

Pricing architecture



Philippines

Mid-premium tiering to capture domestic market + premium add-ons for inbound visitors.



Madagascar

Boutique premium – limited capacity, higher per-guest price justified by exclusivity and nature immersion.



Dubai

Premium to ultra-premium; corporate rates and day-passes for busy professionals.
Offer modular add-ons (private coaching, corporate programs, sleep optimization, diagnostic tests)



Channel & Go-to-market tactics

● Common global channels

- Branded website (multi-currency, region pages), SEO (local + wellness keywords), booking engine, email funnel.
- Content: transformational case studies, micro-videos of sessions, sample menus, coach profiles.
- Paid: targeted search ads, social (Instagram reels, LinkedIn for corporate), retargeting.
- Partnerships: local hotels, consulates, corporate HR, wellness influencers, travel advisors

● Philippines

- Local SEO, GMB optimization, social ads targeted in Manila/Cebu/Bacolod, partnerships with local travel agencies and wellness influencers; promote “staycation” packages and public holiday offers



Channel & Go-to-market tactics

● Madagascar

- Niche travel partners and eco-tour operators; leverage sustainable tourism networks; highlight local botanical treatments and nature immersion. Market to small groups, retreats, and experiential travel sites.

● Dubai

- Corporate outreach (HR packages, executive day-passes), luxury hotel partnerships, targeted LinkedIn campaigns, press outreach to regional lifestyle publications. Consider pop-up wellness events in financial districts and airport lounges to capture time-pressed professionals.



Financial pointers & risk mitigation

- Initial pilots (3 sites): build/fit-out, hire core team, tech & marketing — plan for a conservative runway of 9–12 months
- Marketing mix: early heavy weight on digital (SEO + targeted ads), PR & partnerships
- Offer membership and corporate contracts to smooth revenue seasonality

- Regulatory / licensing delays: engage local legal counsel early
- Supply chain for organic food / botanicals: develop multiple local suppliers and seasonal menus
- Market fit differences: pilot, iterate local program elements (e.g., Madagascar may prefer more nature activities)
- Brand reputation: strict SOPs, quality audits, client feedback loops.



Sales and partnerships

Leveraging trusted networks to reach the right audience

- **Corporate sales team** to sell burnout/recovery packages to regional employers (Dubai first).
- **Airline & hotel partners** to provide cross-promo and referral bookings (Philippines & Madagascar).
- **Medical/holistic practitioners** referral network (nutritionists, physiotherapists).
- **Wellness ambassadors** (micro-influencers for credibility and user stories)



Operations & localization checklist

Site selection: proximity to urban centers (Philippines, Dubai) or unique natural sites (Madagascar). Accessibility and safe transport are critical.

Staff & training: recruit local coaches, certified therapists; standardized training manuals and brand SOPs; a central L&D hub (online).

Food & supply: source local organic produce where possible; standardized menu templates adapted to local ingredients.

Regulatory: ensure compliance for massage/therapies and foodservice in each country (licenses, hygiene standards).

Technology: booking CRM, digital intake & consent forms, follow-up telehealth/coaching platform for aftercare



Launch roadmap

From Dreams to Results

Phase 0: Validate (0–3 months)

- Market validation: pop-up retreats (one in each region) and surveys; soft partnering with hotels.

Phase 1: Pilot locations (4–9 months)

- Open 1 small flagship in Philippines + temporary pop-up boutique in Dubai + Madagascar pilot with limited capacity. Test menus, programs, pricing.

Phase 2: Scale (10–18 months)

- Open full facilities where pilots succeed; hire regional marketing & sales; roll out corporate programs and membership model.

Parallel

- Build centralized brand playbook and training, CRM, KPI dashboards



Marketing activities

A consistent and cohesive branding



Digital marketing:

- Brand style guide
- Websites
- Social media campaigns: Instagram, Pinterest, LinkedIn, YouTube
- Email nurture series
- 12 month marketing calendar – see appendix

Public relations:

- Press launch events
- Thought leadership features
- Wellness trends reports
- Charity & sustainability initiatives

On-site guest experience:

- Signature welcome ritual
- Equilibria uniform & décor standards
- Personalized wellness journal
- Photo-worthy brand moments
- Guest departure gift



Marketing metrics & KPIs

- Bookings per period (by package) — target occupancy by quarter.
- Conversion rate on paid + organic.
- Cost per acquisition (Philippines vs Dubai vs Madagascar).



Eco-Friendly Beauty

- Net Promoter Score & 5-star reviews.
- Email list growth and retention.
- Corporate contract conversion (meetings → signed program)

Messaging & campaign ideas

- Philippines

"Your nearest island of calm – wellness without the long flight"

- Madagascar

"Nature as medicine – ancient botanicals, modern care"

- Dubai

"Nature as medicine – ancient botanicals, modern care"

Campaigns: Work less, Heal more
Micro-videos, Executive testimonials, Corporate webinar
Series on burnout prevention



Growth & Future Plans

Where balance becomes lifestyle



Phase 1: Foundation & Market Entry (Year 1–2)

Goal: Establish the brand, prove the concept, and create a high-end reputation in each flagship location.

- **Launch Locations:**

- Philippines: Coastal or mountain retreat, targeting Asian business hubs (Manila, Singapore, Hong Kong).
- Madagascar: Eco-paradise setting, attracting Europe and Indian Ocean regional travelers.
- Dubai: Premium urban wellness sanctuary for GCC executives and expatriates.

- **Initial Focus:**

- Build strong local and international marketing presence.
- Partner with corporate wellness programs and medical tourism networks.
- Develop premium membership tiers and loyalty programs.
- Establish KPIs for guest satisfaction, repeat visits, and program outcomes.



Growth & Future Plans

The art of natural renewal



Phase 2: Brand Consolidation & Network Growth (Year 3–4)

Goal: Strengthen brand recognition and expand to secondary markets.

- Introduce specialized thematic programs (e.g., Stress Detox, Executive Reset, Anti-Aging & Vitality, Women's Hormonal Balance).
- Launch mobile wellness app for guest follow-up, progress tracking, and virtual coaching.
- Add two new regional centers:
 - **Southeast Asia:** Bali or Thailand to capture regional wellness tourism.
 - **Middle East/Africa:** Oman or Mauritius for high-end eco-luxury appeal.
- Build an international ambassador program with influencers, health coaches, and medical partners.



Growth & Future Plans

More than an escape – a rebirth



Phase 3: Global Expansion & Diversification (Year 5–7)

Goal: Position the chain as a global leader in natural healing resorts

- Expand to North America (California or Hawaii) and Europe (Mediterranean)
- Introduce corporate retreat packages for Fortune 500 companies and high-net-worth networks
- Develop private label wellness products (organic teas, essential oils, supplements, activewear)
- Create franchise opportunities with strict brand and service standards for select partners.



Growth & Future Plans

Rest, Restore, Rise



Sustainability & Innovation Focus (All Phases)

- Operate on eco-responsible principles (renewable energy, local sourcing, zero plastic policies).
- Continue R&D in holistic therapies and integrate new modalities based on emerging health science.
- Measure and publish guest health impact reports to reinforce brand credibility.

Vision for 2030

By 2030, Equilibria will be recognized as the leading global chain of natural wellness centers, with 15+ locations across 5 continents, a thriving community of wellness alumni, and a reputation for turning high-achieving professionals into healthier, happier, more balanced individuals and families.



*Contact American
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12 Month Marketing Calendar



	Digital Marketing	Partnerships	PR	On-Site Guest Experience
Month 1	Finalize brand style guide & website design	Identify potential corporate wellness partners	Draft press kits & media list	Develop signature welcome ritual & guest journey
Month 2	Launch teaser social media campaign (“Find Your Balance”)	Approach premium airlines & luxury travel agencies	Send media pre-announcement	Finalize décor, uniforms, and scent profile
Month 3	Publish first wellness blog series & YouTube teasers	Sign MOUs with first corporate partners	Pitch wellness industry features	Staff training in guest experience standards
Month 3	Paid social ads targeting professionals in launch cities	Confirm influencer collaborations	Issue pre-launch press release	Conduct soft-opening experience trial
Month 3	Launch email nurture series to early subscribers	Package deals with airlines & agencies	Host preview event for select press & partners	Fine-tune guest welcome ritual based on trial feedback
Month 3	Instagram & LinkedIn ad push	Wellness product brand collaborations	Grand opening press events (Philippines)	Full guest experience activation
Month 3	Release guest transformation stories online	Expand partnerships to health/wellness clinics	Secure feature in Travel + Leisure or Forbes	Introduce personalized wellness journals
Month 3	Launch seasonal wellness challenges on social media	Launch corporate retreat packages	Publish thought-leadership article on wellness trends	Add photo-worthy guest brand moments
Month 3	Focused retargeting ads for past website visitors	Airline magazine feature placement	Press trip to Madagascar location	Special on-site guest workshop with experts
Month 3	Publish destination-specific YouTube series	Collaborate with high-end resorts for dual packages	Pitch sustainability & community stories	Introduce guest departure gift program
Month 3	Holiday wellness gift campaign online	Loyalty rewards launch with partners	Publish wellness trend report (Equilibria-branded)	Special festive wellness retreat week
Month 3	Review digital metrics & plan for next year	Renew and expand partnerships	Recap media coverage & awards	Host anniversary “Return to Balance” event