



**Creative Content Direction :** Seasonal, high quality, slow living, experience-led, timeless, luxury images

**Key Hashtags :** #slowliving #theartofslowliving #beautifuldestinations #visitengland #visitsussex #wilderness #englishcountryside #wild #wilderness #staycation #treehouse #retreat #cabinliving #luxuriescapes #outdoorliving #luxurytreehouses #ecoluxe

**Key Content Words :** Remote, Nestled, Nurtured, Restored, Space, Off-grid, Escape, Reconnected, Hideaway, Tucked away, Escape, Wildly, Playful, Tactile, Organic materials, Natural, Tones, Earthy, Wood grain, Timeless, Land, Hand crafted, Foraging, Farm shop, Hosted, Connect, Venture, Explore, Estate, Secluded, Luxury, Bespoke, Heart, Estate, Country, Self-contained, Home, Habitats, Woodland, Experience, Joy, Restful, Slow Living, Getaway, Retreat, Wilderness, Fireside, Seasonal, Authentic, Eco-luxe, Exclusive, Quality, Private, Discovery, Privilege, Moments, Treetop, Senses, Ethical, Peaceful, Individual, Tranquil, Relaxing, Wellbeing, Details, Curated, Playground, Hidden, Outdoor, Unique, Gather, Welcome, Rural, Sustainable, Staycation, Regenerative, Yoga, Wellness, Alfresco

**Source of inspiration accounts :** @sprinks.nest @restandwild.co @canopyandstars @coolstays @boutiqueretreats @onecatfarm @ellenaborderstylist @cowdrayestate @kneppwilding @sustainable\_getaways @anotherplacehotels @ukretreats



Luxury

COUNTRY  
LIFESTYLE



Natural, traditional, high-quality images, farm produce, countryside, estate-focused imagery, hearty meals, hunting, experience with elite activities, warming, nature-led, hosted, involved, gathered, land, rural, rustic, green, and location-heavy

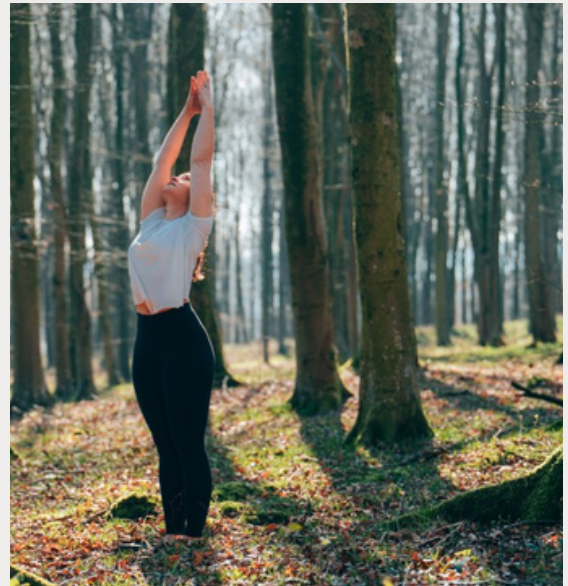


*Country* RELOCATION



Hands-on, activity-based, experiential, active, engaged, authentic, locality, connected, human elements in images, homely and lived-in touches, cooking, foraging, shared meals, collaborative and creative, family and quality time, inclusive, joyful

STYLISH  
URBAN *Weekender*



Curated, aesthetic imagery, retreat & wellness-based, luxury touches, bespoke detail-heavy, quality, interior focus, beautiful food imagery, envisaging themselves in an experience, calm, therapeutic, individualistic, slow escape, ease, buzz words

AUTUMN  
WINTER





# SPRING SUMMER



**Creative Content Strategy for Instagram :** Seasonal, high quality, slow living, experience-led, timeless, luxury images

**Scheduling :** Alternating interior with exterior shots in a six-post theme

Image 1 : Interior detail

Image 2 : Estate / Country / Outdoor

Image 3 : Interior room spaces

Image 4 : Activity / Human Element

Image 5 : Interior styled / lived in luxury

Image 6 : Ideal Lifestyle ie. food

This caters for all the different target audiences, including experiential joyful authenticity, luxury retreat-focused detailing and countryside-led, natural and activity embodiment for a visual-led platform. The key marketing focus will be to always use high-quality, aesthetically pleasing and beautifully edited photos that have been colour graded to brand identity into a curated and cohesive scheduled feed, alternating posts between nurture and reach. The grid is the brand's packaging and should be unified.

Grid Posts are planned on a three-per-week schedule, with consistent re-shares on Stories and active social engagement. The Storie are organised into Highlights once posted and encourage all captions to include a Call to Action, directed to a LinkTree bio.

**Content to consider :** Reels and Video content are high-performing in the Instagram algorithm\*

An aim would be to create "MOVING IMAGES" for occasional content i.e. A fire burning, steam from the rolltop bath, a glass of wine placed into a shot of stew, etc; and placed with trending music.

As the brand develops, personal, humanistic and animals gain engagement i.e. introducing Team Members' personalities & friendly dogs to encourage authentic rapport. Including engaged stories bespoke to the estate, concierge and project develop the narrative.



Prestigious  
Countryside



COWDRAY



TREEHOUSES



EXPERIENCES



WILD LIVING



Engaged

Fun &  
Experiential



Luxury Retreat

Connected

Bespoke  
detailing

Rewilding in  
Nature





**Creative Content Strategy for Facebook :** Stories, narrative and envisaging

**Scheduling :** Using the same imagery and post schedule as Instagram, Facebook campaigns will largely be based on the same copy, but in specific posts where there is room to develop narrative captions will become increasingly important to target Generation X. These longer and more detail-focused posts will drive the audience to want to engage more, calling to engage in the Email Marketing.

Rather than being led visually, these posts will be led by copy with themes of the need to escape, rewind, bringing family, friends and experience together, strongly driving personal connectedness.

**Creative Content Strategy for Email Marketing :** Nurturing narrative

This is the space to develop the detail and the narrative to engage a committed customer base that envisages themselves as part of the journey, expansion and story of Tree House Retreats. Discuss cornerstones, philosophies and personal touches warmly and familiarly. Segment different features, with the three key content sections each adapting specifically to a slightly different target audience, ensuring linking to specific features or highlights in the mailer, encouraging call to action and ease of customer journeys.

**Newsletter themes :**

The Location : (Sussex and the Estate's history, the secluded luxury of the woodlands & treehouses themselves, secret spots to explore)

Culinary : (A recipe for accompanying cocktail, recommendations of local restaurant experiences, curated cooking packages within the Tree House itself)

Experiences : (Collective niches in elite sports from game to polo, indulgent retreat relaxing treatments, family-focused adventures)

Interior Details : (Communal and outdoor spaces with views, the luxury and quality detailing whilst mentioning bespoke brands, highlight connective touches in the home to engage in together ie books, games, etc;



