The Marketing Coach
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Turning Wanderlust into Homecoming: A 12-Month Marketing Strategy for Glen Dye Cabins and Cottages

Introduction

Welcome to the core 12-month marketing strategy for Glen Dye Cabins and Cottages. Rooted in the proven **Lookers into Bookers** framework—Dreaming, Planning, Booking, Experiencing, Sharing, and Cancellation—this strategy aims to elevate Glen Dye's presence, maximise occupancy, and grow customer advocacy all year round.

With Glen Dye's powerful blend of wilderness, comfort, and soul, this plan is designed to strengthen connections with your ideal guests—those seeking meaningful breaks, deeply immersed in wild nature and design-led serenity. This document includes:

- A seasonally-sensitive, quarterly roadmap
- Strategic actions across the Lookers into Bookers journey
- Platform-specific guidance, tailored to your existing digital presence
- Fresh ideas for content, partnerships, new audiences and hashtags

The goal is simple: to help more people discover and return to what matters—at Glen Dye.

Summary of Submission

- **Business Name:** Glen Dye Cabins and Cottages
- **Website:** glendyecabinsandcottages.com
- **Accommodation Type:** Self-catering Design-led Cabins, Lodges, and Cottages
- **Location:** Banchory, Aberdeenshire, Scotland
- **Seasonality:** Open year-round, with variances in audience mindset season to season
- **Main Offerings:**
  - The Bothy (wild yet cosy cottage)
  - North Lodge & River Cabin (immersed riverside escape)
  - Cuttieshillock (elevated seclusion)
- **Target Customers:**
  - Couples seeking reconnection
  - Families desiring space to bond offline
  - Groups and celebrations wanting memorable, meaningful stays
- **Ideal Age Range:** 35–65
- **Key Source Market:** UK-based travellers seeking nature, rest, retreats
- **Brand Personality:** Warm, Thoughtful, Authentic
- **Brand Difference:** Design-led accommodation inside 15,000 acres of immersive nature—where curated comfort meets spirited outdoors
- **Platforms in Use:** Facebook Business Page, Instagram, Booking.com Promotions, Google Ads
- **Booking Channels:** Website direct, Booking.com / Expedia, Airbnb
- **Existing Hashtags:** None currently in use

12-Month Strategy

Quarter 1: Summer (19 June – 18 September 2025)

Theme: "Breathe Deep, Stay Wild" – Wild escapes for warm Scottish days

Primary Goal: Maximise direct summer bookings and social visibility during peak season

Key Actions:

- **Video:** Short reels of guests wild swimming, forest walks and cooking in nature—with warm evenings and golden hour
- **Blogs:** “Top 5 Wild Swimming Spots at Glen Dye”, “Unplugged Holidays: How a Digital Detox Boosts Wellbeing”
- **Email Campaign:** “The Summer to Remember” with high-season urgency and package upsells (e.g. cold-water therapy combo)
- **Partnerships:** Micro-collaborations with UK wellness influencers, yoga instructors, or photographers offering workshops or pop-up experiences
- **Promotions:** Google Ads and Booking.com summer visibility promos for last-minute stays

Platform-Specific Focus:

- **Instagram:** Daily reels + stories, featuring guest UGC (tagging them) and natural moments. Highlight hikes, water spots, pop-up events.
- **Facebook:** 3–4 high-emotion posts per week; boost top performing content to people searching nearby getaways
- **Google Ads:** Focus on phrases like “wild escapes in Scotland”, “summer cabins Scotland”, and “nature getaways UK”

Booking Channels:

- **Own Website:** Showcase urgency with live availability banners like “Only 2 Bothy weekends left this July”
- **Airbnb / Booking:** Sync listings and optimise seasonal photos for summer. Use limited-time headlines like “July Availability!”

Recommended Hashtags:
#GlenDye #StayWildScotland #SoulfulStays #WildLuxury #UnpluggedRetreats

#ScottishSummerEscapes #15kAcresOfAdventure

Quarter 2: Autumn (19 Sept – 18 Dec 2025)

Theme: "Into the Stillness" – Autumnal retreats for reflection, rest, and golden beauty

Primary Goal: Attract slower travel bookings and build rich storytelling to feed off-season

Key Actions:

- **Video:** Slow cinematic walk-throughs of the cottages with fires lit, leaves falling, a dog at the door, and steaming mugs on windowsills
- **Blog:** “A Cosy Autumn Long Weekend at Glen Dye” itinerary or “Why Autumn’s the Best Time to Visit Scotland”
- **Email Campaign:** Hone in on “Off-Grid Weekends” with weekend combo offers or 2nd night at discounted rates (e.g. Sundays at 50%)
- **Partnership:** Guest chefs or authors hosting quiet weekends of slow food or journaling / reading retreats
- **Ads:** Test Meta advertising to new regional audiences (Manchester, London, Glasgow) appealing to leaf-peepers and autumn wanderers

Platform-Specific Focus:

- **Instagram:** Feature autumnal colour-changing trees, fire-lit dens, sauna in the mist
- **Facebook:** Campaign for “This Place Holds You Well”—focus on peace, presence, connection
- **Google Ads:** Emphasise wellness and reconnect angles: “quiet Scottish cabin”, “autumn nature weekend UK”

Booking Channels:

- **Website:** Emphasise themed stays and curated bundles (sauna + wellness basket, early arrival)
- **Airbnb / Booking:** Autumn-themed thumbnails, headers like “Woodburning escapes in Scotland”

Recommended Hashtags:
#FiresideRetreat #GlenDyeAutumn #StillnessInScotland #SlowTravelUK #WildComfort #RetreatToScotland #GoldenGlen

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Quarter 3: Winter (19 Dec – 18 March 2026)

Theme: "Return to What Matters" – Deep comfort, reflection, and booking inspiration

Primary Goal: Maintain winter occupancy while using quiet stretches to grow content, nurture email list, and spark early 2026 bookings

Key Actions:

- **Video:** Photogenic scenes of snow-dusted cottages, forest walks in scarves & boots, dinners by candlelight
- **Blog:** “How Glen Dye Makes Winter Magical” and “Top 3 Winter Detox Stays Near You”
- **Email:** “Reclaim Your Year” campaign with bundle offers for New Year and Valentine’s
- **Content Prep:** Capture new photography and guest interviews for storytelling throughout the spring/summer
- **Ads:** Retargeting site visitors with Spring previews and gift voucher pitch (“Give Presence”)

Platform-Specific Focus:

- **Instagram:** Build emotional engagement—focus on tactile, warm shots. Q&A stories with Glen Dye staff (e.g., “What Makes a Soulful Stay?”)
- **Facebook:** User testimonials, longer story posts about family traditions and seasonally meaningful returns
- **Google Ads:** Push for “winter cabins UK”, “February getaway Scotland”, “unique Valentine’s stays”

Booking Channels:

- **Direct Site:** Add gift voucher options and encourage gifting with “Breaks for the Ones You Love”
- **All platforms:** Highlight heated features (fires, saunas, baths) to compete with cosy stay trends

Recommended Hashtags:
#WinterAtGlenDye #ReturnToScotland #FiresideFrost #WildWarmth #NewYearNewStay #FebruaryFeels #ScottishCabinVibes

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Quarter 4: Spring (19 March – 18 June 2026)

Theme: "Awaken the Wild Within" – Lighter days, new energy, and planning refreshed adventures

Primary Goal: Drive ‘dreaming and planning’ traffic and convert forward bookings for summer

Key Actions:

- **Video:** Drone or steady walk footage showing the estate shaking off frost—birds, budding trees, dogs bounding
- **Blog:** “Spring Escapes at Glen Dye: Reconnect to Nature” or “Planning a UK Digital Detox for Summer”
- **Email:** “Start Planning the Summer You Deserve” with early bird packages + priority bookings for returning guests
- **Lead Growth:** Offer downloadable “Glen Dye Guide to Rewilding”—an opt-in PDF to gather emails and inspire
- **Retargeting:** Facebook and Google audiences retargeted with preview videos and countdown offers for July–Sept

Platform-Specific Focus:

- **Instagram:** Weekly countdown or teaser stories for Summer 2026, launch a reel series: “Glen Dye in 30 Seconds”
- **Facebook:** Photo essays: “Spring Begins Here,” “A Day in the Life at Glen Dye”
- **Google Ads:** Ramp up CPC bidding for “wellness breaks UK”, “Nature cabin retreats”, “July trips Scotland”

Booking Channels:

- **Own Website:** Prioritise longer-stay packages and lead-time deals
- **Airbnb / Booking:** Cross-publish content-rich spring photography and blog links to drive traffic back to website

Recommended Hashtags:
#SpringAwakensAtGlenDye #RewildYourself #ScottishEscape #NatureHeals #UKStaycation2026 #ScotlandSlowLiving #IntoTheForestAgain

Channel Suggestions

What's Working:

- **Instagram & Facebook:** Strong visuals and storytelling potential that matches Glen Dye's core brand strength
- **Google Ads:** Already a precise driver of leads—can be enhanced with seasonal and emotional targeting
- **Booking Channels:** Multiple sources (Airbnb, Expedia, direct site) create healthy booking diversity

What's Missing:

- **Email Marketing Strategy:** Currently under-used. Systematic, story-driven newsletters could nurture off-season bookings, repeat guests, and high-spenders
- **Hashtag Strategy:** Not yet implemented. You're missing organic visibility and searchability on Instagram
- **Website Blog:** A recurring blog with emotional, story-based and practical content strengthens SEO and dreamer engagement
- **YouTube or Pinterest:** Longer-term plays that fit Glen Dye's visual strength and SEO potential but can be introduced slowly

Quick Wins:

- **Launch a monthly email digest** featuring "Seasons at Glen Dye" stories, availability updates, and behind-the-scenes life on the estate
- **Implement hashtags** across Instagram to boost organic discoverability
- **Run 2–3 low-budget targeted Meta ad campaigns** to test returning guests + new regional markets pre-summer
- **Create a downloadable PDF guide** for email list opt-in: "7 Ways to Rewild Yourself at Glen Dye"

Blog & Video Content Plan for Dreaming and Planning

This content calendar is crafted specifically for Glen Dye Cabins and Cottages to support potential guests during the **Dreaming** and **Planning** stages of the "Lookers into Bookers" journey. These blog and video ideas are designed to foster emotional connection, inspire intention, and convert curiosity into early-stage bookings.

The formats prioritise Glen Dye's key booking channels (Website, Airbnb, Booking.com/Expedia) and digital platforms (Instagram, Facebook, Google Ads), while reflecting Glen Dye's rich seasonality and visual storytelling power.

Dreaming Stage

These content pieces help audiences discover Glen Dye, fall in love with its spirit, and imagine themselves in the landscape. Best used during downtime or cold months when users are browsing, scrolling, or fantasising about future getaways.

- **Title:** "Where Stillness Lives: A Soulful Stay at Glen Dye"
  Visual Hook: A sepia-toned video montage of river mist, sunrise through forest canopy, and a flickering fireside scene
  Emotional Takeaway: Discover a place that pulls you in and gently holds you—emotionally rooted, naturally free
- **Title:** "What It Feels Like to Wake Up at Glen Dye"
  Visual Hook: Slow pan across dewy windows, the sound of birdsong, fresh coffee brewing in a handcrafted mug
  Emotional Takeaway: Inspire the yearning for slow mornings, meaningful starts, and being grounded in nature
- **Title:** "The Art of Rewilding Yourself"
  Visual Hook: Barefoot walks through moss, wild swimming, journal and pen on a cabin table
  Emotional Takeaway: Glen Dye is more than a stay—it's a pathway back to your essential self
- **Title:** "What Is Wild Comfort? Glen Dye's Signature Blend"
  Visual Hook: Cut between high-design interiors and vast, wild exteriors
  Emotional Takeaway: See how thoughtfully designed spaces can elevate your wildest escapes

- **Title:** “A Weekend in the Bothy: From Forest Bathing to Fireside Feasts”
  Visual Hook: Timelapse video from Friday dusk to Sunday morning across the estate
  Emotional Takeaway: Create a full-sensory experience of staying in the wild, with a dash of luxury
- **Title:** “The Glen Dye Feeling: Why Our Guests Keep Coming Back”
  Visual Hook: Real guest footage, narrated testimonials, dogs bounding across heather
  Emotional Takeaway: Emotional resonance and the power of returning "home" to nature
- **Title:** “Escape Isn't the Right Word—Come Home to Glen Dye”
  Visual Hook: Close-ups of textures: wool, wood, river stone, skin
  Emotional Takeaway: Position Glen Dye as a place of belonging, not retreat
- **Title:** “Let the Wild Unwind You: A Glen Dye Meditation”
  Visual Hook: ASMR-style nature video with layered forest sounds
  Emotional Takeaway: Encourage mindfulness, escape from digital overwhelm
- **Title:** “15,000 Acres of Something New Every Time”
  Visual Hook: Overlay map animations and seasonal landscapes
  Emotional Takeaway: Show scale and variety—yes, you’ll come back (and it’ll feel different)
- **Title:** “Why Glen Dye Is Where Creative Minds Retreat”
  Visual Hook: A potter sketching, a chef by the fire, a writer with whisky by candlelight
  Emotional Takeaway: Position Glen Dye as a muse for passion projects and personal renewal
- **Title:** “A Storybook Landscape for Families to Bond Again”
  Visual Hook: Children roasting marshmallows, turning pages, splashing through muddy trails
  Emotional Takeaway: Nurture family connection in a magical, screen-free setting
- **Title:** “Seasonal Love Letter: Glen Dye Through Four Seasons”
  Visual Hook: Seasonal highlights stitched into a cinematic reel with poetic captions
  Emotional Takeaway: Glen Dye isn’t a one-time trip—it evolves with you through the year
- **Title:** “The Forest Is Calling: Dreaming of Your Next Escape?”
  Visual Hook: Slightly surreal video—bird’s-eye drone pullback into vast wilderness
  Emotional Takeaway: Tap into yearning and wanderlust with scale, silence, beauty
- **Title:** “Imagine This… Slow Sunday Morning at North Lodge & River Cabin”
  Visual Hook: Steam rising from copper bath, a book on the armrest, dog laying by fire
  Emotional Takeaway: Ideal for aspirational Instagram Reels and Facebook previews—trigger “I want that”
- **Title:** “You Deserve a Return to What Matters”
  Visual Hook: Personal-toned montage with voiceover from founder or storyteller
  Emotional Takeaway: Anchor Glen Dye’s deeper message of reconnection and meaning
- **Title:** “Winter at Glen Dye Isn’t Sleep—It’s Silence”
  Visual Hook: Silent snowy path, flickering candle in window, frost-glazed leaves
  Emotional Takeaway: Reframe the quiet months as full of potential and introspection

- **Title:** “When the Wi-Fi Ends, the Wonder Begins”
  Visual Hook: Guests placing phones in drawers, running through fields, forest dinner
  Emotional Takeaway: Liberate viewers from their devices and daily interruptions
- **Title:** “Your Next Chapter Starts at Glen Dye”
  Visual Hook: Guests writing, walking alone, holding hands, sipping wine under stars
  Emotional Takeaway: Flexible narrative—perfect for couples and solo guests alike
- **Title:** “What Happens When You Give Yourself 48 Wild Hours?”
  Visual Hook: Real guests on arrival and departure—emotional, joyful, recharged
  Emotional Takeaway: Demonstrate tangible transformation from short stays
- **Title:** “The Glen Dye Almanac: A Nature-Lover’s Year”
  Visual Hook: Illustrated plant and animal notations, seasonal hikes and feast days
  Emotional Takeaway: Tap into timeless rhythms—ideal for email opt-in blog series

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Planning Stage

This content helps transform inspiration into intent. These blogs, guides, and videos are practical, engaging, and designed to answer questions, nurture confidence, and speed up decisions during pre-booking moments.

- **Title:** “Which Glen Dye Stay Suits You Best?”
  Visual Hook: Split-screen feature of The Bothy, Cuttieshillock, and North Lodge
  Emotional Takeaway: Help readers imagine themselves in each stay type, gently nudging toward booking
- **Title:** “Booking Your Glen Dye Stay: Everything You Need to Know”
  Visual Hook: On-screen calendar, clickable FAQs, availability feed
  Emotional Takeaway: Ease uncertainty and reduce friction with friendly transparency
- **Title:** “Top 7 Questions Guests Ask Before Booking Glen Dye”
  Visual Hook: Quick-cut Q&A style with Glen Dye team overlaid
  Emotional Takeaway: Humanise the brand and help hesitant guests feel reassured
- **Title:** “How to Plan a Surprise Retreat for Someone You Love”
  Visual Hook: A partner opening a hand-written invite, walking into candlelit Bothy
  Emotional Takeaway: Position Glen Dye as ideal for romantic or emotionally significant stays
- **Title:** “Build Your Own Glen Dye Itinerary: 2 to 5 Nights”
  Visual Hook: A carousel post by stay length with meals, hikes, saunas
  Emotional Takeaway: Flatten mental effort and generate FOMO

- **Title:** “Glen Dye for Families: Wild Ideas, Safe Stays”
  Visual Hook: Stream walks, animal watching, nettle foraging
  Emotional Takeaway: Reassure and delight family planners
- **Title:** “Planning a Glen Dye Celebration: Micro-Weddings and Birthdays in Nature”
  Visual Hook: Group shots with sparklers, long tables, toasts under stars
  Emotional Takeaway: Make Glen Dye part of unforgettable life events
- **Title:** “When to Stay at Glen Dye: A Month-by-Month Guide”
  Visual Hook: Calendar grid with icons: snowflakes, bluebells, roaring fires
  Emotional Takeaway: Show how each season shines—perfect for comparing planning windows
- **Title:** “Top Off-Season Experiences at Glen Dye (Shhh… They’re the Best Ones)”
  Visual Hook: Cosy interiors, unexpected wildlife, clear skies for stargazing
  Emotional Takeaway: Encourage shoulder-season and winter bookings
- **Title:** “How to Book Direct and Why It’s Worth It”
  Visual Hook: Simple animation of rate comparison, perks, and flexibility
  Emotional Takeaway: Drive guests away from platforms and towards your site
- **Title:** “Packing for Glen Dye: All-Season Checklist”
  Visual Hook: Flat-lay of boots, torch, flannel, whisky flask
  Emotional Takeaway: Remove barriers and make planning feel exciting
- **Title:** “Top 5 Wild Swimming Spots Around Glen Dye”
  Visual Hook: High-summer swim reels, slow pans across rippling water
  Emotional Takeaway: Transform a standard activity into travel aspiration
- **Title:** “Planning a Digital Detox at Glen Dye”
  Visual Hook: Before & after mock-up: stressed commuter vs. laughing into firelight
  Emotional Takeaway: Offer a transformational purpose for decision-phase travellers
- **Title:** “How to Use Gift Vouchers for Glen Dye Breaks”
  Visual Hook: Family members opening envelopes, booking on screen
  Emotional Takeaway: Add urgency around Mother's Day, anniversaries or holiday gifting
- **Title:** “Your Spring Planning Toolkit: Timeline to Booking Your Ideal Stay”
  Visual Hook: Planning calendar, advance-book incentives, images of peak summer
  Emotional Takeaway: Encourage early action with a clear schedule and reward
- **Title:** “How to Book the Best Cabin at Glen Dye for Your Occasion”
  Visual Hook: Grid showing Best for: Couples / Families / Celebrations
  Emotional Takeaway: Personal guidance breeds trust—and faster bookings
- **Title:** “How to Travel to Glen Dye—From Anywhere in the UK”
  Visual Hook: Interactive Google Map embed, image directions
  Emotional Takeaway: Break down planning anxiety and empower decision-making

- **Title:** “Local Produce, Firewood, and What’s Included in Your Stay”
  Visual Hook: Baskets of fresh farm goods, logs beside pink stove, luxury bath products
  Emotional Takeaway: Build anticipation and reduce FAQs around planning
- **Title:** “Seasonal Glen Dye Add-Ons: Upgrade Your Stay”
  Visual Hook: Cold plunge, popup sauna, picnic basket booking add-ons
  Emotional Takeaway: Tap into extras that complete the dream—turn interest into intent
- **Title:** “5 Stays That Created Lasting Memories (and How to Book One Yourself)”
  Visual Hook: Mini-interviews or photo diaries from previous guests
  Emotional Takeaway: Leverage social proof to build momentum across Facebook & Instagram

Blog & Video Content Plan for Booking and Experiencing

This content strategy supports the next phases of the Glen Dye guest journey: **Booking** and **Experiencing**. Building on the foundation of emotional connection made in the Dreaming and Planning stages, this stage focuses on nurturing readiness to book and enhancing the in-stay experience through storytelling, support, and shareability.

The following blog and video concepts are optimised for Glen Dye's current booking and marketing platforms—Facebook, Instagram, Booking.com promotions, Google Ads, Airbnb, Expedia, and Direct via Website—and reflect Glen Dye's all-year appeal and seasonal rhythms.

Booking Stage

This stage is for guests who are leaning forward—checking availability, comparing properties, and imagining arrival. The goal is to dissolve remaining doubts and actively spur commitment.

- **Title:** "The Glen Dye Booking Path: Simple, Flexible, Yours"
  Visual Hook: Step-by-step video or carousel showing Mobile/Website/Airbnb/Expedia options, added with trust icons
  Emotional Takeaway: Your perfect stay is just a click away—however you'd like to book it
- **Title:** "Why Guests Are Choosing The Bothy First—And How to Secure It Yourself"
  Visual Hook: Glowing fireside visuals, sound of crackling wood and kettle boiling
  Emotional Takeaway: Tap into popularity-driven urgency with exclusivity and reward
- **Title:** "Direct Bookings at Glen Dye: More Than Just a Better Rate"
  Visual Hook: Comparison animation with added perks (gifting, flexibility, local treats)
  Emotional Takeaway: Booking direct gives you more than value—it gives you access
- **Title:** "Last-Minute Availability for Couples: Where the Wild Romance Begins"
  Visual Hook: Countdown-style calendar overlay with recent stay visuals
  Emotional Takeaway: Make spontaneous feel simple, indulgent and exhilarating
- **Title:** "7 Reasons to Book Glen Dye in Winter"
  Visual Hook: Whisky by the fire, blankets under snowfall, frost-framed windows
  Emotional Takeaway: Reframe off-peak periods as vibrant, soulful seasons

- **Title:** “The 2-Night Reset: Mini Stays That Create Lasting Recharge”
  Visual Hook: Before/after mind snapshots—overwhelmed to peace-filled
  Emotional Takeaway: Short stays, deep impact—book less time, get more soul
- **Title:** “Your Wild Weekend, Curated: Build a Personal Itinerary Before You Arrive”
  Visual Hook: Interactive visual builder with activities and locations chosen
  Emotional Takeaway: Feel the stay before stepping in—confidence turns to action
- **Title:** “Most Memorable Glen Dye Moments—As Voted by Our Guests”
  Visual Hook: Split feedback with visuals from guests and behind-the-scenes videos
  Emotional Takeaway: Real memories inspire real bookings—because it’s rare
- **Title:** “Exact Dates Still Available for Glen Dye’s Most Popular Spaces”
  Visual Hook: Countdown calendar-style Instagram story stickers or motion reels
  Emotional Takeaway: Tap into urgency and transformation—"What if you did book it today?"
- **Title:** “You’ve Looked Before. Now Pick Your Date.”
  Visual Hook: Remarketing-style carousel: availability, perks, guest quote
  Emotional Takeaway: Nudge the revisiting scroller to act on their curiosity
- **Title:** “Booking Cuttieshillock? Read This First”
  Visual Hook: 360° scrollable video of the accommodation set to relaxing music
  Emotional Takeaway: Make the decision feel like discovery again
- **Title:** “Most Common Booking Worries—and Why They’re Not a Problem Here”
  Visual Hook: Playful Q&A IG stories or slideshow carousel
  Emotional Takeaway: Confidence, not FAQ fatigue—meet them with gentle trust
- **Title:** “Spring and Summer Dates Filling Fast—Here’s When to Book”
  Visual Hook: Booking insights, real-time availability visual
  Emotional Takeaway: Tap into FOMO with joyful anticipation
- **Title:** “Recurring Guests Reveal What Makes Glen Dye a Habit”
  Visual Hook: Onsite interview snippets with returning guests
  Emotional Takeaway: Loyalty is emotional—let it guide those who are nearly there
- **Title:** “Give the Gift of Glen Dye: Booking With Vouchers or in Someone Else’s Name”
  Visual Hook: Personal gifting moment wins—card opening, teary smiles, quiet hugs
  Emotional Takeaway: Make a booking feel like an unforgettable present
- **Title:** “How Early Is Early Enough? Booking Ahead for Celebrations”
  Visual Hook: Birthday tables, toast shots, calm cooking moments
  Emotional Takeaway: Ensure your once-in-a-lifetime feels effortless to arrange
- **Title:** “Compare and Choose: Bothy vs. River Cabin vs. Cuttieshillock”
  Visual Hook: Comparison grid with key appeal points under each property
  Emotional Takeaway: Empower them to choose with confidence

- **Title:** “Off-Grid, On Point: What You’ll Really Find in a Glen Dye Stay”
  Visual Hook: Text extract from guest welcome letter over video imagery
  Emotional Takeaway: Set honest, beautiful expectations to accelerate booking trust
- **Title:** “What Happens After You Click Book? A Walkthrough”
  Visual Hook: Behind-the-scenes confirmations, prep, and email visuals
  Emotional Takeaway: Reduce planning stress with clarity and warmth
- **Title:** “Seasonal Booking Promos You May Not Know About”
  Visual Hook: On-brand animation of current discounts, bundled add-ons
  Emotional Takeaway: Give value-minded travellers a reason to say yes today

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Experiencing Stage

Once guests arrive (or even just prior), content can deepen emotional resonance and improve satisfaction. It's also an invitation to capture shareable moments, encourage advocacy, and gently set the stage for return.

- **Title:** “Your Arrival Day Ritual: Settle In the Glen Dye Way”
  Visual Hook: Scene: Putting logs in stove, hanging coats, uncorking local wine
  Emotional Takeaway: Ease into atmosphere—switch off, settle deep
- **Title:** “Your First 24 Hours at Glen Dye: The Dream Start”
  Visual Hook: Timed itinerary layout: Arrival at 3pm → walk → sauna → feast
  Emotional Takeaway: Help guests make the most of every moment
- **Title:** “A Wild Day at Glen Dye: Choose Your Own Adventure”
  Visual Hook: Branching diagram: firewood-gathering? Spa-in-nature? Trails?
  Emotional Takeaway: Empower choice and create agency for deeper joy
- **Title:** “Your Cabin, Your Sacred Space: Set the Tone with These First 3 Steps”
  Visual Hook: Video of room scents, record players, journal opening
  Emotional Takeaway: Reflective power starts when you do
- **Title:** “Here's What You Didn't Know You Needed at Glen Dye”
  Visual Hook: Guest reactions to sauna, river plunge, or cold morning hikes
  Emotional Takeaway: Surprise adds spice to stillness—enhance adventure
- **Title:** “Glen Dye Audio Journal: Reflection Prompts for One Perfect Stay”
  Visual Hook: Podcast-style IGTV or download link with voiceover
  Emotional Takeaway: Invite introspection to deepen impact and memory
- **Title:** “How to Photograph Glen Dye Like a Local—Even on Your Phone”
  Visual Hook: Grid of real guest images with lighting tips

Emotional Takeaway: Boost story-worthy scenes with guest empowerment

- **Title:** “In-Your-Stay Stories: Why You’ll Want to Stay an Extra Day”
  Visual Hook: Carousel of "unexpected joy" guest quotes during visit
  Emotional Takeaway: Plant future booking seeds while they’re present
- **Title:** “Wild Dining at Glen Dye: Using Our Firepits, Forage Tips, and Meal Ideas”
  Visual Hook: Overhead cook-through shorts with firewood crackling
  Emotional Takeaway: Make food a ritual, not just a requirement
- **Title:** “The Glen Dye Little Things: What Makes a Stay Feel Like a Storybook”
  Visual Hook: Focus on fabric, stone, scent, woods used in rooms
  Emotional Takeaway: Emotion lives in artisan detail—notice the small magic
- **Title:** “Forest Sauna Etiquette (and How to Find the Perfect Time Slot)”
  Visual Hook: Steam rising in silence, soft towel moments
  Emotional Takeaway: Enhance experience with anticipation and preparation
- **Title:** “Voice Memo Series: Found in the Forest”
  Visual Hook: Voice journals over footage of guests walking quietly
  Emotional Takeaway: Leverage ASMR storytelling to deepen connection
- **Title:** “How to Share Your Glen Dye Story—Beautifully and Authentically”
  Visual Hook: Repost of top guest stories with highlights on tone and tags
  Emotional Takeaway: Guests become advocates with creative guidance
- **Title:** “Dear Glen Dye, Love From Us”
  Visual Hook: Guest letters read aloud over visual diary
  Emotional Takeaway: Channel emotional gratitude into evergreen showcase
- **Title:** “Smart Packing = More Time in Nature: Tips from Past Guests”
  Visual Hook: Instagram story poll results, user images with gear
  Emotional Takeaway: Remove small stressors so the big experience can bloom
- **Title:** “From Our Garden to Your Mug: Teas and Brews at Glen Dye”
  Visual Hook: Glass kettle steeping by window, mist beyond
  Emotional Takeaway: Invitation to slow ritual and sensory nourishment
- **Title:** “Map Your Stay: How to Find Our Secret Spots”
  Visual Hook: Graphic map with interactive Reels showcasing hidden gems
  Emotional Takeaway: Exploration is guided, not dictated—unlock personal discovery
- **Title:** “Moments Worth Sharing—Without Disrupting the Magic”
  Visual Hook: Reels template for guests to capture without oversharing
  Emotional Takeaway: Encourage balanced reflection and memory-making
- **Title:** “Before You Leave: A Glimpse at What You'll Take With You”
  Visual Hook: Footage overlay of shoes by the door, crumbs from the last breakfast
  Emotional Takeaway: Prepare for departure with deep satisfaction and hope to return

- **Title:** “Your Memories Matter—How to Share Them With Us”
  Visual Hook: Instagram pinned post + Story highlight for user submissions
  Emotional Takeaway: Encourage gratitude, participation, and future community

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Blog & Video Content Plan for Sharing and Cancellation Stages

This strategy expands Glen Dye's content plan into two essential—yet often under-utilised—stages of the traveller's journey: **Sharing** and **Cancellation**. Drawing on Glen Dye's all-year appeal and reputation for soulful, design-led stays, these stages offer opportunities to extend the guest relationship beyond the stay itself. Sharing unlocks advocacy and word-of-mouth impact, while Cancellation, when handled with care, can still generate value, guidance, and goodwill.

Each idea below includes a suggested format and emotional driver, with suitability for Glen Dye's current content and booking platforms: Facebook, Instagram, Booking.com promotions, Google Ads, Airbnb, Expedia, and our Direct Website.

Sharing Stage

The Sharing Stage begins even before departure, turning treasured moments into resonant storytelling. It's where Glen Dye's magic echoes out through guest advocates, extending the emotional value of their stay while inspiring future visits from others.

- **Title:** "Why Your Glen Dye Story Could Be Someone's Beginning"
  Visual Hook: Guest videos or images overlaid with captions like "This is where we started..."
  Emotional Takeaway: Inspire guests to share by showing how stories become catalysts
- **Title:** "#MyGlenDyeMoment: A Round-Up of This Month's Favourite Posts"
  Visual Hook: Reposted guest Reels/stories in themed carousel or highlight
  Emotional Takeaway: Celebrate the community through genuine, layered memories
- **Title:** "You Captured It Beautifully: Guest Shots That Took Our Breath Away"
  Visual Hook: Full-bleed visuals with a short note from the Glen Dye team
  Emotional Takeaway: Affirm personal artistry—guests are not just seen, they're cherished
- **Title:** "Glen Dye Love Letters: What Guests Are Saying After They Leave"
  Visual Hook: Screenshots of handwritten notes, guest books, or 5-star quotes
  Emotional Takeaway: Testimonials don't need to feel clinical—make them poetic
- **Title:** "'Before / After Glen Dye': Reflections That Changed Us"
  Visual Hook: Journal-style graphics or interview shots with reflective quotes
  Emotional Takeaway: Guests often leave changed—shine a light on personal transformation

- **Title:** “Tag, Post, Pause: How to Capture Glen Dye Without Missing It”
  Visual Hook: Guest filming themselves or someone else putting their phone away
  Emotional Takeaway: Promote mindful sharing that enhances—not distracts from—presence
- **Title:** “Got 2 Minutes? Leave a Google or Expedia Review (Here’s How)”
  Visual Hook: Step-by-step screen record with warm-toned music
  Emotional Takeaway: Make it joyful and easy to leave the love behind
- **Title:** “We Remember These Stories—Will You Tell Us Yours?”
  Visual Hook: Montage of standout moments shared by past guests
  Emotional Takeaway: Extend legacy and co-create a living narrative
- **Title:** “Glen Dye Framed: How Guests Are Creating Art From Their Stay”
  Visual Hook: Watercolours, prints, or framed photographs by past visitors
  Emotional Takeaway: Elevate memory-sharing to meaningful artistic expression
- **Title:** “‘That One Glen Dye Sound Track’: Share the Songs That Summed It Up”
  Visual Hook: Spotify playlist covers sourced from guest submissions
  Emotional Takeaway: Let music deepen emotional connection long after checkout
- **Title:** “The Guest Wall: Glen Dye Photos That Spoke Loudest”
  Visual Hook: Story series of framed prints on lodge walls, tagged with @ handles
  Emotional Takeaway: Immortalise guest moments—celebrate influence through curation
- **Title:** “Your Postcard to Followers: Glen Dye Templates to Make Sharing Easy”
  Visual Hook: Branded, editable IG story templates in Canva-style layout
  Emotional Takeaway: Remove friction to make storytelling fun and on-brand
- **Title:** “Behind the Shot: Stories Behind This Week’s Top-Shared Glen Dye Images”
  Visual Hook: Narrated videos with the photographer or guest talking through the moment
  Emotional Takeaway: Encourage guests to dig deeper into the feeling behind the photo
- **Title:** “Your Stay on Our Stage: Monthly Spotlight on Guest Creators”
  Visual Hook: Instagram carousel with links to guest blogs, reels, and YouTube summaries
  Emotional Takeaway: Reward authenticity with recognition and reach
- **Title:** “The Glen Dye Gift Card Reveal Stories We’ll Never Forget”
  Visual Hook: Compilation of surprise reactions to gifted bookings
  Emotional Takeaway: Resurface sharing moments months after arrival
- **Title:** “Favourite Captions from Guests Who Said it Best”
  Visual Hook: Screenshot reuses of heartfelt captions, paired with original image
  Emotional Takeaway: Highlight compelling language that brings emotion alive
- **Title:** “The Return Letter: Guests Writing to Their Future Selves After Glen Dye”
  Visual Hook: Voiceovers + video montage of reflective moments
  Emotional Takeaway: Channel resonance into wisdom-sharing and meaningful anticipation

- **Title:** “Stories That Travel: Our Most-Shared Glen Dye Images of the Year”
  Visual Hook: Top 10 format for the Instagram grid or Facebook album
  Emotional Takeaway: Harness FOMO and nostalgia in equal measure
- **Title:** “You’re Part of the Story Now—Now Invite Someone In”
  Visual Hook: Warm message with sharable graphic formats
  Emotional Takeaway: Encourage ripple-effect bookings with emotional resonance and empowerment
- **Title:** “Memory Box: Share One Photo, One Sentence, One Feeling”
  Visual Hook: Prompt-based post for Instagram and Facebook stories replies
  Emotional Takeaway: Make the ask simple but soul-focused

Cancellation Stage

The Cancellation Stage is rarely welcomed—but if done right, can be transformative. Guests may cancel for many reasons. Meeting them with grace, useful resources, and encouragement preserves the relationship and can turn sorrow into anticipation.

- **Title:** “Can’t Make It? Here’s What Happens Next”
  Visual Hook: Soft-tone walkthrough of cancellation process on site and partner platforms
  Emotional Takeaway: Remove fear with clarity, trust, and compassion
- **Title:** “We’ll Still Be Here: A Note to Those Who Had to Reschedule”
  Visual Hook: Handwritten-style team letter, overlay with archival visuals of Glen Dye in all seasons
  Emotional Takeaway: Anchor disappointment in patience and enduring welcome
- **Title:** “Rebook Without Regret: How to Fine-Tune Your New Stay”
  Visual Hook: “New Plan” cheat sheet with recommendations and seasonal perks
  Emotional Takeaway: Turn a no into a new possibility
- **Title:** “Your Cancelled Glen Dye Stay May Still Be the Perfect Gift”
  Visual Hook: Story link and card imagery for converting bookings into vouchers
  Emotional Takeaway: Elevate sudden cancellations into soul-led surprises
- **Title:** “You Cancelled—But You’re Still in Our Guest Book”
  Visual Hook: Digital thank-you note sent to past cancellers, inviting them back
  Emotional Takeaway: Reinstate connection with grace and intent
- **Title:** “Flexible Bookings: What You Might Not Know About Changing Dates”
  Visual Hook: Slide carousel on options for change versus cancel
  Emotional Takeaway: Offer choices with agency and warmth

- **Title:** “Seasonal Shift? Here's What You’ll Love About Coming Later”
  Visual Hook: Spring-to-autumn comparison views with same cabin scene
  Emotional Takeaway: Make rescheduling feel like an upgrade
- **Title:** “Too Soon to Book Again? Save Us for the Right Moment”
  Visual Hook: Pinterest board or phone wallpaper download of calming Glen Dye scenes
  Emotional Takeaway: Stay emotionally connected without immediate pressure
- **Title:** “We All Cancel Sometimes—Here’s What Our Guests Did Next”
  Visual Hook: Guest quotes from those who rebooked later and found it better
  Emotional Takeaway: Normalize cancellations with hopeful, future-focused stories
- **Title:** “Your Glen Dye Pause Pack: Tools for Planning the Next Time”
  Visual Hook: Downloadable PDF or toolkit with planning tips by season
  Emotional Takeaway: Position planning as return preparation—not just admin
- **Title:** “You Didn’t Stay—But You’re Not Forgotten”
  Visual Hook: Personalised cancellation follow-up email with future discounts or prompts
  Emotional Takeaway: Preserve connection, invite gentle return
- **Title:** “Your Plans May Have Changed, But Our Welcome Hasn’t”
  Visual Hook: Warm note visual, highlighting Glen Dye doors always open
  Emotional Takeaway: Offer grounded reassurance and closure with grace
- **Title:** “Cancellation Stress: Let Us Reduce It—Not Add To It”
  Visual Hook: Uplifting forest walk or calming stream video over voiceover explaining next steps
  Emotional Takeaway: Ease emotional strain with peaceful, kind communication
- **Title:** “Did You Cancel for Weather? Here’s Why That Season Still Shines”
  Visual Hook: Snow-blanketed Bothy, rainy glass reflections, misty sauna scenes
  Emotional Takeaway: Inspire new appreciation for Scotland’s moodier charms
- **Title:** “The Wild Waitlist: Join to Hear About Snapped-Up Slots”
  Visual Hook: Visual calendar of previously cancelled, now-open weekends
  Emotional Takeaway: Make returning feel like gaining—not missing out
- **Title:** “Life Happens. That’s Why Our Team Is Here”
  Visual Hook: Behind-the-scenes faces and names guiding cancellations or rebooking
  Emotional Takeaway: Humanise support—soften the process with relationship
- **Title:** “What to Do If You’re Not Sure Yet (But Might Need to Cancel)”
  Visual Hook: Flow chart-style post with stress-reducing options
  Emotional Takeaway: Clarify pathways and ease emotional load with guidance
- **Title:** “Still Dreaming of Glen Dye? We’ll Hold a Place in Your Inbox”
  Visual Hook: Email campaign with soothing visuals and occasional update offers
  Emotional Takeaway: Transition from cancellation to inspiration gently

- **Title:** “The Glen Dye Re-Invite: A Second-Chance Stay, Built Just for You”
  Visual Hook: One-to-one rebooking incentive offer
  Emotional Takeaway: Treat the guest not as a lost sale—but a future storyteller
- **Title:** “Reschedule, Retreat, Repeat: Why Most Guests Who Cancel Come Back”
  Visual Hook: Interview carousel of guests who rescheduled and loved the new date
  Emotional Takeaway: Drive grounded hope through real-world examples

Initial 6-Month Social Strategy for Glen Dye Cabins and Cottages

This initial 6-month social strategy is designed to elevate Glen Dye's presence across Instagram and Facebook, while supporting booking behaviour through website, Booking.com, and Airbnb. Each month's plan reflects relevant seasonality and guides followers through the **Lookers into Bookers** stages—Dreaming, Planning, Booking, Experiencing, and Sharing—while tailoring content specifically for Glen Dye's audiences and platforms.

The tone across all content remains authentic, warm, and emotionally engaging with visuals that immerse the viewer in Glen Dye's design-led, nature-rich experience.

Quarter: Summer Peak (19 June – 18 September)

Seasonal Focus: Maximise bookings and visibility during high demand—target last-minute direct bookings while nurturing future dreaming and sharing.

June 2025 (Starting 19 June)

Content Pillars: Dreaming, Booking, Planning

- **Title/Theme:** "Only a Few Wild Weekends Left"
  Visual Idea: Insta Story countdown sticker + direct booking link, over images of golden-hour swims and Bothy interiors
  CTA: "Tap to check last-minute summer stays—prime dates are nearly gone"
  Emotional Tone: Urgent, warmly energetic
- **Title/Theme:** "The Glen Dye Feeling in 30 Seconds" (Part 1)
  Visual Idea: Instagram Reel with fast-cut immersive scenes: misty mornings, dogs bounding, slow breakfasts
  CTA: "Know someone who needs this? Tag them below."
  Emotional Tone: Inspiring, sensation-led
- **Title/Theme:** "Top 5 Wild Swimming Spots at Glen Dye"
  Visual Idea: Carousel post with map overlays and quick facts
  CTA: "Save this post and pack that swimsuit"
  Emotional Tone: Adventurous, gently energising

- **Title/Theme:** “Unplug and Reconnect: Digital Detox Stays at Glen Dye”
  Visual Idea: Image series: guests placing phones in cupboard, journaling, forest lounging
  CTA: “What would your first phone-free hour look like?”
  Emotional Tone: Releasing, calming

July 2025

Content Pillars: Experiencing, Booking, Sharing

- **Title/Theme:** “Guests Are Calling This the Year’s Best Weekend”
  Visual Idea: Reposted UGC carousel with guest captions + Story highlight
  CTA: “Swipe to read why so many are booking again”—Link to booking
  Emotional Tone: Validating, resonant
- **Title/Theme:** “Arrival Rituals: How Our Guests Settle In”
  Visual Idea: Instagram Reel – kettle boiling, logs stacked, window gazing
  CTA: “What's the first thing you’d do at Glen Dye?”
  Emotional Tone: Grounding, peaceful
- **Title/Theme:** “Where Stillness Lives” (Dreaming Video)
  Visual Idea: Sepia-toned video montage set to ambient music
  CTA: “Imagine it’s your story. Say when.”
  Emotional Tone: Evocative, immersive
- **Title/Theme:** “Summer Sounds of Glen Dye”
  Visual Idea: Reels video with birdsong, river flow, sizzling firepit cooking
  CTA: “Headphones on. Breathe deep. Ready?”
  Emotional Tone: Meditative, sensorial

August 2025

Content Pillars: Sharing, Dreaming, Planning

- **Title/Theme:** “#MyGlenDyeMoment: August Edition”
  Visual Idea: UGC round-up carousel featuring best images of the month
  CTA: “Tag @GlenDye and use #MyGlenDyeMoment to be featured next”
  Emotional Tone: Celebratory, communal
- **Title/Theme:** “Dream Now, Plan Later—Autumn Bookings Are Open”
  Visual Idea: Autumn-preview video teaser with slow cinematic shots
  CTA: “Book early and capture the calm magic of September woods”
  Emotional Tone: Anticipatory, mellow
- **Title/Theme:** “Weekend Escape = 48 Hours to Rewild Yourselves”
  Visual Idea: Instagram Story Q&A sticker: “What would you do first at Glen Dye?”

CTA: “Reply and we might plan your digital detox”
Emotional Tone: Empowering, intimate

- **Title/Theme:** “Imagine This… A Morning in the River Cabin”
  Visual Idea: Short Reel from door opening to breakfast plate
  CTA: “Check Sept availability before it slips away”
  Emotional Tone: Dreamy, desire-led

September 2025 (to 18th)

Content Pillars: Planning, Booking, Dreaming

- **Title/Theme:** “When to Book for Autumn Peace”
  Visual Idea: Comparison post—gold-leaf trees, earthy interiors, steaming mugs
  CTA: “Choose calm. Choose your October weekend early”
  Emotional Tone: Encouraging, gentle urgency
- **Title/Theme:** “The Forest Begins to Turn”
  Visual Idea: Instagram Reel montage of colour transitions
  CTA: “Save this post to return to—just like the trees”
  Emotional Tone: Poetic, seasonal
- **Title/Theme:** “A Glen Dye Autumn Weekend Looks Like This”
  Visual Idea: Itinerary infographic - Friday > Sunday
  CTA: “DM us your ideal arrival time—let’s help you plan”
  Emotional Tone: Helpful, nurturing
- **Title/Theme:** “Only Two River Cabins Left in October”
  Visual Idea: Reel with overlaid countdown sticker
  CTA: “Check availability now—these go first every year”
  Emotional Tone: Time-sensitive, booked-with-care

Quarter: Autumn (19 September – 18 December)

Seasonal Focus: Invite slower-travel bookings, share transformation stories, and set the stage for shoulder season appeal and winter dreaming. Help audiences gently descend into rest and reflection.

October 2025

Content Pillars: Dreaming, Planning, Experiencing

- **Title/Theme:** “Into the Stillness: Glen Dye in Autumn”
  Visual Idea: Slow-motion Reel of falling leaves, steaming mugs, candlelight
  CTA: “Watch it when you need to exhale”
  Emotional Tone: Reflective, soul-soothing
- **Title/Theme:** “7 Cosy Corners Where You’ll Want to Linger”
  Visual Idea: Carousel of firelit reading nooks, window benches, beds with plaid throws
  CTA: “Save your favourites”
  Emotional Tone: Comforting, home-like
- **Title/Theme:** “The Glen Dye Guide to Slow Living”
  Visual Idea: Downloadable PDF or Story highlight with prompts + practices
  CTA: “Tap to download and begin your rewilding”
  Emotional Tone: Nurturing, purposeful
- **Title/Theme:** “Cosy Weather Is Glen Dye Weather”
  Visual Idea: Side-by-side visuals of a rainy window and firelit stove
  CTA: “Rainy day rituals start here”
  Emotional Tone: Reframing, calming

November 2025

Content Pillars: Planning, Booking, Sharing

- **Title/Theme:** “Gift Presence: Glen Dye Vouchers Are Here”
  Visual Idea: Instagram Reel of handwritten cards, smiles, tag peeling, warm light
  CTA: “Wrap up less. Experience more. Link in bio”
  Emotional Tone: Generous, life-affirming
- **Title/Theme:** “Returning Guests Share Why Glen Dye Is Their Ritual”
  Visual Idea: Interview slideshow (quote overlay on UGC)
  CTA: “Share your Glen Dye return moment—we'd love to feature you”
  Emotional Tone: Loyal, legacy-building
- **Title/Theme:** “Build Your Own Autumn Weekend Itinerary”
  Visual Idea: Story polls: “Morning activity—Forest walk or sauna?”, etc.
  CTA: “Interact to create your perfect break”
  Emotional Tone: Engaging, playful
- **Title/Theme:** “November Escapes: Last-Minute Dates to Book Now”
  Visual Idea: Availability graphic + warm forest imagery
  CTA: “Jump in before the year escapes you”
  Emotional Tone: Rejuvenating, prompt

December 2025 (to 18th)

Content Pillars: Dreaming, Booking, Sharing

- **Title/Theme:** “Glen Dye in Winter Isn’t Sleep—It’s Silence”
  Visual Idea: ASMR-style video—frost on trees, kettle steam, snow crunch
  CTA: “Share this with someone who needs quiet”
  Emotional Tone: Peaceful, emotional
- **Title/Theme:** “The Year You Loved Slower: Glen Dye’s 2025 Wrap”
  Visual Idea: Highlight Reel: guest clips + team favourites set to music
  CTA: “Which moment did you live—or love—most?”
  Emotional Tone: Nostalgic, celebratory
- **Title/Theme:** “Final Gift Vouchers Available in Time for Christmas”
  Visual Idea: Countdown graphic with opening hours/deadlines
  CTA: “A last-minute gift that feels timeless”
  Emotional Tone: Reassuring, helpful
- **Title/Theme:** “So Much More Than a Stay: Why We Built Glen Dye”
  Visual Idea: Carousel—Founder's quote, team photo, land in frost
  CTA: “Come (back) to where it began.”
  Emotional Tone: Foundational, heartfelt

Suggested New Formats and Channels to Explore

- **Instagram Reels Series:** Weekly “Glen Dye in 30 Seconds” sound-led montages to increase reach via Instagram’s recommendations engine
- **Monthly Instagram Story Polls:** “Plan your dream itinerary”—drives engagement and gives insight into guest priorities
- **Facebook Events:** Use for promoting seasonal offers, retreat partnerships or gift voucher launches
- **YouTube Shorts (or Reels Cross-Post):** 15–30 second mood videos repurposed from Reels for SEO-rich searchability
- **Instagram Highlights Clean-Up:** Create permanent Highlights for “Booking Info”, “Stays”, “Vouchers”, “Guests Speak”, and “Seasonal Feels”
- **Consider Pinterest Integration:** Curated boards for slow travel, fireside ideas, cabin packing lists—great for long-lead dreamers, Google Images tie-in

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With this structure, Glen Dye’s social strategy invites emotional discovery while guiding potential guests all the way to booking and advocacy. Each post supports your visual strengths, reflects the season at

hand, and strengthens bookings both now and in the future.

Next 6-Month Social Strategy for Glen Dye Cabins and Cottages

This next 6-month social strategy builds upon Glen Dye's success in emotionally resonant storytelling and immersive visual content. Designed to guide audiences through the **Lookers into Bookers** framework—Dreaming, Planning, Booking, Experiencing, Sharing, and Cancellation (as relevant)—it remains grounded in the concept of soulful, design-led wilderness stays. The approach incorporates relevant seasonality across autumn, winter, and early spring while strengthening bookings via currently used channels (Website, Booking.com, Airbnb), and nurturing customer touchpoints across Facebook, Instagram, and emerging formats such as short-form video and Pinterest guides. Suggested formats are paired with an emotionally intuitive tone that makes Glen Dye irresistible to your audience.

Quarter: Late Winter into Spring (19 December – 18 March 2026)

Seasonal Focus: Inspire off-season bookings through emotional cold-season content and future dreaming. Support gift redemptions and early spring planning for shoulder season visits.

January 2026

Content Pillars: Dreaming, Planning, Booking

- **Title/Theme:** "Reset Where the Wild Still Whispers"
  Visual Idea: Reel with frost-glistened branches, smoke rising from chimneys, still walks through the moor
  CTA: "Turn down the noise. Book a reset stay this winter."
  Emotional Tone: Introspective, cleansing
- **Title/Theme:** "Dream Now, Escape in February"
  Visual Idea: Carousel comparing interior cabin warmth and outdoor crisp walks
  CTA: "Check direct availability for last-minute fireside escapes"
  Emotional Tone: Hopeful, quietly inspiring
- **Title/Theme:** "Five Reasons to Visit Glen Dye This Winter"
  Visual Idea: Facebook post + Story Highlights list—sauna dips, wild stillness, log burners, night skies, self-guided forest trails

CTA: “Save as your winter wishlist”
Emotional Tone: Encouraging, soul-warming

- **Title/Theme:** “Slow Sunday Sound Bath from Glen Dye”
  Visual Idea: Short-format Reel or YouTube Shorts—just ambient forest clips with sound
  CTA: “Put on your headphones. Let 30 seconds be enough today.”
  Emotional Tone: Grounding, nurturing

February 2026

Content Pillars: Planning, Booking, Experiencing

- **Title/Theme:** “Cosy Season = Glen Dye Season”
  Visual Idea: Story and Post combo of rainy day rituals: hot baths, board games, firelight
  CTA: “DM us and we’ll help you choose your cabin”
  Emotional Tone: Inviting, familiar
- **Title/Theme:** “A Weekend in The Bothy Looks Like This”
  Visual Idea: Day-to-night Reel from Friday arrival to Sunday departure
  CTA: “Tap to see availability for late February & March.”
  Emotional Tone: Aspirational, visual storytelling
- **Title/Theme:** “Wild and Romantic” (Valentine’s Content)
  Visual Idea: Static post featuring couples in the River Cabin, wrapped in blankets, cooking over fire
  CTA: “Give the gift of wild air and candlelight. Reserve direct.”
  Emotional Tone: Intimate, meaningful
- **Title/Theme:** “Cabin Map: Find Your Perfect Stay”
  Visual Idea: Pinterest-style carousel + saved Highlight showing cabins and what type of guest they're perfect for (romantic, group, off-grid solo)
  CTA: “Click to match your mood to a stay”
  Emotional Tone: Helpful, thoughtful

March 2026

Content Pillars: Booking, Sharing, Dreaming

- **Title/Theme:** “Book for Blue Skies, Not Crowds”
  Visual Idea: First signs of spring—snowdrops, thawed paths, lambs nearby
  CTA: “Book now for quiet-season beauty”
  Emotional Tone: Light-hearted, hopeful
- **Title/Theme:** “#MyGlenDyeMorning: Guests Share Their First Moments”
  Visual Idea: Round-up of recent UGC + caption prompts

CTA: “Tag @GlenDye for a chance to be featured”
Emotional Tone: Sharing, celebratory

- **Title/Theme:** “What a Glen Dye Spring Weekend Is Made Of”
  Visual Idea: Itinerary-style carousel: morning forest walk > coffee by the stove > food from the honesty shop > sauna dip
  CTA: “Rewild yourself this spring”
  Emotional Tone: Energising, grounded
- **Title/Theme:** “Spring Stays Are Now Booking on All Platforms”
  Visual Idea: Booking tile graphic for Facebook (Direct link, Airbnb badge, Booking.com graphic overlay)
  CTA: “Tap our bio link for your preferred way to book”
  Emotional Tone: Practical, efficient

Quarter: Early to High Spring (19 March – 18 June 2026)

Seasonal Focus: Motivate early summer and long bank holiday bookings. Showcase new experiences, friend-group appeal, and active exploration while encouraging UGC sharing and midweek getaways.

April 2026

Content Pillars: Dreaming, Planning, Booking

- **Title/Theme:** “Is This Scotland’s Most Feel-Good Weekend?”
  Visual Idea: Testimonial-focused Reel of guests laughing, walking, gathered around campfires
  CTA: “Read their story. Write yours this May.”
  Emotional Tone: Joyful, motivating
- **Title/Theme:** “Planning Your Spring Escape Starts Here”
  Visual Idea: PDF guide / Story Highlight with suggested packing list, local walks, travel tips
  CTA: “Download and save for your Glen Dye escape”
  Emotional Tone: Organised, excited
- **Title/Theme:** “Wild Weekends Are Coming…”
  Visual Idea: Countdown sticker with nature footage—buds blooming, trails clearing
  CTA: “Set your alert: April and May short stays going fast”
  Emotional Tone: Anticipatory, rewilding
- **Title/Theme:** “Choose Your Retreat Style”
  Visual Idea: Facebook carousel: Cabin, Lodge, or Cottage?
  CTA: “Click to explore each on our website”
  Emotional Tone: Exploratory, guided

May 2026

Content Pillars: Experiencing, Booking, Sharing

- **Title/Theme:** "Could This Be Your Bank Holiday?"
  Visual Idea: Story sequence + main feed post with a ready-to-book itinerary
  CTA: "Tap now—one click from long-weekend bliss"
  Emotional Tone: Fun, assuring
- **Title/Theme:** "Morning to Night at Glen Dye" (Reel Series #2)
  Visual Idea: 30-second sunrise-to-sunset video
  CTA: "Which Glen Dye hour would you choose first?"
  Emotional Tone: Reflective, visual storytelling
- **Title/Theme:** "Why Our River Cabin Is Booked First Every Time"
  Visual Idea: Testimonial carousel with booking overlay
  CTA: "Secure your stay for June or July today"
  Emotional Tone: Social proof, aspirational
- **Title/Theme:** "#MyGlenDyeMoment: Spring Edition"
  Visual Idea: UGC visual roundup—tagged guests in April and May
  CTA: "Join the community. Use the tag to be featured next"
  Emotional Tone: Celebratory, connected

June 2026 (to 18th)

Content Pillars: Dreaming, Booking, Planning

- **Title/Theme:** "Rewild Your Summer Holidays"
  Visual Idea: Carousel: forest saunas, hammocks under trees, kids with walking sticks
  CTA: "Let's plan your nature-powered break"
  Emotional Tone: Excited, supportive
- **Title/Theme:** "Get Here. Go Nowhere."
  Visual Idea: Reel of all the things to do without leaving Glen Dye
  CTA: "Your weekend doesn't need to rush"
  Emotional Tone: Calming, reassuring
- **Title/Theme:** "The Booking Button Is Your Wild Card"
  Visual Idea: Animated Story & post showing "Book Now" options across Direct, Airbnb and Booking.com
  CTA: "No wrong turn—choose the platform you prefer"
  Emotional Tone: Light, encouraging
- **Title/Theme:** "June Views Across the Estate"
  Visual Idea: Aerial Reel of estate in full seasonal bloom

CTA: “Send this to someone who needs a break”
Emotional Tone: Inviting, freeing

Suggested New Formats & Channel Enhancements

- **Pinterest Integration:** Begin curated boards such as “Packing for a Forest Sauna Weekend”, “Wild Swimming Kit Essentials”, and “Cosy Cabin Interiors”. Ideal for long-lead dreamers and content discoverability via Google Images.
- **WhatsApp Booking Assist:** Add a WhatsApp CTA button to Facebook Page—allows interested guests to ask questions and reserve quickly.
- **Reels Series Library:** Build Reels playlists via Instagram Guides: “Arrival Rituals”, “Dogs of Glen Dye”, “Cabin Stories”. These act like mini-campaigns in evergreen form.
- **Guest Q&A Highlights:** Create an “Ask Our Guests” Instagram Highlight using Story Question Stickers—quick, authentic social proof from real stays.
- **Airbnb & Booking.com Cross-Promo Posts:** Feature different listings with booking links + glowing review overlay—monthly rotation to spread occupancy.
- **“Where To Stay Map” Landing Page:** On the website or via Linkin.bio, guide guests by lifestyle, season and group size to the ideal accommodation match.

This strategy moves audiences from casual dreamers to emotionally invested bookers by reflecting Glen Dye’s rhythm with the seasons. Each post is a doorway into Glen Dye’s story—where every stay tells theirs. With a thoughtful blend of booking drive and soulful imagery, Glen Dye will continue to grow as a sought-after sanctuary year-round.

12-Month Meta Ad Strategy for Glen Dye Cabins and Cottages

This 12-month Meta (Facebook and Instagram) ad strategy aligns with Glen Dye's unique seasonality, compelling storytelling style, and the Lookers into Bookers framework (Dreaming → Planning → Booking). Each quarter is designed to stir desire, deepen engagement, and grow direct bookings by using visual storytelling, regional targeting, and emotional resonance grounded in nature, design, and time well spent.

🏔️ Funnel Phase 1: Dreaming (Top of Funnel)

Objective: Inspire wanderlust, spark awareness, build emotional connection

Campaign Timings by Season:

- **Spring:** March–April
- **Summer:** Late May–Early July
- **Autumn:** August–Early October
- **Winter:** November–December (for late-year winter stays and early planning for next year)

Ad Types to Use:

- **Instagram Reels:** 20–30 seconds of cinematic visuals set to calming or inspiring music (e.g., wild swimming, tree canopy shots, fog lifting over the river)
- **Carousel Ads (Both Platforms):** Slideshow of seasons at Glen Dye—fireside moments, dogs bounding, early blossoms, golden leaves
- **Story Ads:** "Which Glen Dye escape fits you?" – use one-question polls or tap-eligible mood match (e.g., Retreat / Rewild / Reconnect)

Audience Targeting:

- Cold audiences by interest—wellbeing, self-catering retreats, hiking/Scotland, nature photography, dog-friendly holidays, stylish rural travel
- UK residents, aged 35–65, with a bias to higher disposable income audiences in cities (London, Manchester, Edinburgh, Bristol, Glasgow)

- Instagram Lookalike audiences of previous web visitors, especially video viewers and Facebook page engagers

Creative CTA Text Variations:

- “Stay Wild. In Style.”
- “Unplug. Reconnect. Return.”
- “Let Nature Lead the Way.”

Suggested Hashtags:
#StayWildScotland #GlenDye #SoulfulStays #UnpluggedRetreats #15kAcresOfAdventure

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🗺️ Funnel Phase 2: Planning (Middle of Funnel)

Objective: Nurture desire into action, help potential guests imagine and design their stay

Campaign Timings by Season:

- **Spring:** April–Early May (Early summer planners)
- **Summer:** July–August (Autumn/weekend getaways)
- **Autumn:** Oct–Mid November (Winter/NYE buyers)
- **Winter:** Jan–March (Next-year planning and Valentine’s)

Ad Types to Use:

- **Video Explainers (Instagram/Facebook Feed):** Walkthroughs of The Bothy, River Cabin, or Cuttieshillock with storytelling text overlays (“Your fireside reading nook awaits...")
- **Lead Form Ads:** Offer downloadable “Glen Dye Guide to Rewilding” or “Glen Dye Seasonal Escape Map” in exchange for email address
- **Instagram/Facebook Carousel:** “Choose Your Glen Dye Stay”—use swipeable images of different accommodation types with unique benefit texts
- **Testimonials/Past Guest Review Ads:** Branded quotes overlaying organic images from guests (credit/tag included)

Audience Targeting:

- Warm audiences—website visitors in the last 90 days, anyone who engaged with Meta posts or videos, email subscribers

- Lookalikes from warm list (especially valuable repeat guests + email opt-ins)

CTA Text Suggestions:

- “Choose Peace in the Pines.”
- “Build Your Break. Glen Dye Awaits.”
- “Planning the Unforgettable Starts Here.”

Hashtags to Include:
Use season-relevant tags from 12-month plan (e.g., #StillnessInScotland in Autumn or #WildWarmth in Winter) + core brand tags (#GlenDye, #StayWildScotland)

🛏️ Funnel Phase 3: Booking (Bottom of Funnel)

Objective: Convert intent into action—drive bookings for specific stays with urgency/framing

Campaign Timings by Season:

- **Spring:** May–June urgency for summer
- **Summer:** August–Sept for Autumn/Winter
- **Autumn:** Nov–Dec for NYE and winter
- **Winter:** Late Jan–Feb for early bird spring or summer

Ad Types to Use:

- **Dynamic Product Ads:** Use Meta’s Dynamic Ads for Travel setup to show live availability/prices for accommodation types (if supported)
- **Countdown or Urgency Reels:** “Only 2 Summer Weekends Left at The Bothy” over fast-cut visuals of the space and reason to book
- **Special Offer Image Ads:** Highlight time-sensitive promotions (e.g., Valentine’s weekend or Sunday 50% off) with clean, emotive text overlays

Audience Targeting:

- People who visited room-specific pages (The Bothy, North Lodge, etc.)
- Abandoned checkout visitors (tracked via Pixel or Google Tag Manager)
- People on the email list who haven’t booked (custom audience upload)

CTA Text Suggestions:

- “Book Before It’s Gone”
- “Stay Where Stillness Lives”
- “Only 2 Cabins Left This July—Secure Yours Now”

♻️ Retargeting & Funnel Budget Considerations

Always-On Retargeting Campaign: Run a rolling campaign all year round targeting high-intent segments, updated seasonally with current availability and visuals.

Ad Suggestions:

- Testimonial/photo mix: “Don’t Just Take Our Word—Read What Guests Say About Glen Dye”
- Visuals of someone standing in the woods with headline “Still Thinking About Escaping?”
- Instagram Story Poll Re-Engagements: “Still Seeking the Right Escape?” Yes/No buttons—direct to booking link

Budget Split Suggestions by Funnel:

- Top of Funnel: 40% (peaks around seasonal Dreaming stages)
- Middle of Funnel: 30%
- Bottom of Funnel: 20%
- Retargeting/Always-On: 10% (or reinvest additional here if you gather more data later in the year)

📱 Platform-Specific Guidance

Instagram Reels: Lean into emotion and nature. Use music, storytelling captions, and seasonally vivid moments. Style with warmth, even in cold seasons.

Facebook Carousel: Helpful for room showcases. Include short captions on each image to pair features with feelings (“Your private fire under the stars”). Link each directly to relevant room page.

Stories with Polls & Quizzes: Great for quick engagement. Ask things like:
“Digital detox?” [Yes / Hell yes]
“Wild swim then wine?” [Obviously / Maybe not!]

Visual Style Across Ads:

1. High emotional resonance (pets, families, fires, laughter)
2. Authentic vs overly polished—use soft filters, warm tones
3. Include humans in nature for scale and sense of presence
4. Soft transitions or text overlays like “This is what peace feels like”

🎁 Optional Campaign Enhancements

- Run “Glen Dye in 30 Seconds” storytelling series as Reel + Carousel throughout spring/summer
- Offer Messenger-based Q&A for booking “confidant” after viewing a product ad
- Use video view sequencing: Serve a second, more detailed testimonial ad to people who already watched 50%+ of a dreamy Reel

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Conclusion

This Meta ad strategy is designed to mirror Glen Dye’s seasonal soul, leverage your existing channels, and deepen your relationship with travellers at every step. By aligning with how people feel in each season—and where they are emotionally in the Lookers into Bookers journey—Glen Dye will remain top of heart, not just top of mind.

Where to Begin: Start with one Top of Funnel Reel campaign per quarter paired with a bottom-funnel retargeting ad using guest quotes or late availability. Layer in mid-funnel lead capture by Spring to build year-round resilience.

Conclude every ad (visually or textually) with one of Glen Dye’s truths: *“Time in nature, curated for reconnection.”*

12-Month Google Ad Strategy for Glen Dye Cabins and Cottages

This 12-month Google Ad strategy is designed to guide prospective travellers from initial dreaming, through the planning phase, all the way to confident booking — all while staying seasonally relevant and emotionally resonant. Building on Glen Dye's compelling visual storytelling, year-round appeal, and nature-embedded accommodation, this strategy integrates Google Search, Display, YouTube, and Performance Max thoughtfully across the entire journey. All campaign messaging will reflect Glen Dye's brand personality: warm, thoughtful, and authentic — matching its unique offering of design-led seclusion within 15,000 acres of Scottish wilderness. —

Google Funnel Structure: Dreaming → Planning → Booking

This ad strategy follows a full-funnel approach aligning directly with the Dreaming, Planning, Booking stages of the Lookers into Bookers model. Each stage below runs throughout the year, tailored by season to reflect audience mindset, mood, and booking behaviour. —

1. Dreaming Stage — Build Awareness & Desire

Objective: Inspire curiosity and emotional connection to the idea of a Glen Dye retreat. Begin planting the seed for future travel—even if there is no trip in mind yet. **Best Months to Prioritise:** January–March, May, September (when travel boredom and life reflection are high) **Channels:** - YouTube Shorts & Video Discovery Ads - Google Display Network with emotional banner creatives - Performance Max (optimised for new audiences) - Gmail Ads (where creatively relevant) **Recommended Creative:** - Short-form videos: "A Day at Glen Dye" — showing forest walks, warm mugs on windowsills, dogs by the fire - Banner and YouTube overlays: soul-led headlines like "Return to What Matters" / "Unplug in 15,000 Acres of Scottish Soul" - Emotional visuals: golden evenings, riverside views, fires, and light-filled lodges **Targeting:** - Custom affinity: Nature travellers, digital detox seekers, wellness travellers, outdoors families - In-market travellers: "Scotland Holidays", "Retreats UK", "Cabin Holidays" - Geographic: Target UK-wide with emphasis on London, Manchester, Bristol, Essex, Glasgow, and Edinburgh - Seasonal custom audiences: "New Year Breaks", "Summer Adventure Getaways UK", "Autumn Retreat Scotland" **Example Calls to Action:** -

“Press Pause in Scotland’s Wildest Comfort” - “Dreaming of Stillness? See Where It Leads” - “Meet the Place You’ve Been Looking For” **Measurement:** - Brand lift via YouTube engagement - Click-throughs to homepage and blog content - Remarketing pool size ready for next funnel stage —

2. Planning Stage — Help People Take the Next Step

Objective: Convert inspiration into active trip researching. Build trust, show the unique benefits of each property, and introduce availability. **Best Months to Prioritise:** March–June, early September **Channels:** - Google Search (Responsive ads with dynamic sitelinks) - Responsive Display Ads with strong branding + credibility cues - YouTube Explainers (longer form) featuring guest testimonials or host walkthroughs - Performance Max using first-party audience targeting **Recommended Search Campaign Structures:** Create tightly themed ad groups around the three core rooms: 1. The Bothy - Keywords: “cosy cottage Scotland”, “small wilderness cottage”, “romantic bothy escape” - Ad Copy CTA: “Reconnect in Our Off-Grid Bothy — Availability from £XXX/night” 2. North Lodge and River Cabin - Keywords: “river cabin Scotland”, “riverside cottage breaks UK”, “Aberdeenshire nature weekend” - Ad Copy CTA: “Stay by the River in Quiet Luxury — Enquire or Book Now” 3. Cuttieshillock - Keywords: “remote lodges Scotland”, “luxury seclusion cabin”, “wild luxury accommodation” - Ad Copy CTA: “15k Acres of Secluded Beauty — Discover Cuttieshillock Now” **Other useful keywords (broad match with smart bidding):** - “cabin holidays Scotland” - “nature retreats UK” - “off-grid cottages UK” - “unique places to stay in Scotland” - “design-led cabin rentals UK” **Custom Intent Audiences:** Target users who’ve searched retreats, off-grid luxury, digital detox holidays, national park cabin stays etc. **Example Calls to Action:** - “Start Planning Your Wild Retreat” - “Where Design Meets Nature — Compare Our Rooms” - “Early Bird Offers for Summer Escapes Available Now” **Measurement:** - On-site engagements (Guide Download, Time on Page) - Property page visits by room - First-click conversion tracking for attribution —

3. Booking Stage — Drive Action & Urgency

Objective: Get high-intent prospects to commit. Encourage bookings on your own website with urgency, value, or emotional resonance. **Best Months to Prioritise:** Late May–August, December (gift bookings), early January (post-holiday planning period) **Channels:** - High-intent Search Ads (with extensions) - Remarketing Display Ads (urgency overlays) - Performance Max (pulling in direct offers, room photos, testimonials) - YouTube remarketing — testimonials or host greetings for cart-abandoners **Performance Max Best**

Practice for Glen Dye: - Feed asset groups by room (The Bothy, NLR Cabin, Cuttieshillock) - Pull in UGC/review snippets (“One of the best escapes we’ve had…”), fire-lit imagery, seasonal headlines (“Only 3 spring weekends left”) - Set booking action as main goal - Use Value-Based Smart Bidding to prioritise guests who book longer stays or premium properties **Recommended CTAs:** - “Last Summer Weekends Left — Book Today” - “Give Presence: Glen Dye Gift Vouchers Available” - “Only 2 Cuttieshillock Stays Left this Autumn — Plan Yours Now” —

Year-Long Retargeting Strategy

Retargeting ensures your ads follow users after they’ve engaged with you — keeping the dream alive and helping them act when ready. **Channels:** - RLSA (Search Remarketing) - YouTube + Display remarketing (visitors of property pages / video viewers) - Performance Max asset groups tailored to past site visitors - Gmail Ads (for gift voucher season) **Recommended Segmentation:** - Visitors of blog content (general dreamers) - Visitors of specific room pages (planners) - Cart-abandoners or checkout starters (bookers) - Past guests for gifting or return stays —

Budget Phasing Suggestion (Annual)

| Quarter | Top Objective | Budget Focus | TOF % | MOF/BOF % | |---|---|---|---|---| | Jan–Mar (Winter) | Build list, prep for Spring bookings | TOF & MOF | 60% | 40% | | Apr–Jun (Spring) | Inspire planning & early summer booking | Balanced | 50% | 50% | | Jul–Sept (Summer) | Fill last summer spots & gather autumn leads | MOF & BOF | 35% | 65% | | Oct–Dec (Autumn/Winter) | Close out year, capture gifting, start Jan leads | BOF heavy | 30% | 70% | —

Optional Enhancements to Explore

Depending on your data maturity and visual assets, consider: - Local radius Google Maps campaigns (e.g. targeting staycationers within 2–3 hours drive) - Dynamic remarketing (with property images pulled through) - Gmail Sponsored Offers: feature gift vouchers before Christmas and Valentine’s - Google Hotel Ads via your booking engine – if compatible with direct site —

Summary: Match Season to Mindset

| Season | Emotional Hook | Google Keywords Focus | CTA Tone | |----------|----------|----------|----------| | Winter | Reflection, warmth, new intention | “Winter breaks Scotland”, “Valentine cabin” | Gentle, inviting, rich | | Spring | Replenish, awaken, plan ahead | “Wellness stays”, “Digital detox UK” | Hopeful, inspired, fresh | | Summer | Seize the moment, connection | “Cabin getaways UK”, “last minute cabins” | Confident, urgent | | Autumn | Slow down, nest, focus on self | “Autumn retreats”, “Fireside cabins Scotland”| Reflective, present | This all-year structure uses the powerful interplay of imagery, intention, season, and search to help people discover and return to what matters — at Glen Dye.

Omnipresent Paid Ads Strategy for Glen Dye Cabins and Cottages

Overview

To ensure Glen Dye Cabins and Cottages achieves high visibility and sustained engagement year-round, this unified ad strategy blends Meta (Facebook & Instagram) and Google Ads under a shared funnel-based approach. Rooted in the Lookers into Bookers framework—Dreaming → Planning → Booking → Experiencing → Sharing → Cancellation—this strategy ensures your message surrounds potential guests at every stage of their journey, nudging them from inspiration towards action. Our approach aligns emotional storytelling with smart targeting and platform-optimised creatives to turn curiosity into conversion—while reinforcing trust and connection along the way. This strategy is designed for ease of understanding and application, even for those new to digital advertising.

Funnel Structure

Top of Funnel (Dreaming Stage)

Objective: Inspire new audiences and spark desire by weaving Glen Dye into travellers' inner wanderlists. We focus on emotional resonance and discovery rather than hard selling.

Meta:

- Short-form Reels and Stories showing iconic Glen Dye moments: wild swims, misty forests, roaring fires, simple joys of outdoor cooking
- Image carousels showcasing The Bothy, North Lodge & River Cabin, and Cuttieshillock in each season
- Audience targeting:
  - Lookalikes of past bookers
  - UK-based interest targeting: nature holidays, retreats, wild swimming, design & interiors, remote working escapes

Google:

- YouTube Shorts: "30 Seconds at Glen Dye" video teasers

- Visual Display Ads on travel, wellness and home design sites (via in-market audiences)
- Discovery Ads with cinematic images and soft “dreaming” CTAs

CTAs: “Get Inspired”, “Feel What It’s Like to Stay Here”, “Discover Glen Dye”

Middle of Funnel (Planning Stage)

Objective: Help potential guests envision their stay and shorten their decision-making timeline.

This is where the story gets practical. We provide information that answers common questions, builds emotional trust, and encourages practical planning.

Meta:

- Lead magnet ads offering a free guide: “7 Ways to Rewild Yourself at Glen Dye”
- Q&A videos, property walkthroughs, and guest testimonials
- Carousel ads comparing key features of each property (with links to: The Bothy, North Lodge & River Cabin, Cuttieshillock)
- Destination-focused posts: “3-Day Itinerary for Couples” / “Why Families Love Cuttieshillock”

Google:

- Search Ads targeting:
  - “nature retreats in Scotland”
  - “design-led cabin holidays UK”
  - “cabins with sauna Scotland”
- Remarketing Banners: served to users who watched video content or visited your website in the past 14–30 days
- Smart Display Ads using search intent + website engagement criteria

CTAs: “Download Glen Dye Guide”, “See Our Cottages”, “Plan Your Stay”

Bottom of Funnel (Booking Stage)

Objective: Convert warm travellers into paying guests by highlighting scarcity, social proof, and ease of booking. This is where clarity and urgency matter most.

Meta:

- Retargeting ads to recent visitors, video watchers, or abandoned cart users
- Time-limited offers (“2 Night Stays in July—Just Released”)
- User-generated content (guests by the fire, in the sauna, or hiking through the woods)
- Custom audiences from email list (e.g. “Priority booking for returning guests”)

Google:

- Performance Max campaigns linking to specific property pages
- Dynamic Remarketing Ads showing the exact cabin/lodge browsed
- Branded Search Campaigns: 100% coverage on "Glen Dye Cabins and Cottages" and variations

CTAs: “Book Your Stay”, “Only 2 Nights Left This Month”, “Confirm Your Escape”

Always-On Retargeting Approach

Each touchpoint in this funnel is reinforced through a smart retargeting strategy that dynamically adapts to user behaviour on both platforms.

Meta Retargeting:

- Viewed property page → retarget with matching testimonials & scenic images
- Watched video → show follow-up content explaining what’s included or FAQs
- Abandoned booking flow → countdown or value-added offers (early arrival, sauna credit etc.)

Google Retargeting:

- Performance Max remarketing to users who visited a room listing but didn’t check out
- Display ads across Google network for 7–14 days post-visit
- YouTube overlay remarketing for high-engagement audiences

Suggested Budget Allocation by Funnel Stage

Your ad spend shifts seasonally to meet user intent and booking windows. Here's a recommended split:

Period	Top of Funnel	Mid & Bottom Funnel
Q1 – Summer (19 June – 18 Sept)	40%	60%
Q2 – Autumn (19 Sept – 18 Dec)	30%	70%
Q3 – Winter (19 Dec – 18 March)	60%	40%
Q4 – Spring (19 March – 18 June)	50%	50%

Tip: In January–March, boost top-of-funnel budget with lead magnets and inspiration ads as people begin summer search planning.

Platform Extensions & Refinements

- Continue leveraging **Booking.com Promotions** primarily for high-competition dates or gap-filling—but lead ad creative toward **direct bookings** for higher margin value
- Apply consistent **branded hashtags** across both Meta and Google Discovery assets using:
  - #GlenDye #StayWildScotland #FiresideRetreat #ScottishEscape #SoulfulStays

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Creative & Copy Guidance

Visuals:

- Short-form vertical video for Reels, Stories, and YouTube Shorts
- High-resolution stills tailored to season—mists, golden light, wild swimming, lit saunas, steaming mugs
- Mobile-first formatting on all ads, especially carousels and grid content

Copy Style:

- Warm, poetic tone that reflects Glen Dye's voice
- Emotional openings: "You deserve a stay that feels like a return"
- Strategic CTAs: "Book Now" only at bottom of funnel; earlier stages should invite curiosity, not pressure

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Final Summary

This Omnipresent Paid Ads Strategy ensures Glen Dye Cabins and Cottages remains visible and desirable—no matter where someone is in their travel decision journey. By weaving Meta and Google advertising into a shared funnel—from awareness through conversion—you'll meet your guests before they even know they're dreaming of you. Thoughtfully paced, emotionally rich, and results-oriented. With nature at your door and story at your core, the right ads can do more than sell nights—they ignite wanderlust, trigger trust, and turn browsing hearts into staying souls. Let every click become a homecoming.

Inspirational Automated Email Newsletter Strategy

Below is a four-part monthly newsletter strategy for Glen Dye Cabins and Cottages. Each issue is tailored to support the Dreaming and Planning stages of your guests' journey, using curated blog and video content to nurture inspiration, spark intention, and grow direct traffic year-round.

All emails reflect Glen Dye's warm, thoughtful, and authentic tone while leveraging seasonally relevant themes to keep your cabin ethos top of mind. Each message is built with encouragement, aesthetic appeal, and clear pathways back to the Glen Dye website.

EMAIL 1 – "The Place You've Been Craving..."

- **Email Subject Line:** The Forest Is Calling—Is This Your Sign?
- **Preview Text:** A place to slow down, breathe deeper, and return to what really matters.
- **Newsletter Hook:**
  Imagine this: steam curling above your morning coffee, birdsong through a dewy windowpane, wood crackling in the stove. At Glen Dye, the everyday melts away—so that you can return to something real. This is where stillness lives, and something wild begins.
- **Content Links:**
  - "Where Stillness Lives: A Soulful Stay at Glen Dye"
  - "What It Feels Like to Wake Up at Glen Dye"
  - "Escape Isn't the Right Word—Come Home to Glen Dye"
- **Call to Action:** Get Inspired

EMAIL 2 – "Your Wild (but Cosy) Escape" – Autumn Edition

- **Email Subject Line:** Fireside Feels & Forest Stillness Await This Autumn
- **Preview Text:** Here's why autumn is the most magical time to retreat to Glen Dye...
- **Newsletter Hook:**
  As the air turns crisp and the days slow down, Glen Dye becomes a dreamscape of quiet woods, warm fires and golden-leaf stillness. Whether you need space to reflect or a snug weekend with people you love, our wild retreats are waiting.

- **Content Links:**
  - “A Cosy Autumn Long Weekend at Glen Dye”
  - “What Is Wild Comfort? Glen Dye’s Signature Blend”
  - “Top Off-Season Experiences at Glen Dye (Shhh… They’re the Best Ones)”
- **Call to Action:** Plan Your Escape

EMAIL 3 – "The Gift of Stillness: Give (or Book) Your Reset"

- **Email Subject Line:** The Gift of Glen Dye: Deep Rest, Wild Beauty
- **Preview Text:** For birthdays, holidays—or just because they deserve it.
- **Newsletter Hook:**
  In a world that moves too fast, a stay at Glen Dye is more than a getaway—it’s a gesture of care. Give (or plan) a few wild-hearted days of rest and reconnection—for someone else, or for yourself.
- **Content Links:**
  - “Give the Gift of Glen Dye: Booking With Vouchers or in Someone Else’s Name”
  - “How to Plan a Surprise Retreat for Someone You Love”
  - “Why Glen Dye Is Where Creative Minds Retreat”
- **Call to Action:** Learn How

EMAIL 4 – "Which Stay Suits You Best?"

- **Email Subject Line:** The Bothy, North Lodge, or Cuttieshillock?
- **Preview Text:** Find your perfect match. Choose your Glen Dye home-from-home.
- **Newsletter Hook:**
  Whether you’re imagining a romantic riverside soak, a design-led den in the trees, or a remote hideaway for deep solitude, Glen Dye has a wildly comforting space for you. Let's help you find it.
- **Content Links:**
  - “Which Glen Dye Stay Suits You Best?”
  - “Compare and Choose: Bothy vs. River Cabin vs. Cuttieshillock”
  - “How to Book the Best Cabin at Glen Dye for Your Occasion”

- **Call to Action:** Take the Quick Quiz

Formatting and Frequency Notes

- Each of the four emails is sent one calendar month apart during key “dreaming and planning” periods.
- Emails are backed by clickable titles linking to featured blogs hosted on your direct website (prioritising blog SEO). Use **visual tiles** for imagery that feels both luxurious and grounded in nature.
- Include an encouraging PS at the end of each email, such as:
  “PS — Many dates fill quickly for [next peak season]. Tap the link now to see what’s still available.”

Suggested Seasonal Hashtags to Incorporate

You may introduce these organically via footer banners, social previews or as signature blocks in the newsletter for cross-channel consistency:

- #StayWildScotland
- #SoulfulStays
- #UnpluggedRetreats
- #FiresideRetreat
- #SlowTravelUK
- #ReturnToWhatMatters
- #RewildYourself
- #15kAcresOfAdventure

Final Notes

These newsletters are more than digital marketing—they’re love letters to your future guests. By weaving story, place, and purpose together, Glen Dye can capture not just bookings but belonging. Keep tone warm, sensory, and inquisitive. Each newsletter should feel like stepping into a fireside conversation, not a sales pitch.

With consistent delivery and compelling calls-to-click, your email list becomes a sanctuary of its own—one full of dreamers just waiting to come “home” to Glen Dye.

Referral + Loyalty Framework

Overview: Designed to support Glen Dye Cabins and Cottages' year-round guest journey, this framework strengthens advocacy, nurtures lifetime guest value, and fuels direct bookings through thoughtful referral and loyalty actions. Using emotionally resonant experiences, social storytelling, and smart incentives, the initiatives below align with the distinctive tone and brand truth of Glen Dye—inviting guests not just to stay, but to belong.

Guest Referral Programme (Sharing Stage)

Emotional Positioning: “When you know somewhere this special, you tell the ones you love.”

Goal: Transform delighted guests into passionate advocates who help others discover Glen Dye through personal recommendations and social sharing.

Timing: Launch referral prompts 5–10 days post-departure, when emotional memory is fresh. Follow up with a seasonal reminder (e.g., before Spring/Summer planning).

Referral Mechanics

- **Offer:** Give £100 off a future booking to both the referrer and their referred friend when the friend books directly via the Glen Dye website.
- **Name:** “Bring Someone Back to the Wild” programme.
- **Voucher Validity:** Valid for 12 months; redeemable on stays of 2 nights or more.

Promotion Channels

- **Guest Email Follow-up:** Include referral prompt in the thank-you email with pre-filled sharing buttons (email, WhatsApp, Facebook).
- **Print/Takeaway:** Branded referral postcards left in each property (with paper voucher codes).
- **Instagram + Facebook Stories:** Test Highlight Reel titled "Bring a Friend", showcasing past referrers or testimonials.
- **Onsite Guest Guide:** Referral call-out in the digital or printed guestbook at checkout.

Tracking Tips

- Create unique referral codes tied to each booking (simple format: `GLENDYE-guestname-2025`).
- Track redemptions via website promo code field and optional Typeform embedded in the thank-you email.

Loyalty & Return-Guest Rewards (Experiencing → Rebooking)

Emotional Positioning: "You're part of this place now—make Glen Dye your tradition."

Goal: Build long-term affinity and incentives for repeat bookings, encouraging Glen Dye to become a treasured annual retreat.

Tiered Loyalty Framework: "The Glen Dye Circles"

1. **Circle One – The Explorer**
   For second-time guests
   Reward: 10% off future stays + early access to seasonal offers
2. **Circle Two – The Adventurer**
   For third-time guests (or guests spending over £1,500 in lifetime value)
   Reward: Free forest sauna session or wild swim towel set, plus eligibility for free upgrade when available
3. **Circle Three – The Keeper**
   For guests returning more than three times or those who refer 2+ friends
   Reward: Invite to Glen Dye's annual "Legend Guest Stay" (a hosted weekend or discounted retreat), plus feature opportunity in Glen Dye stories/blog

Implementation Recommendations

- **Guest CRM Tagging:** Tag customers based on visit number and value.
- **Email Automation:** Use loyalty segmentation in your monthly newsletters—example subject lines:
  - "You've Made It Back to the Wild – Here's 10% Thank You"
  - "The Forest Knows You Now – Welcome to The Adventurer Circle"
- **Postcard Mailouts:** For top-tier guests, send a handwritten seasonal card in autumn or winter to encourage a return—to coincide with your "Into the Stillness" campaign.

User-Generated Content & Advocacy

Emotional Positioning: “Glen Dye is too beautiful not to share—and we want to see it through your eyes.”

Goal: Encourage guests to authentically share their stay experiences, enhancing reach and increasing trusted social proof from real humans—not just advertisers.

Seasonal UGC Campaigns

Launch 4 distinct seasonal content prompts, each matched to the traveller’s emotional journey and the 12-month content strategy. Each season, run a “Wild Snap of the Month” contest with a small prize and newsletter/social feature.

- **Summer Hashtag:** #WildandFreeAtGlenDye – swim spots, hammock naps, open skies
- **Autumn Hashtag:** #GatherAtGlenDye – fireside food, storytelling, leaf walks
- **Winter Hashtag:** #WarmthInTheWild – candlelit dining, wrapped-up saunas, indoor slow moments
- **Spring Hashtag:** #ReturnToTheWild – rewilding visuals, early blooms, forest hikes

Promotion Locations:

- Instagram Grid & Stories Highlights, pinned “Guest Favourites” carousel or Reel
- Facebook albums or community-style threads like “Post your Glen Dye Moment Here!”
- Dedicated UGC Gallery on website under “Moments Shared” with credit to posters
- Thank-you emails prompting Instagram story sharing with template graphic overlays (e.g. “This is my Glen Dye moment 📸”)

Incentives:

- Monthly prize: Glen Dye picnic basket, branded flask, or £50 stay credit
- Grand prize: A spring weekend stay for the best seasonal post across the year (voted via social poll in March)

Off-Season Re-Engagement

Goal: Sustain guest connection and direct early-year repeat bookings during the quieter months (typically Jan–early March).

Action Plan: “The Forest Remembers” Touch Series

Launch Timing: Mid-January to first week of February

1. **“We Miss You in the Woods” Email:** Gentle messaging reminding past guests of Glen Dye’s slower winter magic—include storytelling photos of winter stillness, links to “A Fireside Weekend” package.
2. **Loyalty Push Offer:** Provide a time-limited return coupon (e.g., “Book by 28 Feb and stay anytime through June for 15% off”)
3. **Exclusive Cabin Previews:** Share a sneak peek inside restored interiors or new amenity launches for guest loyalty tiers
4. **UGC Recap Reel:** “Our Favourite Glen Dye Moments This Past Year” with featured shout-outs—posted to both Instagram and Facebook

Bonus Tactic: “Glen Dye’s Yearbook”

End-of-year email or blog recap featuring favourite guest photos, hand-picked staff quotes, and guest-book highlights. Invite past guests to contribute their story or photo from the year, creating a shared culture that encourages return.

Annual Loyalty & Referral Boost (March + September)

Timing: Coincide with key planning windows: early spring (dreaming + booking) and early autumn (slow season + reflection)

“Return to Glen Dye” Campaign

- **Email Series:** “The Forest is Calling You Back” with early-bird packages, past guest-only rates, and sneak peek of new events
- **Referral Revival:** Highlight success stories: “Meet James—he shared Glen Dye with 3 friends and came back free in May!”
- **Story-Based Ads:** Run a Meta retargeting campaign aimed at past website visitors: “Remember your first wild morning here?” with guest UGC overlayed

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Final Notes on Execution

- This framework aligns directly with Chris Torres' Lookers into Bookers model—especially the Sharing phase and the crucial post-Experiencing retention loop.

- Ensure all campaigns feel warm, natural, and thoughtful—never too “commercial”. The strength of the Glen Dye message is in its heartfelt authenticity.
- Celebrate the idea that returning here isn’t just travel—it’s a kind of homecoming to nature, self, and simpler joys.

Sample Call-to-Action Phrases

- "Come back to the wild—this time, bring a friend."
- "Your story here isn’t finished. The woods are waiting."
- "First time felt like a dream. The second time, it’s tradition."

Referral Email Automation Sequence

Email 1 – “Thank You + Invite a Friend” (Send 7 Days After Stay)

Subject: Thank You for Visiting Glen Dye — Here's a Gift to Share

Body:

Hi [First Name],

Thank you for staying with us at Glen Dye Cabins and Cottages. We hope your time among the forest trails, wild swimming spots and wood-fired saunas gave you the deep rest (or adventure!) that you came for.

Now, how about giving someone you love that same feeling?

We’d be honoured if you shared Glen Dye with your friends and family. To say thanks, we’re giving you **£100 off** your next stay — and your friend will receive **£100 off** their first booking too.

Share your personal link:
[insert referral link]

No limits. Just soulful, design-led stays in the Scottish wilds. Send it to your walking buddy, your group of old friends, the family who deserves a break — anyone who’d love a forest cabin or a peat fire under starry skies.

Warmly,
The Glen Dye Team

PS — Keep an eye out. We’ll pop back in with a little reminder in case you haven’t shared it yet.

Email 2 – “Don’t Forget Your Reward” (Send 14 Days After Stay)

Subject: Still Dreaming of Glen Dye? Share the Magic & Save £100

Body:

Hi [First Name],

We’re just popping in with a gentle nudge — have you had a chance to share your referral link?

There's still **£100 sitting in your pocket** (well, sort of). Use it towards your next Glen Dye getaway, and let your favourite people discover the magic too — they'll get £100 off their stay when they book.

Your personal link:
[insert referral link]

Remember, Glen Dye isn't your typical escape. Where else can you:

- Have a forest sauna followed by a cold water plunge?
- Stay in a cabin filled with handmade and heritage design?
- Explore 15,000 acres of private wilderness — rivers, glens, and starlit skies?

Whether it's a couple's retreat, a family celebration, or spontaneous weekend getaway, your friends will thank you. And we'd love to welcome them.

Tag us if you're sharing your Glen Dye getaway online — we'd love to see your moments. We're on Facebook and Instagram:
Instagram | Facebook

Warm wishes,
Team Glen Dye

Email 3 – "Final Reminder" (Send 30 Days After Stay)

Subject: Don't Miss Out — Final Call for Your £100 Reward

Body:

Hi [First Name],

Just one last reminder — your **£100 referral credit** expires soon, and we'd really hate for you to miss it.

It's simple: **Refer a friend, you both save**. No catches, just more people getting to experience what Glen Dye is all about — slow mornings, wild walks, peat fires, and pure Scottish beauty.

Share your link one more time:
[insert referral link]

Thank you for being part of our Glen Dye community — warm, thoughtful, authentic travellers who value nature and connection as much as we do.

See you back here soon (we hope).
The Glen Dye Team

“This isn’t just a getaway – it’s a return to what matters.”

Incentive Details

Referrer: £100 credit towards a future stay at Glen Dye Cabins and Cottages, valid for 12 months.

Referred Guest: £100 off their first booking when booked directly.

Terms apply. Direct bookings only via our website: glendyecabinsandcottages.com

Referral Tracking Platform

This referral sequence can be integrated through platforms such as ReferralCandy or customized referral functionality built into the website booking process. Be sure to insert unique shareable tracking links in each email.

Quick-Start Content Calendar

We know — this strategy is packed with ideas. That's a good thing! But if you're feeling a little overwhelmed right now, don't worry. The key to great marketing isn't doing everything all at once… it's getting started.

This guide gives you a simple, achievable content plan to get the momentum going. If you're wondering *"Where should I start?"* — this is it.

Use the ideas below to begin showing up consistently, building trust, and turning lookers into bookers. You can always build on it later — and if you only post these four pieces this month, you've already done more than most!

Start small. Start strong. Just start.

Quick-Start Content Calendar

This 3-month quick-start calendar is built to activate Glen Dye's content, nurture guests through the **Dreaming**, **Planning**, and early **Booking** phases of the Lookers into Bookers journey, and support mid-season engagement. Drawing from your existing content bank and building seasonal alignment, this calendar is paced for realistic execution and maximum resonance across your priority platforms: website/blog, Instagram, Facebook, Google Ads (indirect), and monthly email.

Frequency:

- 2x Blog or Video Posts per Month (for SEO & email value)
- 3x Social Media Posts per Month (minimum – for engagement and awareness)
- 1x Email Campaign per Month (timed for conversion and nurturing)

MONTH 1: June – "Set Summer in Motion"

Stage Emphasis: Dreaming → Planning
Theme: "Awaken the Wild Within" (spring fading into summer)

- **Blog #1:** "Planning a UK Digital Detox for Summer"
  Supports planning guests looking for experiences with intention and simplicity.

- **Blog #2:** “Top 5 Wild Swimming Spots Around Glen Dye”
  Highly searched seasonal experience—adds practical richness and boosts web traffic.
- **Social Post #1:** Instagram Reel – “Glen Dye in 30 Seconds” intro sizzle (morning mist + coffee → wild swim → candlelight)
  Use trending, slow music. Include hashtags #StayWildScotland #UnpluggedRetreats
- **Social Post #2:** Facebook Story Album: “Season Starts Here—Scenes from Summer’s First Guests”
  UGC-driven or candid content—fires lit, open books, walks under blue sky
- **Social Post #3:** Instagram Carousel: “What It Feels Like to Wake Up at Glen Dye”
  Tap into emotional resonance and sensory storytelling: coffee, windows, light, sound
- **Email Campaign:** *Subject:* “The Forest Is Calling—Is This Your Sign?”
  Includes blog links to:
  - “Where Stillness Lives: A Soulful Stay at Glen Dye”
  - “What It Feels Like to Wake Up at Glen Dye”
  - “Escape Isn’t the Right Word—Come Home to Glen Dye”

  CTA: Get Inspired

MONTH 2: July – “The Season to Unplug”

Stage Emphasis: Planning → Booking
Theme: “Breathe Deep, Stay Wild” – lively, sun-fuelled campaign

- **Blog #1:** “Build Your Own Glen Dye Itinerary: 2 to 5 Nights”
  This high-value content gives planners ready-made inspiration for trips and generates urgency.
- **Blog #2:** “Which Glen Dye Stay Suits You Best?”
  Comparative content eases booking decisions and supports direct website bookings.
- **Social Post #1:** Instagram Reel: “What Happens When You Give Yourself 48 Wild Hours?”
  Use guest footage with captions showing emotional before/after
- **Social Post #2:** Facebook Boosted Post: “July Availability Highlights”
  Promote last-minute bookings with urgency and feature quick visual of River Cabin or The Bothy
- **Social Post #3:** Instagram Story Poll: “The Glen Dye Feeling” – guests vote on which moment speaks to them most
  Options: Fireside wine / Wild swim / Sauna steam / Long walks
- **Email Campaign:** *Subject:* “The Bothy, North Lodge, or Cuttieshillock?”
  Includes blog links to:
  - “Which Glen Dye Stay Suits You Best?”

- “Compare and Choose: Bothy vs. River Cabin vs. Cuttieshillock”
- “How to Book the Best Cabin at Glen Dye for Your Occasion”

CTA: Take the Quick Quiz

MONTH 3: August – “Last Drops of Summer”

Stage Emphasis: Booking → Early Dreaming for Autumn
Theme: “Your Wild Weekend, Curated”

- **Blog #1:** “How to Book Direct and Why It’s Worth It”
  Drive site conversions by highlighting perks and transparency
- **Blog #2:** “The Art of Rewilding Yourself”
  Revisit dream-stage inspiration and prepare autumn-ready emotional storytelling
- **Social Post #1:** Instagram / Facebook Video: “Let the Wild Unwind You: A Glen Dye Meditation”
  Launch Glen Dye’s first ASMR-style calm nature visual (ideal for Shares and Saves)
- **Social Post #2:** Instagram Reel: “Off-Grid. On Point.” Guest quotes on meaningful moments
  Overlay quote cards with soft visuals of quiet experiences
- **Social Post #3:** Facebook Announce Post: “Autumn Booking Is Now Open”
  Use copy: “Here’s when stillness returns in gold and firelight…” + link to offer or availability pages
- **Email Campaign:** *Subject:* “Fireside Feels & Forest Stillness Await…”
  Includes blog links to:
  - “A Cosy Autumn Long Weekend at Glen Dye”
  - “What Is Wild Comfort? Glen Dye’s Signature Blend”
  - “Top Off-Season Experiences at Glen Dye (Shhh… They’re the Best Ones)”

  CTA: Plan Your Escape

Ongoing Notes:

- All linkable blogs should live on the Glen Dye website blog to support direct traffic and SEO.
- Social posts should be cross-shared on Instagram and Facebook with unified hashtags and brand tone (warm, grounded, poetic).
- Reels and Stories can be repurposed lightly one month later to extend discoverability.

- Email campaigns link directly to featured blogs and the “Book Now” or “Availability” page.

Hashtags to Rotate:

- #GlenDye
- #StayWildScotland
- #SoulfulStays
- #UnpluggedRetreats
- #ScottishSummerEscapes
- #IntoTheForestAgain
- #15kAcresOfAdventure

Next Steps: After the August cycle, shift content into autumn-inspired storytelling with cinematic visuals, fireside rituals, off-grid bundle offers, and cosier keywords. Begin teasing September slow retreats by late August.

With this calendar, Glen Dye maintains a consistent, story-rich drumbeat across every channel—turning scrolling into dreaming, and dreaming into direct bookings.

Bring Your Strategy to Life with AI

Now that you have a tailored 12-month marketing strategy, you might be wondering:<

“How do I turn these ideas into content?”

This is where AI tools like ChatGPT come in. By uploading this stratgey to ChatGPT (or another AI platform), you can train your AI tool of choice to become your personal marketing assistant—ready to help you write blog posts, social media captions, ad copy, email newsletters, and more.

Below are some examples of how you can use AI to bring your marketing plan to life, based on the content ideas, goals, and themes included in this strategy.

Upload This Strategy

You can also upload this entire strategy into ChatGPT and ask:

Prompt: “Based on the attached marketing strategy, suggest a content calendar for next month with 2 blog posts, 3 social posts, and 1 email campaign. Include suggested titles, formats, and tips.”

Or even...

Prompt: “I need to brief a video editor on a Reel idea from this strategy. What should I include in the brief?”

For Blog & Video Content Creation

Prompt: “Write a 600-word blog post titled ‘[enter blog title from strategy]’ that inspires travellers in the dreaming stage. Make it emotional, visual, and end with a soft call to action to explore [destination] with us.”

Prompt: “Create a YouTube script for a 90-second video on [enter content title from strategy]—aimed at our [customer age] year old audience from the [customer destination] who love off-peak travel.”

For Social Media Content

Prompt: “Turn the blog post ‘[enter blog title from strategy]’ into a carousel post for Instagram. Keep the tone fun and informative.”

Prompt: “Give me 3 TikTok or Reel video ideas to promote our walking tour of [destination], focusing on local secrets and cultural immersion.”

For Email Newsletters

Prompt: “Write an email introducing our new [name of tour]. Keep it short, warm, and include a call to action to learn more on our website.”

Prompt: “Draft a monthly newsletter that shares our latest blog post, an upcoming tour highlight, and a customer testimonial.”

For Paid Ads (Meta & Google)

Prompt: “Write 3 ad headlines and descriptions for a Facebook ad promoting our [tour]. Focus on [customer interests] aged [customer age] from the [customer destination].”

Prompt: “Suggest Google Search Ad copy for people looking to ‘book a [your tour] this autumn’. Include a headline, two descriptions, and a sitelink suggestion.”

For Content Repurposing

Prompt: “Take this blog post [paste in your blog] and turn it into:”

- 1 Instagram caption
- 1 Facebook post
- 1 email subject line
- 1 Pinterest pin title

Tip: Feed ChatGPT Specific Info

Final Thought

Your strategy is just the beginning. With the help of AI, you can turn it into a consistent, creative marketing engine that builds trust and books tours.

It’s not just a plan — it’s your content machine.

Need Further Advice?

Coaching Session

1 hour for GBP£195

Just need some quick guidance? If you've hit a roadblock or want advice on something specific, book a one-off 60-minute session with me for £195. No ongoing commitment—just focused, practical support when you need it. You'll also get a recording of our call to refer back to anytime.

Book A Session

Monthly Coaching

Starts at GBP£500 per month

Ongoing support to move your business forward. If sales are slow or your marketing isn't hitting the mark, this is where we fix it. We'll dive into your business, uncover what's holding you back, and build strategies that drive revenue, profit, and real momentum—month after month.

Book A Discovery Call

Fractional CMO

Quote provided

Your marketing partner—without the full-time hire. Ready for serious growth but not quite ready to bring on a full-time marketing director? I can work alongside you and your team to lead strategy, guide implementation, and keep your marketing focused on what truly moves the needle.

Book A Discovery Call