

Retreat & Camp Marketing

Retargeting Ad Campaign Planning Worksheet

Instructions: Use this table to map out campaigns at a high level. See below for tips and examples.

Campaign	Audience Segment	Platform	Landing page	Creative Assets	Messaging

Tips for Each Column:

Campaign (Program Area)

Organize by your major revenue streams (e.g., retreats, camps).

Audience Segment

Define who to retarget (all visitors, retreat page visitors, parents on camp page, past inquirers).

Choose how long after a visit someone stays in the audience (e.g., 7 days, 30 days, 90 days, 180 days).

Platform

Decide where ads will appear (Google Display, YouTube, Facebook/Instagram, LinkedIn).

Landing Page

Send traffic back to the most relevant page for the next step.

Creative Assets

List the images, videos, or ad designs you'll use.

Messaging / Call-to-Action

Decide the main reminder or nudge ("Still planning your fall retreat?" "Spots filling fast—register now").

Retargeting Ad Campaign Planning Examples

Campaign	Audience Segment	Platform	Landing Page	Creative Assets	Messaging / Call-to-Action
Overnight Retreats	Retreat page visitors, no inquiry (90 days)	Google Display	/leadership-retreats	2 banner ads, 1 video ad	"Still planning your retreat? Reserve your dates today."
Summer Camps	Parents on camp registration page (30 days)	Facebook/Instagram	/camp-registration	Carousel ads with camper photos	"Spots are filling fast—don't miss out."
Leadership Retreats	Past inquirers, no booking (180 days)	LinkedIn	/leadership-retreats	Video testimonial + banner ad	"Trusted by leaders like you—book your retreat."