



SHAMBALA  
GATHERINGS



MARKETING KIT 2018/2019

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 / profiles:**

- Website
- Facebook
- Instagram
- YouTube
- Newsletter



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 trusty customers.

## 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

This year, we have improved our offer with a **New 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:

Exposure / Reach to a loyal audience

Boosted / Promoted strategic paid posts with:

2 Facebook posts  
1 Facebook event  
2 Instagram posts

2 Newsletters calendar blasts\*  
1 Blog post via website - *optional* (write your own copy!)

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

- Christmas 2018
- March 2019
- May 2019
- June/July 2019

# MARKETING KIT



## HOW DO WE DO THIS?

Sara Bosch is our yogi Marketing Manager. **With over 10 years of experience** in the industry, she plans Shambala's Communications Strategy delivering key messages for your retreat.

Originally from Barcelona, Sara has worked in Europe, India and Australia for various media outlets, private sector, government, and non-profit organisations - with a particular interest in digital media, storytelling and content planning. And she is also a certified yoga teacher!

Sara 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:



*Our multiple Marketing actions reach far.*

Page	Inbox <span>20+</span>	Notifications	Insights	Publishing Tools	Promotions <span>1</span>
Overview					
Promotions					
Followers					
Likes					
Reach					
Page views					
Page previews					
Actions on Page					
<b>Posts</b>					
Events					
Videos					
Stories					
People					
Messages					

Date	Time	Post Content	Reach	Engagement
07/11/2018	11:52 am	So looking forward to have back again this summer the	2.1K	High
07/10/2018	3:35 pm	Last 3 spots available for the living as presence self inquiry	2.5K	High
07/09/2018	3:38 pm	It's almost time for the Art of startup camp - into the wild with	2.2K	High
07/10/2018	3:35 pm	Last 3 spots available for the living as presence self inquiry	2.5K	High
07/09/2018	3:38 pm	It's almost time for the Art of startup camp - into the wild with	2.2K	High
06/29/2018	1:32 pm	The popular week of relaxed yoga life retreat with Sky	2.9K	High
06/27/2018	7:22 pm	Just few spots left for the 'LIVING AS PRESENCE' Self	1.5K	Medium
06/25/2018	7:48 pm	The vibrant UPSIDE DOWN YOGA HOLIDAY with Catie	4.2K	Very High
06/24/2018	4:56 pm	Join us to experience the Presence of Being – a state	1.9K	Medium
06/23/2018	5:58 pm	We are so looking forward having back the BE WOMAN	3.1K	High

*Each of our strategic Facebook posts reach a range of 2,000 - 4,000+ people.*

Shambala Gatherings, Swed... Promote



Anna Sunesson and 134 others · 8 comments · 8 shares

Like Comment Share

4,053 people reached >

View results

1,948 Organic Reach	2,317 Paid Reach	492 Post Clicks
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***Paid posts reach further: Each of your social media post is boosted financially to reach a higher audience.***

Shambala Gatherings, Sweden

About Photos **Reviews** Events Videos

Options

5.0 ★ Ratings



**Panda Chi reviewed Shambala Gatherings, Sweden – 5★**  
19 July 2016 · 🌐

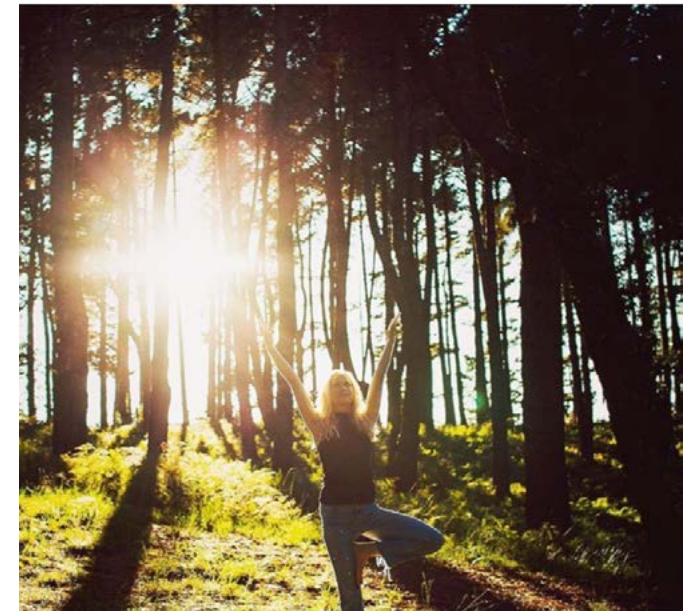
As I've said so many times before this is such a magical place to come do a retreat. Many that have come before are coming again, I hope for some of you this will be your 1st time but then defiantly not your last! This is my 7th season! Look forward to 'being' there! Panda Chi <3 <3 <3

**Catie Foroughi reviewed Shambala Gatherings, Sweden – 5★**  
20 December 2017 · 🌐

Wonderful place, people, energy, food. Thanks for making our retreat brilliant. 🧘

***Marketing efforts result in 5 Star Reviews by both teachers and students.***

josefinesyoga  
Shambala Gatherings, Sweden



1,170 likes

josefinesyoga 🌟🌟 MIDSUMMER DREAM 🌟🌟  
So excited, we will have our first ever retreat in Sweden over midsummer. Check out @yogiakademin 🇸🇪🌸🍓🌞

View all 19 comments

illmatic205 Beautiful place...I want to be there tomorrow!!!

22 APRIL



***Positive reviews expand across different social media channels such as Instagram.***