



MICRO-INTERNSHIP PROGRAM

Marketing & Brand Development for Holistic Wellness and Massage Continuing Education Practice

Project Description: The student will help evaluate current branding and marketing, identify opportunities to reach new massage clients and licensed massage therapists seeking continuing education, and develop a clear strategy for communicating these services across social media, email marketing, the website, and professional outreach.

Possible project tasks may include:

- Reviewing current website, social media, and marketing materials
- Helping clarify messaging around therapeutic massage, bodywork, and continuing education
- Identifying target audiences for massage services and massage therapist continuing education
- Researching local and regional massage schools, massage therapists, professional organizations, wellness businesses, and other potential referral or networking opportunities
- Developing a simple outreach strategy for introducing Mama Flowers Healing Sanctuary and its continuing-education offerings to massage professionals
- Creating ideas/templates for social media and email marketing
- Developing a content calendar
- Making recommendations for improving visibility without losing the established holistic-healing identity of the brand
- Creating a concise marketing plan that can continue to be used after the internship is completed

Preferred Skills: Marketing, Social Media, Branding, or Business Development

1. Familiarity with Canva and social media platforms
2. Basic research skills
3. The ability to develop creative ideas
4. An interest in wellness, massage therapy, holistic health, or entrepreneurship (helpful but not required)

Approximate Length: Approx. 40 hours total over 4 weeks

Format: Hybrid; Remote

Payment: Compensation of at least \$400 if paid at \$10/hour, or another agreed-upon stipend that meets KU's program requirements.

Contact Information: Applicants should submit a resume to Mama Flowers Healing Sanctuary at mamaflowers@mamaflowers.co