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Portfolio Sample #6: Social Media Campaign Concept

Sample social media campaign for a ministry event launch, showcasing strategic multi-post messaging and community-building.


Mock Client: *Daughters of Purpose Retreat 2025* (fictional)

Industry: Christian women's ministry event

Goal of Campaign: Build anticipation for a retreat, highlight value, and drive sign-ups.

Campaign Concept: 4-Post Launch Series

Post 1 – Save the Date (Awareness)

 "It's almost time! The 2025 *Daughters of Purpose Retreat* is coming this fall. Mark your calendar, invite a friend, and get ready for a weekend of worship, renewal, and community. Details and registration opening soon!"


Visual: Event date graphic with branded colors + scripture (Psalm 46:5 "God is within her, she will not fall").

Post 2 – Theme Reveal (Connection)

✨ "This year's retreat theme is **Rooted in Grace**. Together, we'll explore how to stay grounded in God's Word while growing in confidence, purpose, and faith. Registration opens next week!"


Visual: Branded graphic with theme title + imagery of roots/tree.

Post 3 – Founder’s Invitation (Trust-Building)

 From our founder, Pastor Angela Brooks: “This retreat is more than a getaway. It’s a time to encounter God, connect with sisters in Christ, and leave refreshed for the journey ahead. I can’t wait to welcome you!”

Visual: Short video clip or photo of the founder speaking warmly.

Post 4 – Registration Open (Call-to-Action)

 “Registration is officially OPEN! Don’t wait — spots fill quickly. Join us for the 2025 Daughters of Purpose Retreat and step into a weekend of worship, teaching, and community. Click the link in bio to register today!”

Visual: Bold CTA graphic with event details + link.

✨ End of Sample

Mini Strategy Note (for portfolio context)

This campaign demonstrates how to use **social storytelling + sequencing** to build momentum:

1. Awareness (save the date)
2. Connection (theme reveal)
3. Trust (personal invitation)
4. Conversion (registration open)

The posts balance **visual consistency + emotional connection** while leading followers step by step toward signing up.