



Dear Seminar Leader,

We are very excited about your upcoming seminar at Schweibenalp. We would like to support you in attracting more participants for your seminar. Below, you will find some recommendations and instructions that can help you:

1. Additional Online Platforms for Seminar Promotion

Use other platforms in addition to your own website and our channels to promote your seminar:

- [Actevely.com](https://www.actevely.com)
A free platform for promoting events of all kinds. Organizers receive modern tools for marketing, visibility, and participant management.
- [Yogaferien Schweiz](https://www.yogaferien-schweiz.ch)
An overview of yoga holiday offers in Switzerland – from meditation retreats to yoga weeks in the Alps.
- [Yoga.ch](https://www.yoga.ch)
The Swiss Yoga Association offers a course and teacher search function. Ideal for making your yoga or meditation offerings visible.
- [Kurs-Natur.ch](https://www.kurs-natur.ch)
A Swiss platform for nature-connected seminars, retreats, and experiences. Especially suitable for courses in mindfulness, healing work, nature pedagogy, and personal development.
- [Retreaturlaub.de](https://www.retreaturlaub.de)
A platform specializing in retreat offerings – from yoga to energetic healing. Switzerland is well represented as a location.
- [BookYogaRetreats.com](https://www.bookyogaretreats.com)
An internationally recognized platform for yoga retreats, with a large reach in the German-speaking world. Very well suited for attracting international participants.

2. **Creative Places for Distributing Flyers**

Have you printed flyers or posters for your seminar?

Increase the local visibility of your seminar by placing flyers in strategic locations:

- Libraries and community centers
- Cafés and organic stores
- Yoga and meditation centers
- Universities and adult education centers
- Health centers and alternative medicine practices
- Art galleries and cultural centers
- Bookstores (especially those with a spiritual or philosophical focus)
- Gyms and fitness centers
- Community gardens or urban agriculture projects

3. **Guide for Advertising on Facebook**

Facebook offers various opportunities for targeted advertising. Here's a quick guide:

1. **Set up a Business Account** – If you haven't already, convert your personal profile into a business account. ([Facebook Business Manager](#))
2. **Create an Ad** – Go to your Facebook page and click "Promote Post" or use the Ads Manager for more detailed settings. ([Facebook Ads Guide](#))
3. **Define your Audience** – Choose demographic characteristics, interests, and behaviors to target potential participants.
4. **Set Budget and Duration** – Decide how much you want to invest and how long the ad should run.
5. **Ad Design** – Use engaging images and clear messages that highlight the value of your seminar.

For a detailed step-by-step guide, visit: [Facebook Ads Manager Guide](#)

4. **Guide for Advertising on Instagram**

Since Instagram belongs to Facebook, ads can be created through the same Ads Manager. Alternatively:

1. **Use a Business Profile** – Make sure your Instagram account is set up as a business profile. ([Instagram Business Guide](#))
2. **Promote a Post** – Select an already published post and click "Promote Post".
3. **Choose Your Goal** – Decide whether you want more profile visits, website visits, or messages.
4. **Define Audience, Budget, and Duration** – As with Facebook, you can make specific settings here.

For a detailed guide, visit: [Instagram Ads Guide](#)

5. **Linking Schweibenalp in Your Social Media Posts**

To increase the reach of your posts, we recommend tagging us, as well as assistants and participants, in your posts:

- On Facebook – Mention **@Schweibenalp** in the post text or add us as a co-host for events.
- On Instagram – Use **@schweibenalp_** in your post or story and use the "Add Collaborator" function:
 1. Create your post or reel as usual.
 2. Tap "Tag People" before publishing.
 3. Choose "Tag Collaborator" and enter **@schweibenalp_**.
 4. Once we accept the request, your post will also appear on the Schweibenalp profile and reach our network.

6. **Support from the Schweibenalp**

Should you need additional support, we offer to run targeted advertising for your seminar on our social media channels, for a fee covering advertising costs and work. Please contact us if you're interested.

7. **Mention in Our Newsletter**

Upon request, we're happy to include your seminar in our next newsletter, which we send out every three months — in mid-March, July, September, and December. Just reach out directly to the seminar organization team.

8. **Spiritual Practices for Promoting Abundance**

In many traditions, the goddess Lakshmi is revered as a symbol of wealth and abundance. A simple ritual could be to direct a small meditation or prayer to Lakshmi, asking for success and numerous participants for your seminar. Lighting a candle or reciting a mantra can support this ritual (e.g., the mantra “Om Shreem Mahalakshmiyei Namaha”).

If you have any questions or further ideas, feel free to get in touch with us at:

seminarorganisation@schweibenalp.ch

With heartfelt greetings and joyful anticipation,

The Schweibenalp Team



SCHWEIBENALP
Zentrum der Einheit • Center of Unity

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