



ABOUT THE PROJECT

THE CLIENT

Gove Hill Retreat was a nonprofit retreat center that catered to the clergy and laypeople of Vermont/New Hampshire's American Baptist Churches (ABC).

THE PROBLEM

The retreat center had aged out of its younger demographic and needed revitalization. It wanted to offer workshops, seminars, and retreats for spiritual leaders in the ABC churches throughout Vermont and New Hampshire.

MY APPROACH

Email marketing was an important part of the marketing plan that I created. Consistent email marketing newsletters were sent to past attendees of the retreat center. These featured interesting articles, inspirational texts, upcoming events, spiritual leadership opportunities, and more.

SUMMARY OF WORK

I worked with this client on a retainer basis for three years. During that time, we overhauled its outreach—everything from content marketing strategy to new website content, creating and maintaining a blog and email newsletter, and a presence on social media.

Engagement with Gove Hill Retreat's audience increased significantly due to these measures.