



Peak Flow Workshop Marketing Campaign Brief

Congratulations on becoming a host for our Peak Flow Workshop! We're committed to ensuring your success and making this partnership seamless. Below is a comprehensive overview of the marketing support and strategies we offer to help fill your workshop with ease.

Feel free to reach out for any assistance or questions to your practitioner. We're excited to collaborate with you and make this workshop a resounding success!

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Marketing Campaign Brief

Host Directions:

We value your involvement and offer comprehensive support to ensure the success of our workshop with your community. Please review the provided marketing initiatives and cross-reference them with your selected discount strategies in our consultation. You can always reference your event confirmation email to confirm. Your event was coded to match your discount intent, so please read and execute carefully!

Marketing Support/Locations:

Host Resource Center: password is "MINDBODYFLOW"

1. Marketing Campaign Brief Support:
 - Provide a concise overview of the workshop and its benefits. Suitable for sharing across various platforms.
 - Location: marketing campaign details are on page 2 of this document.
2. Newsletter Support:
 - Pre-designed templates and optimal timing suggestions for reaching out to your newsletter subscribers.
 - Location: newsletter copies can be found in this document (see appendix).
3. Social Media Support:
 - Engaging posts designed for your social media channels to create buzz and attract participants.
 - Location: Download pictures from your resource center, copy for each can be found in this document (see appendix)
4. In-store Marketing Support:
 - Eye-catching materials to display within your premises, informing your community about the workshop. Hosts are responsible for printing and displaying materials.
 - Location: Download your materials from your resource center.

Ticket Coupon Options:

First, ensure you understand your ticket prices (also in your confirmation email) and the discount intent your organization has selected. Reference your event confirmation email as needed.

Once confirmed, select appropriate marketing collateral.

- Early Bird Discount (default):
 - 20% off tickets if booked 30 days prior to the workshop - coupon “PEAKFLOW20”
 - 10% off tickets if booked 7 days prior to the workshop - coupon “PEAKFLOW10”
- Member Only Discount:
 - 20% off for your members - COMMUNITY20
- “FREE Admission” for students, Host pays Peak Flow invoice for X seats.

Marketing Brief Milestones: 1-2 month runway

1. 30-60 Days Before Workshop: share the news with your community!

- Newsletter(s): [see appendix for examples](#)
 - Early bird discount emails:
 - “EARLY BIRD EMAIL #1” - 20% off send (send asap)
 - “EARLY BIRD EMAIL #2” - 20% off last chance (send 35 days before the event)
 - or/and**
 - Member-only email:
 - “MEMBER ONLY BENEFIT #1” - 20% off (members only, asap)
- Social Media: [see appendix for examples](#)
 - Post #1: EXCITING WORKSHOP ANNOUNCEMENT!”
 - Post #2: “DEMYSTIFYING BREATH”
 - Post #3: “DEMYSTIFYING COLD”
- Instore Marketing:
 - Print and distribute flyers and posters from our host resource center
- Class Announcements: share event news at the end of class

2. 10-29 Days Before Workshop: gentle nudge with inspiration

- Newsletter(s):
 - Early bird discount email:
 - “EARLY BIRD EMAIL #3” - Get 10% off
 - Member-only email:
 - MEMBER-ONLY BENEFIT #2
- Social Media:
 - Post #4: “BE INSPIRED TOGETHER”
- Class Announcements: share event news at the end of class

3. 9-2 Days Before Workshop: last chance

- Newsletter(s):
 - Early bird discount email:

- "LAST CHANCE #4"
- Member-only email:
 - MEMBER-ONLY BENEFIT #2
- Social Media: [see appendix for examples](#)
 - Post #5: "LAST CHANCE"
 - Story #6 "CHOOSE YOU"
- Class Announcements: share event news at the end of class

Appendix:




Newsletter Examples:

EARLY BIRD #1: 20% OFF 30 DAYS PRIOR.

Subject: 🌟 Early Bird Alert: Join Us for an Exclusive Peak Flow Workshop!

Hello [Community Name],

Exciting news! We're thrilled to announce our upcoming Peak Flow Workshop that's designed to unlock your potential for peak performance and well-being.

 Event Date: [Date]
 Time: [Time]
 Location: [Venue]

Discover the incredible benefits of breath training, stress management, and cold exposure techniques in this immersive workshop. Whether you're an athlete looking to enhance your performance or someone seeking holistic wellness, this workshop is for you.

****Early Bird Offer:**** 🎁

Register now and enjoy a special 20% off with coupon code "PEAK FLOW20". This offer is valid until 30 days before the event. Seize the opportunity to invest in your well-being and save!

Don't miss out on this chance to elevate your life. Limited spots are available, so secure yours today.

[Call-to-Action Button to event link: Reserve Your Spot Now]

Let's journey toward peak performance and well-being together!




Best regards,
[Your Name]
[Your Contact Information]

EARLY BIRD #2: LAST CHANCE @ 20% off

Subject: 🌟 Last Call: 20% Off Early Bird Ends in X Days!

Hello [Name],

This is your friendly reminder: Our Early Bird offer for the upcoming Peak Flow Workshop ends in just X days!

 Event Date: [Date]
 Time: [Time]
 Location: [Venue]

Act now to save 20% off with coupon code "PEAKFLOW20". Don't miss your chance to experience the power of breath training, stress management, and cold exposure techniques.

[Call-to-Action Button: Reserve Your Spot Now]

Secure your spot for this empowering workshop before the offer expires. Seats are filling up fast!




Best regards,
[Your Name]
[Your Contact Information]

EARLY BIRD #3: LAST CHANCE TO SAVE - GET 10% OFF

Subject: 🌟 Elevate Yourself: Choose Wellness with 10% Off!

Hello [Community Name],

It's time to put yourself first! We are proud to bring an empowering Peak Flow Workshop to our community. Please consider joining us!

 Event Date: [Date]
 Time: [Time]
 Location: [Venue]

Choose to invest in yourself with 10% off using coupon code "PEAKFLOW10". Join us for an immersive experience where you'll harness the power of breath training and cold exposure to elevate your well-being.

[Call-to-Action Button to event link: Reserve Your Empowering Spot]

Feeling stressed? Seeking peak performance? Discover the transformational effects of our workshop and how it can rejuvenate you inside and out.

Don't let this opportunity slip away. The 10% discount ends in just a few days!




Best regards,
[Your Name]
[Your Contact Information]

LAST CHANCE #4: LAST CHANCE

Subject: 🫁 Only a Few Spaces Left! Elevate Yourself with Peak Flow Workshop

Hello [Name],

Excitement is building up as our highly anticipated Peak Flow Workshop draws near!

 Event Date: [Date]
 Time: [Time]
 Location: [Venue]

This is your chance to experience the transformational benefits of breath training and cold exposure techniques. Whether you're seeking peak performance or enhanced well-being, this workshop is tailor-made for you.

[Call-to-Action Button: Secure One of the Remaining Seats]

Hurry, only a few seats are left! Join a community of like-minded individuals on a journey toward better health and vitality.

Discover how the power of breath and cold can elevate your life. Don't miss out on this opportunity to make a positive change.

Best regards,
[Your Name]
[Your Contact Information]


MEMBER-ONLY BENEFIT #1: 20% OFF


Subject: ✨ Exclusive Member Benefit: Join Us for an Empowering Peak Flow Workshop!

Hello [Community Name] Members,

We have an exciting opportunity exclusively for you! Introducing our upcoming Peak Flow Workshop, a transformative experience designed to enhance your well-being and performance.

 Event Date: [Date]

 Time: [Time]

 Location: [Venue]

Unlock the power of breath training, stress management, and cold exposure techniques in this immersive workshop. Whether you're an athlete aiming for peak performance or someone looking to boost overall wellness, this workshop is tailored for you.

****Members-Only Benefit:**** 

As a valued member, you're entitled to an exclusive 20% off on registration with coupon "**COMMUNITY20**". No time limits – but act fast as spots are filling up quickly!

Invest in yourself and experience the difference that Peak Flow can bring to your life.

[Call-to-Action Button to event link: **Reserve Your Exclusive Spot**]

Seize this opportunity to elevate your well-being and performance. We look forward to sharing this empowering journey with you.




Best regards,
[Your Name]
[Your Contact Information]

MEMBER-ONLY BENEFIT #2: LAST CHANCE

Subject: ✨ Exclusive for Members: Seats Filling Fast for Peak Flow Workshop!

Hello [Community Name] Members,

Time is flying, and our Peak Flow Workshop is right around the corner!

 17 Event Date: [Date]
 Time: [Time]
 Location: [Venue]

Seats are filling up quickly for this exclusive experience of breath training and cold exposure. Don't miss your chance to elevate your well-being and performance.

[Call-to-Action Button: Secure Your Exclusive Spot]

Join fellow members on this transformative journey. Reserve your spot now and be part of this empowering event!

Best regards,
[Your Name]
[Your Contact Information]

Social Media Posting:

Remember to adjust the hashtags and content as needed to align with your specific goals, discounts, and target audience. The Call-to-Action (CTA) should always point to the event booking link in your bio. Please feel free to add brand-aligned copy and hashtags as needed.

POST #1: Exciting Workshop Announcement

🌟 Exciting News! Elevate your wellness and performance with our upcoming Peak Flow workshop. Join us for an immersive respiratory/breath training experience that optimizes your potential, reduces stress, and enhances peak performance. Our hosts are thrilled to introduce a special guest - "Peak Flow" - for this transformative journey. Plus, you'll receive free tools to continue your journey at home!

Plus you've earned a special discount! Use code "PEAKFLOW20" for 20% off! 🎁
The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #BreathTraining #OptimalWellness #PeakPerformance #StressManagement #RespiratoryHealth #WorkshopExperience #MovedByBreath

POST #2: Demystifying Breath Science

🫁 Uncover the science behind habitual breathing patterns and how they're linked to better sleep, improved mental health, and peak performance. Join our Peak Flow workshop to demystify the power of your breath and unlock its potential! Come discover your personal breathing assessment and tools to improve your breath at home.

Breathe better with a limited-time discount! Use code "PEAKFLOW20" and get 20% off! 🎁
The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #BreathScience #BetterSleep #MentalHealth #PeakPerformance #BreatheWell #MovedByBreath #PeakFlow

POST #3: Demystifying Cold Science

❄️ Dive into the science of cold exposure and stress resilience. Discover how regular cold practice can organically help you manage stress, improve sleep, and boost mental clarity. Join our Peak Flow workshop to explore the fascinating world of cold and its positive impact!

Chill out with a discount! Use code "PEAKFLOW20" and get 20% off at check out! 🧊

The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #ColdExposure #StressResilience #BetterSleep #MentalClarity #ColdTraining #MovedByBreath #PeakFlow

POST #4: Be Inspired Together

👥 Community is the key to inspiration. Connect with like-minded individuals and embark on a journey of self-improvement. Our Peak Flow workshop is more than just learning – it's about being inspired and evolving together. From individual breathing assessments to learning tools to organically manage stress, you'll learn it all.

Breathe better with a limited-time discount! Use code "PEAKFLOW10" and get 10% off! 🧊

Tag: @thepeakflow

Hashtags: #CommunityInspiration #SelfImprovement #EvolvingTogether #WellnessJourney

POST #5: Last Chance to Join

⌚ Time is running out! Secure your spot in our special guest's transformative workshop. Limited seats are available – don't miss this chance to fill your cup with wellness and knowledge! Our hosts can't wait to introduce you to the transformative power of "Peak Flow."

The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #LastChance #TransformativeWorkshop #WellnessExperience #SecureYourSpot

POST #6: Choose YOU

🌟 When did you last dedicate time to invest in your health? Maybe it's time to put yourself first? Join our Peak Flow workshop and dedicate space and time to dive deep into your well-being. We promised you won't be disappointed. Breathing is everything.

The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #ChooseYourself #InvestInYourHealth #WellBeingJourney #SelfCare