

Case Study

Travel Niche



Social Media Marketing



We implement a targeted strategy to enhance brand recognition by highlighting unique selling points and driving engagement. Our campaigns are designed to resonate with audiences seeking style, confidence, and authenticity, showcasing standout collections inspired by diverse influences. By leveraging visually striking content, influencer collaborations, and customer testimonials, we create compelling narratives that showcase quality and relatability. This approach fosters a strong connection with the audience, encouraging brand loyalty and meaningful engagement.



Content Strategy



Content Types

- Focused on showcasing trendy collections, seasonal highlights, and customer testimonials, emphasizing a commitment to high quality creatives and content.

Key Themes

- Highlighting the commitment to delivering high-quality products or services and creating clear value for customers.

Engagement Tactics

- Encouraged interaction through polls, style quizzes, and customer feedback posts, fostering a community-focused approach and strengthening audience connections.

Driving Engagement

Interactive Stories

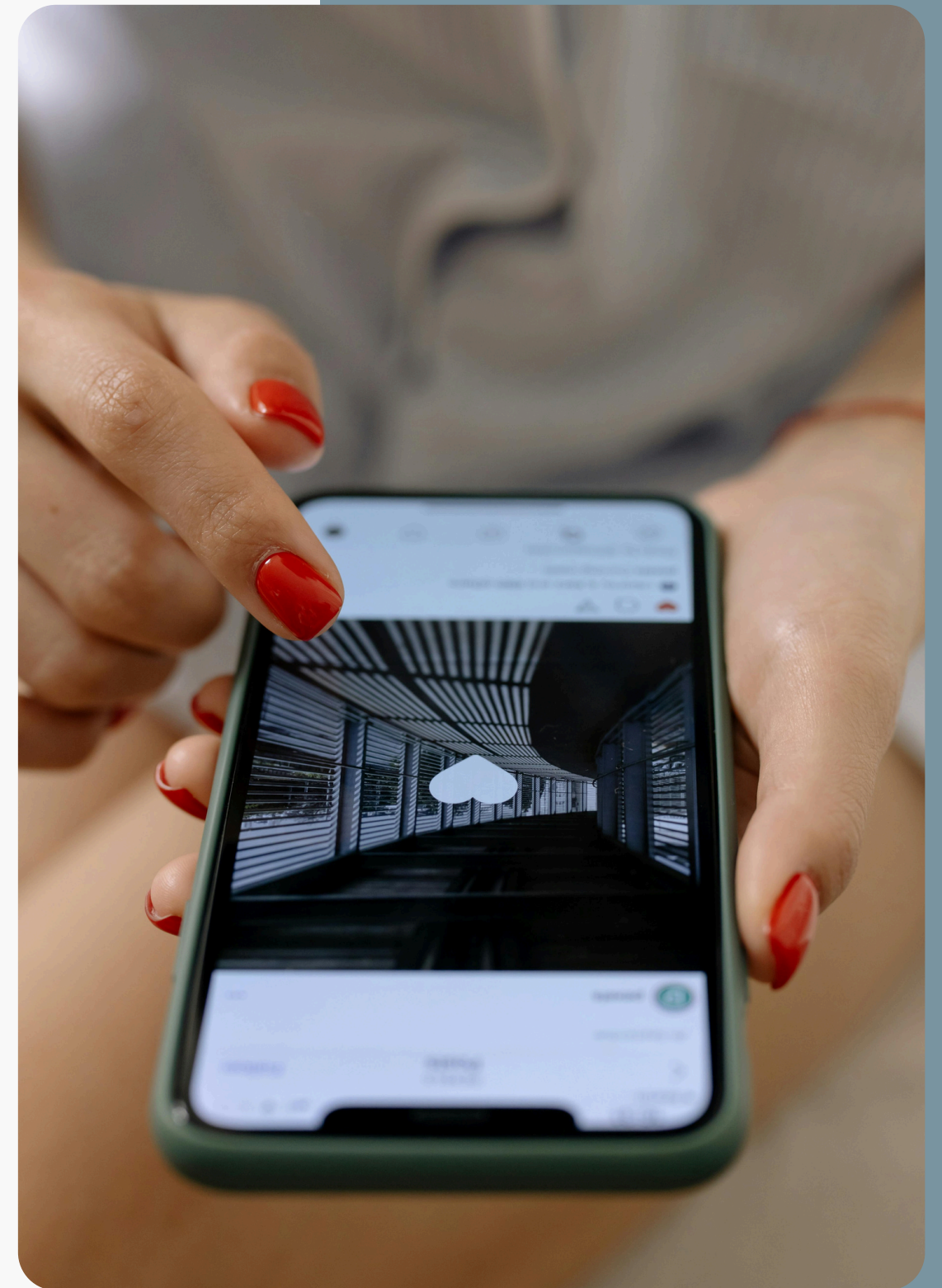
- Engaged followers with polls, quizzes, and Q&A sessions about fashion trends, helping customers interact and share their preferences.

Audience Interaction

- Responded to comments and messages promptly, fostering a sense of community and strengthening relationships with customers.

Social Group Participation

- Boosted visibility by joining local community groups, sharing latest posts, and engaging with potential clients to build a loyal customer base.



Analysis & Optimisation



Reviewing Engagement Metrics

- Monitored key performance indicators like story views and interactions to assess the effectiveness of engagement strategies.

Adjusting Content Strategy

- Utilized data to refine content themes, posting frequency, and timing for better reach.

Improving Posting Schedule

- Optimized the posting schedule based on peak user activity to ensure maximum visibility and engagement.

Table of Content



The Big Love Wellness Retreat

Grounding, eco-luxury retreats offering
healing for body, mind, soul and planet!





About The Big Love Retreat

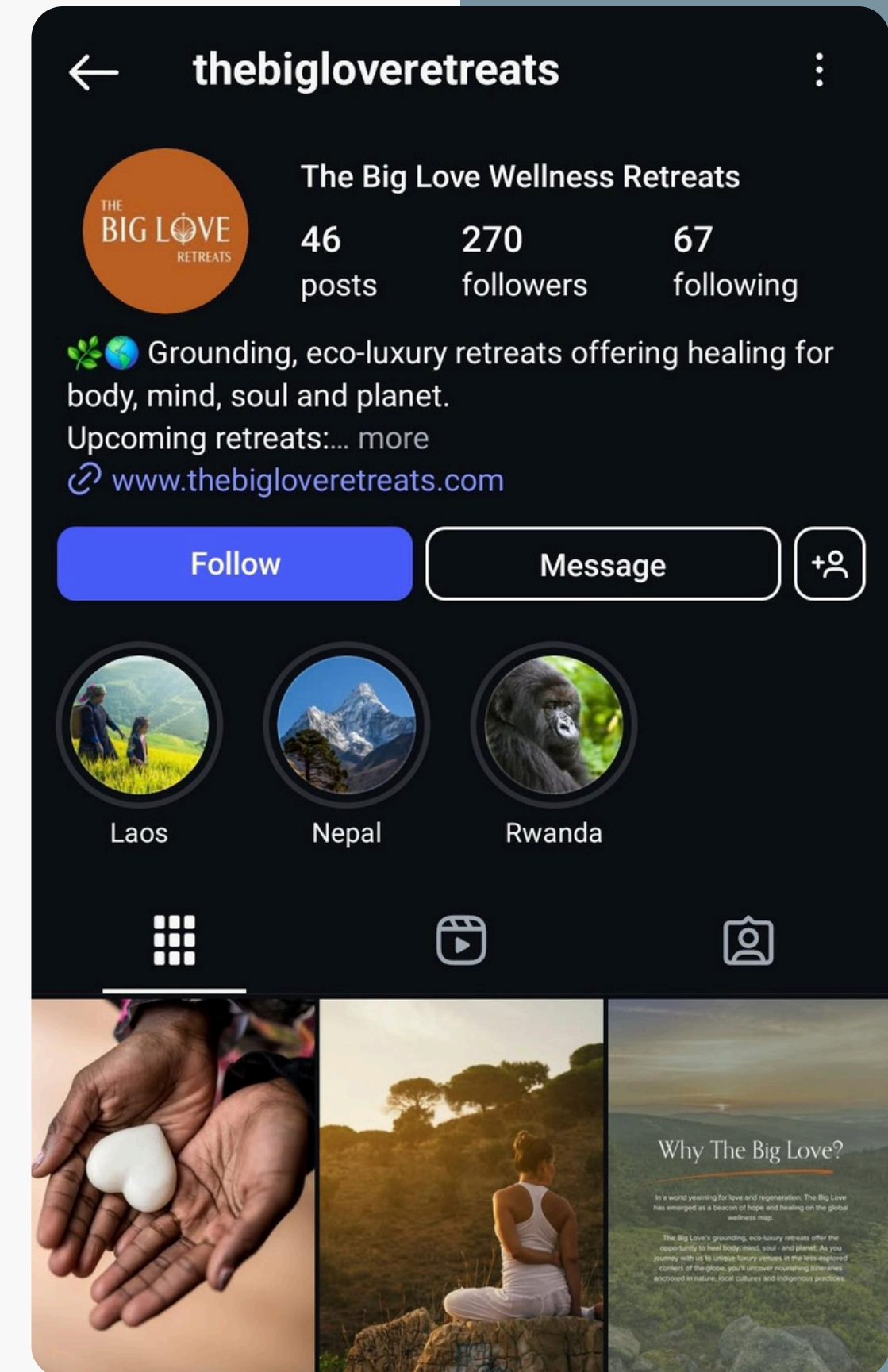
The Big Love Retreats offers grounding, eco-luxury wellness experiences designed to heal the body, mind, soul, and planet. Set in unique, less-explored locations, these retreats integrate yoga, fitness, mindfulness, and immersion in local cultures and indigenous practices, providing tailored journeys for profound self-discovery and restoration.

The Big Love Retreats are ideal for individuals seeking transformative wellness experiences that combine luxury with sustainability. Whether you're looking to reconnect with yourself, explore diverse cultures, or contribute positively to the environment, these retreats offer a sanctuary for personal growth and renewal. Emphasizing regenerative tourism, they appeal to those who value ethical travel practices and wish to leave a positive impact on the communities and ecosystems they visit.



Objectives

- **Enhance Brand Visibility:** Increase awareness of The Big Love Retreats among individuals seeking transformative wellness experiences that integrate yoga, fitness, mindfulness, and cultural immersion.
- **Establish Thought Leadership:** Position The Big Love Retreats as a premier provider of eco-luxury wellness retreats, emphasizing sustainable practices and unique, less-explored locations.
- **Drive Engagement and Bookings:** Boost participant enrollment and foster a community of wellness enthusiasts through targeted marketing campaigns and authentic storytelling that highlights the retreat's unique offerings.





MOVEMENT IS A CELEBRATION OF HEALING.

Embark on a soulful retreat in Nepal—October 2025 and a unique New Year's renewal experience. A life-changing journey awaits.

THE BIG LOVE RETREATS



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THE BIG LOVE RETREATS



LOSE YOURSELF IN NATURE, FIND YOURSELF WITHIN.

THE BIG LOVE RETREATS



Reels



Results & Metrics

INSTAGRAM:

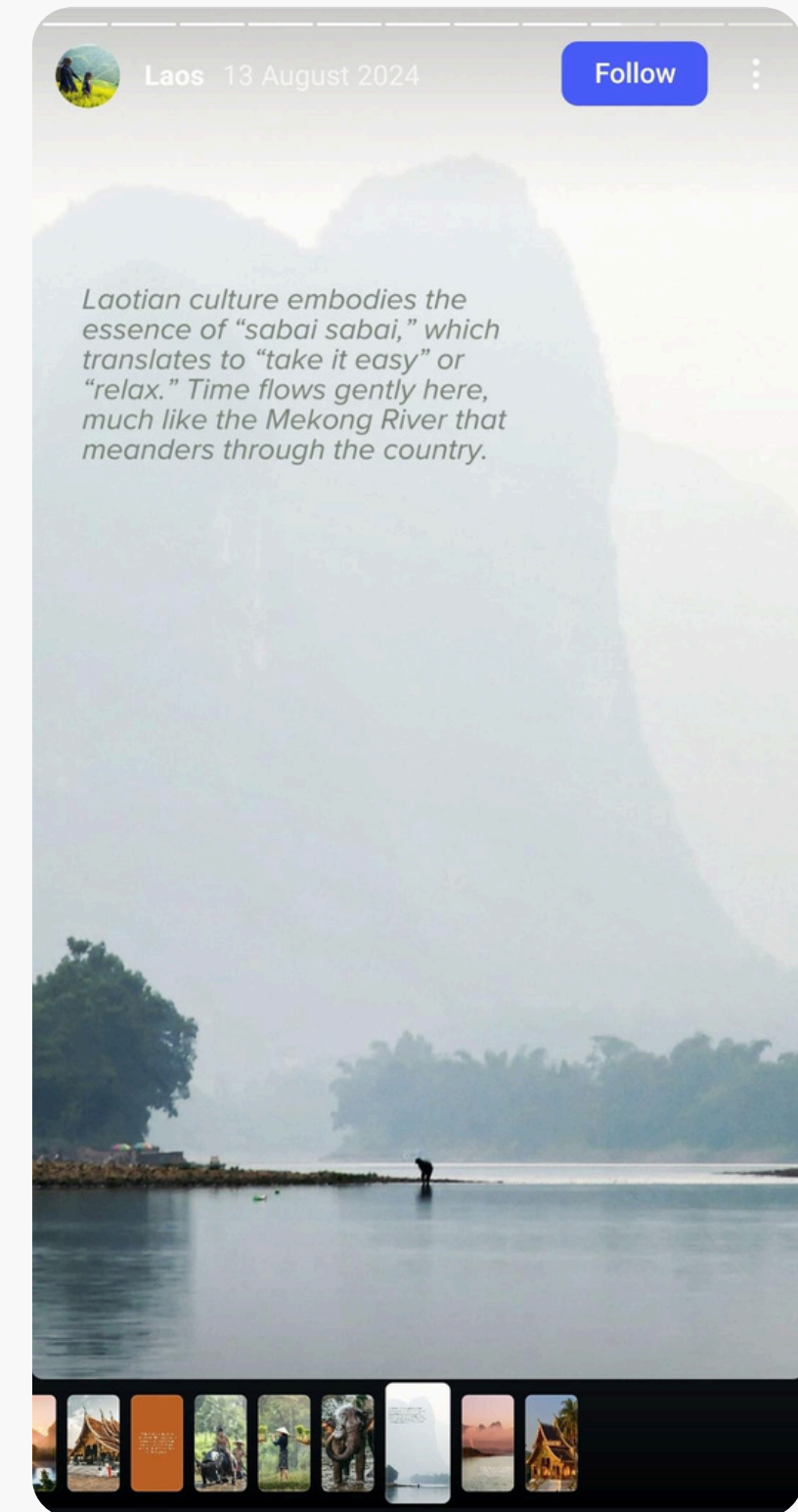
- Total Views: Over 13,500 since launch.
- Content Interactions: More than 400 engagements, including likes, comments, and shares.

FACEBOOK:

- Total Views: Over 13,500 since launch.
- Link Clicks: Exceeding 200, indicating strong interest in retreat offerings.

LEAD GENERATION:

- Inquiries and Bookings: A significant increase in retreat inquiries and bookings attributed to targeted social media campaigns.



Client Feedback!



Cody Edene 5:43 PM

Just got off the meeting and sent them this on WhatsApp - Very well done! I love what you have done and you have really captured the feel of The Big Love. But more than that I love working with people with this attitude and commitment to excellence. I am so happy this evening. Thank you for your efforts and I look forward to seeing more of your fabulous work



They've got it! I'm absolutely delighted! I think they have the feel of it now



Thank you

