

Subject line: If I was Marketing CEO of [Business name]

Hello Will,

I must say I am a little jealous that Farmer John gets to call your 400-acre farm at the Quantock Hills home.

It must take a lot of work to upkeep and it must take a lot of work to look after the online version of [company name] too.

I've researched the top players specifically in the 'industry niche' space and I feel you could be leaving money on the table.

Below I have shared some ideas that I feel could increase bookings from this demographics.

### **Blog**

Creating blogs on topics that specifically target [industry niche] will increase views to your page from businesses who are looking to book a retreat in a place as idyllic as [company name].

I am aware there is no blog section on your website however I have provided some blog ideas and written one up for you to use if you so wish.

Blog ideas specifically to the [industry niche]:

- Why nature improves productivity and can help grow your business
- The most common mistakes when organising a company offsite
- Planning a company retreat? 5 Things you must NOT DO to ensure a successful retreat
- 5 ways to cut costs to your upcoming retreat without compromising quality
- How seating arrangements can improve productivity at your next retreat
- The best location for a team offsite outside of London

The blog I have written up has a call-to-action at the end to encourage businesses to get in touch.

I would also hyperlink some of the activities mentioned in the blog to sections of the site to encourage users to get familiar with the website and make a booking.

Blog Heading - **Three Team-building Activities (that are better done in the English Countryside)**

With over 400 acres at our disposal and a multitude of activities that we can accommodate here at [company name], such as Yoga, Kayaking, high ropes and canoeing, we've given you a short list of team-building activities that can be done in a small or large group environment, preferably in the great outdoors!

### **Imaginative Group Storytelling**

Recall when you were a kid and your unrestrained, vivid imagination could be summoned in an instant? This group exercise will stretch this long-forgotten muscle in a fun way. No materials required!

1. Arrange the entire group in a circle, facing each other.

2. The person running the event will introduce a creative story topic, avoiding work-related or dull subjects.
3. Choose an individual from the group to start the story on the given topic.
4. Pass the story to the next person after a few lines from each participant.
5. The last person should conclude the story; it's advisable for the event organiser to share the conclusion with them in advance.

### **Make a fire**

Taking us back to our roots, this is a great way to encourage communication and teamwork between those who may have only ever met on Zoom. The reward of starting a fire is a pleasure to watch on the faces of those who manage to get one going. You as the host could even up the tempo by saying the winner is the team who successfully starts a fire first.

### **Minefield**

Guide your blindfolded team member across an assault course using verbal instructions only. Obstacles can be made from cones or bits of wood, and it is a race to the end.

With only the yelling of your team member's instructions and the smell of the fresh air, this is an easy-to-set-up activity that requires space, and lots of it!

And what better space than in the natural garden of [company name] in Somerset with only the wildlife and teammates as an audience?

If you are looking for activities to partake in while enjoying the beautiful surroundings of [company name], get in touch, and we'll be happy to discuss what's best suited to your needs.

### **Free downloadable guide on team-building**

This is something I've seen a number of the top players provide as a way to collect prospective customer's email addresses.

I'd be happy to make something up for you around this.

### **Replace 'Book Your Stay' to 'Let's chat'**

At the moment the [company name] website takes users straight to the accommodation bookings page, however businesses usually want to discuss their requirements such as how many people and type of event space.

I feel if only for the corporate retreats section of the website, it would be more beneficial if it was changed to a 'Book a call with the team' funnel. Example below:



I hope the ideas will be of some use to your business. I have more ideas that I'd be happy to share with you. If you like to hear them drop me an email back

Kind Regards,