



# THE MARKETING TIMELINE



The timeline for retreats varies depending on many factors: your audience, location, time of year, and personal capacity. The outline below is a general guide that works for most retreats, but always consider your own unique circumstances when setting your schedule.

<b>12–18 Months Out: Booking Stage</b>	<b>12 Months Out: Launch Stage / Early Bird 1</b>	<b>9 Months Out: Early Bird 2</b>	<b>2–3 Months Out: Final Push</b>	<b>Final Month: Transition to Planning Mode</b>
<p>Confirm your retreat location and dates.</p> <p>Begin building your interested participant list (past attendees, loyal students, warm leads).</p>	<p>Launch your retreat webpage.</p> <p>Announce to your core list first, then to your broader audience.</p> <p>Begin regular social media posting.</p> <p>Send your first email announcement.</p>	<p>Continue consistent email and social media communication.</p> <p>Maintain steady personal outreach.</p> <p>Share stories, photos, and past participant testimonials.</p>	<p>Focus on filling your last spots.</p> <p>Use personal outreach, targeted emails, and scarcity-based promotions.</p>	<p>Marketing winds down; focus shifts to final logistical planning.</p> <p>Communicate with registered participants about travel, packing, and itinerary details.</p>

The earlier you start, the more time you have to create a steady rhythm of connection. Launching a retreat 12 months in advance gives you room to engage without rushing, so each interaction with your audience feels intentional and personal.