



Mind Body Education

Holistic Success Hub - Resources

Facebook Ad Campaign Template for Workshops

Purpose: To promote a specific upcoming workshop and attract ideal participants with a clear, benefits-focused message.

Ad Copy Template

Headline Options (Choose One or Create Your Own):




- “Ready to Recharge? Join Our [Theme] Workshop!”
- “Discover Healing Through [Modality] – Reserve Your Spot Today”
- “Say Yes to Self-Care: [Name of Workshop] Happening Soon!”

Primary Text (Post Caption):

 **Are you feeling [emotion your audience resonates with – e.g. overwhelmed, burnt out, stuck]?**

Join us for **[Workshop Name]**, a transformative experience designed to help you [primary benefit – e.g. reconnect with your inner self, find emotional balance, release stress].


What you’ll receive:


-  [Key benefit #1 – e.g. Guided healing activities using art/meditation/movement]
-  [Key benefit #2 – e.g. Tools you can take home to support your wellbeing]
-  [Key benefit #3 – e.g. A nurturing space to connect with like-minded souls]

 **Date:** [Insert Date]

 **Location:** [Zoom link or physical address]

 **Tickets:** [Price or “Free” + How to Register – include URL or “Link in Bio”]

 Spaces are limited – don’t miss this opportunity to [core emotional result – e.g. realign, recharge, heal].

 Click below to book your place now!

[CTA Button: “Book Now” or “Learn More”]

Audience Targeting Tips:

Use Facebook Ad Manager to target:

- Interests: Meditation, Reiki, Holistic Health, Art Therapy, Spirituality, Energy Healing, Personal Growth, Self-Care
 - Behaviours: Engaged Shoppers, Attended Online Events, Recently Active
 - Demographics: Gender, Age Range, Location (local or national depending on event type)
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Visual Content Suggestions:

- A calming, high-quality image related to the workshop (e.g. peaceful setting, healing hands, someone journaling or painting)
 - Use Canva or similar to add your workshop title + key phrase like “Limited Spots”
 - Keep text minimal on the image to meet Facebook ad standards
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Suggested Ad Variations to Test:

1. Emotive vs Informative: Test a warm, heartfelt ad vs. a clear, educational one
2. Different images: Try nature-based vs. people-focused images
3. Different hooks: “Feeling stuck?” vs. “Ready to reconnect?”