



HOW TO CREATE

Binge Worthy

SOCIAL MEDIA CONTENT FOR YOUR RETREAT!

MEET YOUR INSTRUCTOR

Kerel Pinder

- I love Jesus!
- Traveled to 5 Continents & 20 Countries
- TEDx Talk Speaker
- Bachelor in Psychology & Masters in Communication & Leadership
- I'm a certified Scuba Diver & I like to play Chess



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5 STEPS to Analyze Your Retreat

1. Building a Community /
Identifying Your Community
2. Proof of Expertise
3. Trends and Creativity
4. Testing & Consistency
5. Create FOMO

Building Confidence & Social Proof



5 DO'S & DON'TS

1. Quality Video / Photos / Low Quality
2. Engaging Caption / No caption
3. Respond to Comments / Posts and Ghost
4. Educate, Entertain, or Inspire / No Goal
5. A schedule or a plan/ Winging it



LET'S GET PERSONAL



CAPTIONS THAT SELL

1. Address the pain points your customer may have on why they need the retreat
2. Address the pain points that may have them resistant to purchase
3. Tell a story, share your why and your experiences
4. Have a Call to Action – Tell them how to work with you and make it easy
5. Use Hashtags between 50K – 500K





Reel Results

1. Good lighting & High Quality Image
2. Keep it short and engaging
3. Use Popular Music
4. Tell a Story
5. Humor/ Heartfelt or Relatable

Thank You!

