



grassroots  
young entrepreneurs in eco-health tourism

## Marketing Campaign Health & Wellbeing

Includes Digital Tools!



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# Health & Wellbeing Marketing Campaign

Rejuvenate in nature, discover serenity – with Serenity Stays



By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting wellness and sustainability!



## Step 1 Set Campaign Objectives and Message

Tasks	Set Campaign Objectives and Message
<b>Introduction</b>	By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting wellness and sustainability!
<b>Business Name</b>	(Eco-tourism) Serenity Stays
<b>Objective</b>	Promote eco-friendly wellness retreats, activities, and lifestyle practices to attract health-conscious travelers.
<b>Message</b>	"Rejuvenate in nature, discover serenity – with Serenity Stays."
<b>Content Needed</b>	<ul style="list-style-type: none"> <li>• <b>Captivating visuals</b> of tranquil natural landscapes and wellness activities.</li> <li>• <b>Short videos</b> highlighting yoga, meditation, or forest bathing sessions.</li> <li>• <b>Testimonials</b> from participants sharing how wellness tourism has benefited them.</li> <li>• <b>Informative posts</b> like "The Top 5 Benefits of Nature-Based Wellness Retreats."</li> </ul>

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## Step 2 Create Engaging Content

Tasks	Set Campaign Objectives and Message
What to Create	<ul style="list-style-type: none"> <li>• <b>Photos:</b> Feature serene landscapes, yoga poses, and meditation spots.</li> <li>• <b>Short Clips:</b> Highlight wellness experiences like guided nature walks.</li> <li>• <b>Testimonials:</b> Record guests sharing personal transformation stories.</li> <li>• <b>Informative Posts:</b> Share tips on maintaining wellness while traveling.</li> </ul>



### Tools Needed

Canva	For designing infographics, posters, and Instagram visuals. <b>Canva</b> <a href="https://www.canva.com/">https://www.canva.com/</a>
InShot	Edit peaceful, engaging videos for social media. <b>InShot</b> <a href="https://inshot.com">https://inshot.com</a>
Calm App Integration	Partner with wellness apps for curated content.

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## Step 3 Share and Promote



### Tools Needed

<b>Airbnb Experiences</b>	Host unique, eco-friendly activities and connect with a global audience. <b>Airbnb Experiences</b> <a href="http://www.airbnb.ie">www.airbnb.ie</a>
<b>Instagram</b>	Engage your audience with creative, short-form videos and behind-the-scenes content. <b>Instagram</b> <a href="https://www.instagram.com/">https://www.instagram.com/</a>
<b>YouTube</b>	Share impactful videos to educate, inspire, and connect with a global audience. <b>YouTube</b> <a href="https://www.youtube.com">https://www.youtube.com</a>
<b>Mailchimp</b>	Simplify email marketing and build strong customer relationships. <b>MailChimp</b> <a href="https://mailchimp.com">https://mailchimp.com</a>

Tasks	Share and Promote
<b>Airbnb Experiences</b>	<ul style="list-style-type: none"> <li>• <b>List Wellness Activities:</b> Promote yoga, spa treatments, or eco-health retreats.</li> <li>• <b>Sustainable Focus:</b> Highlight eco-friendly amenities and natural settings.</li> <li>• <b>Content Format:</b> Use tranquil visuals and descriptive language.</li> </ul>



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Tasks	Share and Promote
Instagram Stories & Posts	<ul style="list-style-type: none"><li>• <b>Live Sessions:</b> Host live yoga or meditation classes.</li><li>• <b>Stories:</b> Share daily wellness tips and calming nature clips.</li><li>• <b>Use Hashtags:</b> Target wellness enthusiasts with tags like #EcoWellness and #SerenityStays.</li></ul>
YouTube Campaign	<ul style="list-style-type: none"><li>• <b>Mini Retreat Videos:</b> Post highlights of retreat experiences.</li><li>• <b>Tutorials:</b> Share simple wellness routines for viewers to practice at home.</li><li>• <b>Personal Stories:</b> Feature guests reflecting on their wellness journey.</li></ul>
Mailchimp	<ul style="list-style-type: none"><li>• <b>Automated Newsletters:</b> Share upcoming wellness events and self-care tips.</li><li>• <b>Personalized Emails:</b> Send post-retreat follow-ups or discounts for future visits.</li><li>• <b>Highlight Benefits:</b> Include guest testimonials and sustainable practices.</li></ul>



## Step 4 Check Performance & Manage Engagement

Tasks	Check Performance & Manage Engagement
Check Performance	<ul style="list-style-type: none"><li>• <b>Instagram Analytics:</b> Monitor reach and engagement for wellness-focused content.</li><li>• <b>YouTube Stats:</b> Review views and subscriber interactions.</li><li>• <b>Airbnb Insights:</b> Track booking trends and guest feedback.</li></ul>
Manage Engagement	<ul style="list-style-type: none"><li>• <b>Email Responses:</b> Send thank-you notes and offer wellness tips to participants.</li><li>• <b>Social Media Interactions:</b> Engage with comments and share wellness journeys.</li><li>• <b>Host Online Events:</b> Organize virtual wellness sessions to connect with a broader audience.</li></ul>

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## Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» See our Share and Promote Tools [here](#)

Don't Forget to Connect with Us...



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