook
- **2 hours of on-site content creation per month:** on-location capture of fresh photo and video assets that keep the feed dynamic and grounded in real experience

- **Branded social media templates:** custom-designed and client-owned for long-term use across platforms
- **Community engagement:** comment responses, DM support, and active engagement with aligned accounts to grow visibility
- **Keywords, hashtags, and discoverability:** keyword-rich captions, branded and niche hashtags, and location tags optimized for search and explore
- **Monthly content calendar:** themed topics, post ideas, and scheduling aligned with blog content and broader marketing goals

### Digital Advertising

- **Google Ads campaign:** setup, management, and optimization once the brand foundation is in place
- **Monthly ad performance reporting:** plain-English results with ongoing optimization
- **Recommended ad spend:** discussed and approved in advance, paid directly by client

#### INVESTMENT

# \$3,170 / month

*3-month engagement · \$9,510 total · invoiced monthly in advance*

#### Note on Ad Spend & Third-Party Tools

*Advertising spend, software subscriptions, and third-party platform fees are separate from the monthly investment. All expenses are discussed at kickoff, pre-approved in writing, and paid directly by the client.*

#### HOW IT WORKS

### A professional engagement from day one.

- **Discovery Call:** Before anything starts, we take stock of where you are: your current marketing infrastructure, your team, and your goals.
- **Strategy & Audit:** Month one opens with a thorough review. You receive a clear strategy document and a plain-English read of what your analytics are showing us.
- **Execution with Oversight:** Everything is handled with intention: content created, platforms activated, and campaigns running on schedule.
- **Bi Weekly Strategy Session:** We meet to review performance, refine messaging, and sharpen the strategy. These sessions are where clarity deepens and the work gets better. Can be reduced to monthly sessions to lower cost of contract.
- **Closing Review:** At the end of month three, you receive a full performance report and a forward-looking recommendations document, regardless of whether the engagement continues.

**LET'S TALK**

If you are looking for an experienced professional who can assess, build, and manage your marketing with precision and care, the next step is a conversation.

**[BOOK A DISCOVERY CALL](#)**

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