

Chain Social presents

Digital Marketing Mastery Retreat

CALILE HOTEL, BRISBANE

AUG

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2026

The Calile Hotel

Brisbane

Escape to urban paradise to transform your digital marketing this August.

Imagine upgrading your digital marketing skillset whilst indulging in the luxury of Brisbane's five-star Calile Hotel. This is your chance to combine business with bliss, all while making a tax-deductible investment in your success.

Designed specifically for founders and marketers in fashion, beauty and lifestyle brands - whether you run an ecommerce business or a service-based brand looking to scale through modern digital marketing.

Over four unforgettable days, you'll learn cutting-edge strategies from Australia's top digital marketing experts covering:

- Mastering the art of Meta and TikTok advertising.
- Email Marketing, Automation, and SMS tactics that drive results.
- Actionable digital marketing strategy insights and proven content frameworks for your business or clients.

Surround yourself with poolside cabanas, boutiques and the ultimate luxury experience in the best hotel in Oceania.

You'll leave not only with advanced skills, but also renewed energy and inspiration.

16-20 AUGUST 2026



The Calile Hotel *Inclusions*

1. Four nights accommodation in a 5 star luxury Urban room (King or Twin share)
2. Welcome dinner with free-flowing drinks and 3 course meal
3. Four days of specialist digital marketing training—led by Chain Social hand in hand with platform representatives from Meta, TikTok and Klaviyo
4. Working morning tea and lunch on training days
5. Access to resort facilities such as pool, cabanas and fitness centre
6. Exclusive merchandise and sponsor gifts!

Training schedule

Optimised around providing you time in the sun and pool.

Sunday 16th	Welcome Dinner	6 - 9pm*
Monday 17th	Marketing Mastery with Shelby (Holistic Masterclass)	9am - 4pm
Tuesday 18th	Meta Ads Masterclass with Adele Elliott & Meta	9am - 4pm
Wednesday 19th	TikTok hosted by Adele Elliott & TikTok	9.30am - 4pm
Thursday 20th	Farewell breakfast*	8 - 9.30am
	Email hosted by Amelia Cincotta & Klaviyo	10am - 4pm

*Restaurant still to be confirmed

2026 Testimonials

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ECOMMERCE

Shelby, Adele and Amelia, I just wanted to say thank you and the rest of the team for 4 amazing days. Shelby, you are incredibly inspiring as a founder. The way you lead, the clarity you have around your vision as well as the culture you've built at Chain Social is very clear. It was honestly inspiring to see that level of ambition paired with such generosity and hospitality. You are the definition of a boss babe. Adele and Amelia, the depth of knowledge you both shared with us was next level. Nothing felt surface-level or guarded. Every question was met with real, practical insight and a genuine desire to help. What really stood out to me was how generous you all were with your time, your strategies and your resources. It felt like you truly wanted every single person in that room to succeed. It was inspiring, energising and exactly the kind of environment I wanted to be apart of. I am so grateful.

SUZ ~ BEBASKIN

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ECOMMERCE

This wasn't just a retreat, it's a space that ignites your ambition and deepens your thinking. The way the course is structured encourages participation, you're invited to ask the questions that matter to you/your brand and you're given the support and guidance to move your brand forward with confidence. You leave feeling strategic, clearer, more focused and with creative confidence. They are excited about your dreams and you're given the practical tools and strategy to go and make them happen! And it all unfolds in such a beautiful environment, starting with a glamorous but warm and welcoming dinner. I felt happy and energised every single day. I made beautiful new friends, I laughed, I learned and I feel excited about my business again. I'm deeply grateful to have experienced this, and even more grateful to share it with my daughter as she begins her career. Thank you Chain Social angels!!! I will keep you all posted on the wonderful things to come for Alex & Ant.

CATERINA ~ ALEX & ANT

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ECOMMERCE

"The way I look at my brand, my numbers and my decision making has completely shifted. The depth of knowledge you receive in such a short period of time is invaluable. If you're just starting or feeling stuck, go... it doesn't just teach you ads, it changes how you think as a founder."

SUSI ~ CHUNKY MONKEY CO

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SERVICE

When 45 creative, ambitious women come together, magic happens. Such an incredible retreat. Time to network, learn and space to work on the business. Highly recommend.

KATRINA ~ I LIKE TOO MUCH

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AGENCY

I've been in the industry for over 10 years, and the insights I've been able to gain access to, as well as upskill, have been incredibly refreshing. Most agencies gatekeep their knowledge, and the team at Chain Social is cultivating communities not only for brands but also for industry peers in a way that is open, honest, and luxe (The Calile, excuse me. No one is doing this?!). For any brands or industry peers that need a refresher or reinvigoration - THIS IS IT! I've been to a lot of events over the years, and the way Shelby and her team have delivered this curriculum is second to none. Also, the team is so beautiful, welcoming, and kind. Thanks a million, can't wait for the next one!

KELSIE ~ MYRIAD DIGITAL

2026 Testimonials

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ECOMMERCE

I'll tell you what I always tell anyone about Chain. What I love about chain is that your events are not just another fucking funnel to get to the 'golden offering'. What's promised is delivered, there's no sell of a future whatever, no ulterior motive. no retreat for the sake of ticking a box of fluff. I leave wanting more, only because there is this spark ignited in me to go for it!!! I can trust that I could attend that same retreat a week from now, with not a slide changed, and still get more value. Because it's CHAIN! It's almost like the slides on the screen are one thing, but the added layers of information and depth spoken aloud is another. Forever your biggest fan.

ISABELLA ~ BELLA BROWS

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SERVICE

Attending the Chain Social Marketing Retreat was one of the most impactful investments we've made in our business this year & to date. I attended as the founder alongside our Marketing Manager, Georgia. Marketing isn't my day-to-day role but I truly believe that as a business owner, it's important I continue building my knowledge in this space so I can better support and collaborate on strong, strategic decisions for our brand. It was full-on in the best way - high-level, actionable, and incredibly insightful. We've walked away with clarity, direction and frameworks we can implement immediately. Grateful to have been in the room.

ELLE, SCISSOR & STONE

“

SERVICE

I honestly loved my time at the Chain Social Digital Marketing Retreat. Running your own business can be quite lonely sometimes when you're not working alongside colleagues every day, so being in a room full of like-minded women who just got it was so refreshing. I truly feel like I've made friends for life with the girls who attended the retreat. Also Shelby and the girls were so approachable and welcoming it felt like I'd known them forever from the start. They were incredibly inspiring, and you could really feel how passionate they are about what they do and the community they've created. I'd do it all again in a heartbeat, and I'm genuinely a little sad knowing I won't be back in that room with everyone again. Such a special experience.

ERIN ~ KEYS CONNECTED

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ECOMMERCE

I honestly can't recommend the Chain Social team highly enough. I recently attended their Chain Social Retreat in Brisbane and WOW. It's hard to put into words just how valuable the experience was. The amount of knowledge, insight and practical advice shared over the retreat was incredible. I walked away feeling not only inspired, but also equipped with a much clearer understanding of what I should be focusing on and how to approach things moving forward. What stood out most was how open and generous the team were with their knowledge. For me personally, the retreat gave me clarity, confidence and a clear direction for the next stage of growing my business. I'm incredibly grateful to have been part of it and would recommend it to anyone serious about growing their brand and learning from people who are genuinely doing it at a high level. Thank you again to the Chain Social team for such an amazing experience!

BROOKE ~ SASO CO

Day One

Marketing Mastery

Hosted by: Shelby Van Zwol

The strategic foundation for everything you'll learn across the retreat.

Welcome to **Marketing Mastery** with Shelby Van Zwol – the ultimate way to kickstart your retreat training.

This exclusive **retreat-only** masterclass will provide you with a comprehensive foundation to maximise every session across the retreat.

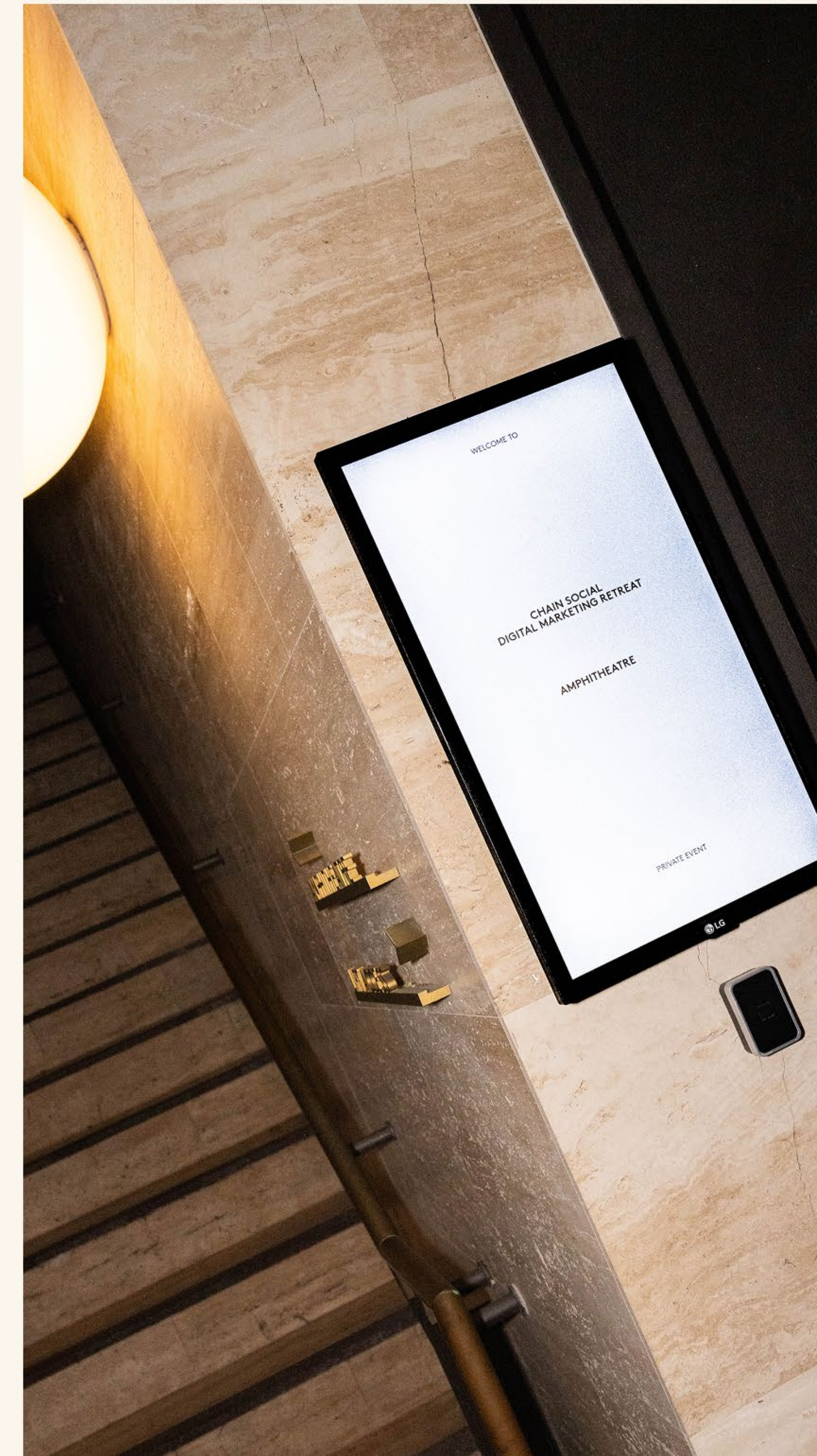
Designed for fashion, beauty and lifestyle brands – from eCommerce businesses to service-based brands, this session will help you understand how modern digital marketing ecosystems drive sustainable growth.

Shelby will equip you with the tools, mindset, strategic thinking and insights needed to confidently build a high-performing digital marketing strategy across paid, owned and organic channels.

In this full day masterclass Shelby Van Zwol will cover:

- **Setting clear objectives:** Learn how to define actionable, measurable goals that align with your business vision and growth trajectory.
- **The perfect platform mix:** Discover how to choose and optimise the right platforms for your audience – whether you're selling products online or driving bookings and leads for a service-based business.
- **Understanding the digital ecosystem:** Gain a comprehensive understanding of the modern marketing landscape across paid media, content, email and social.
- **Conversion rate optimisation:** Proven techniques for website optimisation, landing pages, copywriting and user experience.
- **The conversion rate equation:** Why this formula can decode and enhance your marketing success using three key growth metrics.
- **Content strategy & frameworks:** How to develop repeatable content frameworks that drive awareness, engagement and conversion across platforms like Instagram, TikTok and email.
- **Crafting the ideal content mix:** Learn how to audit your content ecosystem and plan content types and formats needed to engage and convert your audience effectively.

Plus so much more!



Day Two

Meta Ads Masterclass

Hosted by: Adele Elliott & Meta

Welcome to the 20x sold-out Meta Ads Masterclass

The paid advertising landscape has undergone monumental changes in the past 6 months making it more crucial than ever to stay ahead of the curve.

This is your chance to learn directly from Adele Elliott—one of the country's top media buyers, managing over \$10 million in ad spend annually—and Shelby Van Zwol, Founder of Chain Social.

They'll reveal insider strategies used by Australia's biggest beauty, fashion and lifestyle eCommerce brands to dominate on Meta.

This masterclass will cover:

- **Meta Ad Fundamentals:** Understand KPIs, budgets, objectives, and content mixes for successful campaigns.
- **Winning Campaign Structures:** Discover Chain Social's recommended Meta strategies tailored to eCommerce brands.
- **Audience Targeting:** Unlock Meta's audience capabilities to drive stronger ROI with precision targeting.
- **Ad Types & Best Practices:** From carousels to stories and audience networks, learn how to maximize your creative potential.
- **Live Campaign Creation:** Build your first (or best) Meta Ads campaign during a live step-by-step tutorial covering Awareness, Traffic, Video Views, Advantage+, Manual Sales and Dynamic Catalog campaigns.
- **Analytics & Reporting:** Attribution models, dashboards, and reporting tools to measure and optimise your performance.

Plus

You'll receive swipe files and templates including Chain Social's paid ads budget calculator and funnel structure for ongoing success.



Day Three

Unleash the power of Paid Social with TikTok Ads

Hosted by: Adele Elliott & TikTok

One of the fastest-growing social platforms

TikTok offers unparalleled opportunities for ecommerce businesses to connect and convert highly engaged audiences without advertiser saturation like Meta.

This comprehensive full day masterclass is designed to help you unlock the full potential of paid social campaigns in 2026—giving you the tools and strategies to walk away and run high-performing advertising campaigns.

TikTok Ads

With over 1 billion active users and a very powerful algorithm, TikTok offers advertisers unmatched potential to drive top of funnel awareness, nurture consideration and sway conversion.

In this masterclass we'll cover the platform's new shopping features including TikTok Shop, product tagging, and how to navigate in-app purchases as well as TikTok's shoppable videos and live shopping events; all of which are driving millions of dollars in revenue for brands capitalising on these features.

Post masterclass you'll feel empowered to tap into TikTok users' impulse buying behaviours, and ready to foster customer loyalty through TOF>BOF strategies.



Adele Elliott
Digital Team Lead

Day Four

The Power of Email Marketing, Automation & SMS

Hosted by: Amelia Cincotta & Klaviyo

Are you ready to transform your customer communication and maximise your revenue and client retention potential?

Welcome to the ultimate masterclass designed to help you harness the full potential of email marketing, automation and SMS using Klaviyo.

Whether you're running an ecommerce brand or a service-based business, Klaviyo provides powerful tools to segment audiences, automate communication and build deeper relationships with your customers and clients.

In today's competitive digital landscape, personalised communication isn't just a nice-to-have - it's essential.

In this masterclass we will show you exactly how to:

- **Create high-converting email campaigns:** Write and design emails that drive purchases, bookings and repeat engagement.
- **Master automation flows in Klaviyo:** Build powerful automated flows that nurture leads, convert customers and retain clients.
- **Leverage SMS marketing strategically:** Reach your audience in real-time with targeted, high-impact messaging.
- **Segment and personalise your audience:** Use Klaviyo's segmentation tools to deliver the right message to the right people at the right time.
- **Analyse performance and optimise for growth:** Learn how to interpret key Klaviyo metrics and refine your strategy to drive consistent revenue.

What you'll walk away with

This intensive Email Marketing Masterclass is packed with actionable insights and live demonstrations across:

- Campaign creation
- Automation flows
- Segmentation strategies
- SMS best practices
- Reporting and optimisation

You'll leave with a clear retention marketing framework you can implement immediately in Klaviyo.



Amelia Cincotta
Email Specialist

Meet your *retreat team*

Shelby Van Zwol
Director

Shelby is an award-winning marketer and owner of Australia's leading digital and creative agency Chain Social. Often referred to as a marketing trailblazer, Shelby has successfully generated over \$1 billion in revenue for her clients over the past 10 years.

Having successfully scaled new brands online such as Bangn Body, Cinnamon Baby and GEM as well as partnering with leading Australian heritage names such as Priceline, Adairs, 2XU, Wittner, Simone Perele and Le Tan are amongst her 500+ brand experience.

...and with an unwavering passion for elevating the beauty ecommerce industry, Shelby has most recently taken co-ownership in Melbourne based luxury Cosmeceutical skincare brand, Saint Louve and hair company DONE – a premium brand known for its science-backed formulations and minimalist philosophy.





Adele Elliott
Digital Team Lead

Adele has over 13 years of experience working in both traditional and digital marketing. Her career experience includes leading the Social Media team at Retail Zoo (Boost Juice, Betty's Burgers, Salsa's & CIBO Espresso), Paid Content Manager for L'Oreal Paris and working across a magnitude of startups and small businesses as a freelance strategist.



Amelia Cincotta
Email Marketing Specialist

With a suite of digital marketing experience in the skincare, lifestyle and fashion industry, Amelia's eye for detail and specialised Klaviyo expertise have seen her transform brands' online presence both creatively and strategically in the ecommerce space. Her account management and strategy development extends across a multitude of businesses including Chef Good, Silk Laundry, Birkenstock, Heritage Brands, Hey Bud, Swissline, Moxie and RMIT.

Our hosts have worked with:

alive
BODY

adairs

JS HEALTH

ANTON

Deering

désordre

ENA PELLY

DESERT ROSE
AUSTRALIA

ALLFENIX

CELIA LOVES

LUXICO

LUXE & BEAU

the Good Meal^{CO}

one fell swoop

Wittner

rollie

GOLDEN

Elletté

PAOLA & JOY

portier

PURAS
non-toxic non-carcinogenic

YOUR REFORMER

NALA

POSY.

CINNAMON
BABY

Millie Savage

kit:

SOLBARI

STRONG

FINE LINE
TATTOOS

PARKER
DIAMONDS

soll. the label

2XU

SZEP

Supple

portier

BOHO
blonde

MOSSMAN

ADOREBEAUTY

atomica

Mermade
HAIR

Gem

MICHAEL LO SORDO

Done

TRUDERMAL
Glow

LINGO the
FLAMINGO

Simone
by SIMONE PERELE

filtered
beauty

LeTan

LASHREHAB

SKINREPUBLIC

THERAPY

Käörmejewels

Cushii®

TINY HEARTS
EDUCATION

lolly
may.

VIVIOLOGY

BANGN BODY

australis

bondi
sands

HUXBABY

PAOLA & JOY

FUNDAY®
NATURAL SWEETS

Sea
+ Paper

Primi

GROWTH
BOMB

SYNERGIE
SKIN

sabbias

AIRYDAY

PROUD
POPPY

THE NEW TREND

MA-JR

Investment

This is your chance to combine business with bliss, all while making a tax-deductible investment in your success.



Urban Room - King

\$5,900 + GST (solo, King Bed)
5% discount for paying upfront
16-week Payment Plan Available



Urban Room - Twin Share

\$4,900 + GST per person (2 beds)
5% discount for paying upfront
16-week Payment Plan Available



Retreat Training Only

\$3,750 + GST. No accommodation included.
Includes the 4 days intensive training, access to the Retreat Welcome Dinner, and farewell drinks.

Payment *Options*

Pay upfront (credit card/EFT) or secure your spot in paradise with our accessible option to **split your payment over 16 weeks.**

Unlock Exclusive Access to Australia's Top Digital Experts!



Elevate your retreat experience by booking a private 1-on-1 consultation with some of Australia's leading specialists in Meta, Pinterest, TikTok, Klaviyo, and Organic Social.

These personalised sessions are designed to dive deep into your unique challenges and goals, providing tailored strategies and actionable insights you can implement immediately.

Why book a 1-on-1 session?

- Get expert advice specific to your business or personal brand.
- Leave with a clear action plan for your digital marketing strategy.
- Maximise your retreat value with individualised attention.

Limited Availability!

These exclusive sessions are available before the retreat and are strictly first-come, first-served. With limited slots available, we strongly recommend booking in advance to secure your spot.

Shelby Van Zwol, Director Ecommerce/Marketing Strategy	\$750 ph
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Adele Elliott, Digital Team Lead Paid Advertising	\$375 ph
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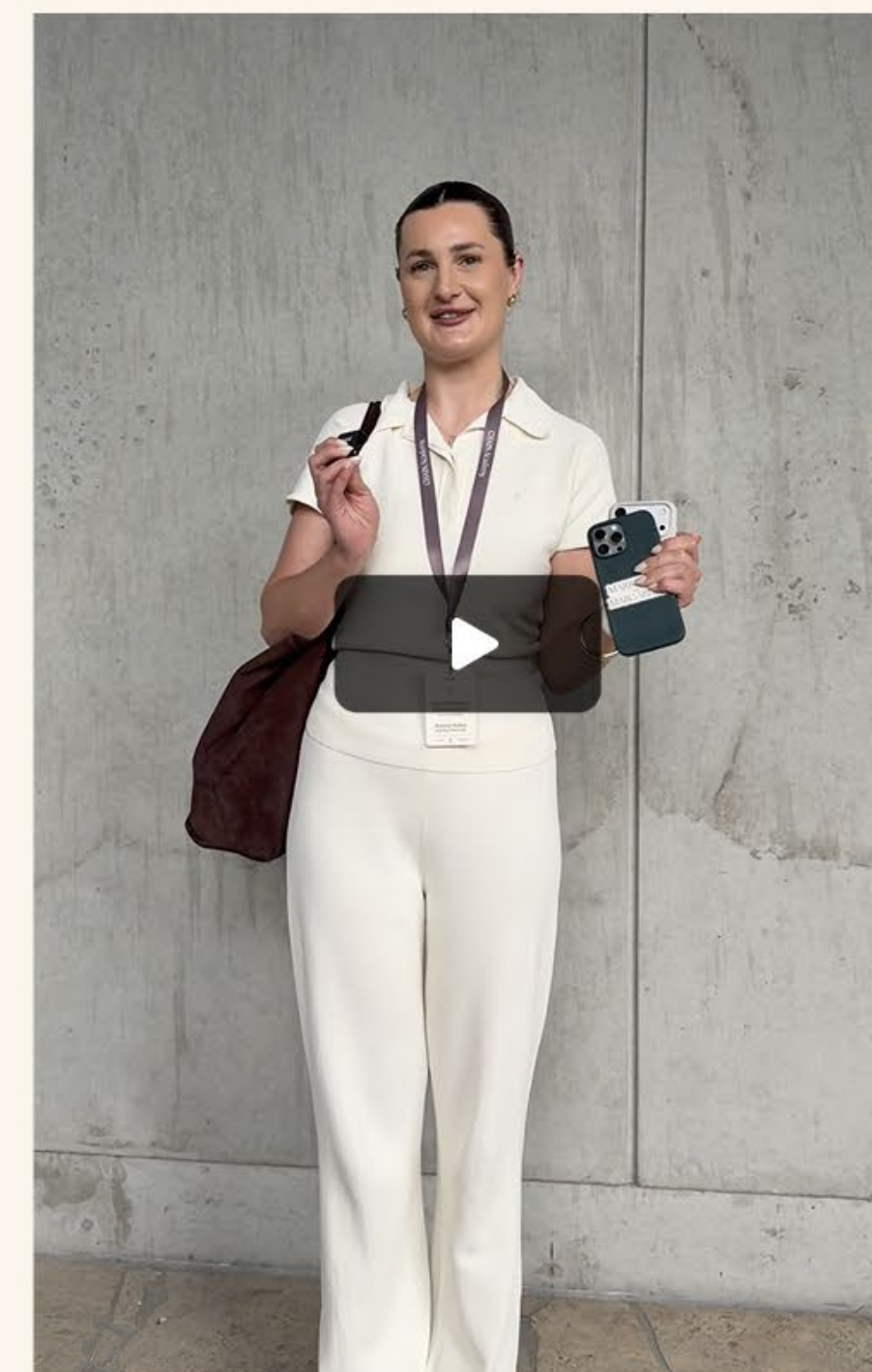
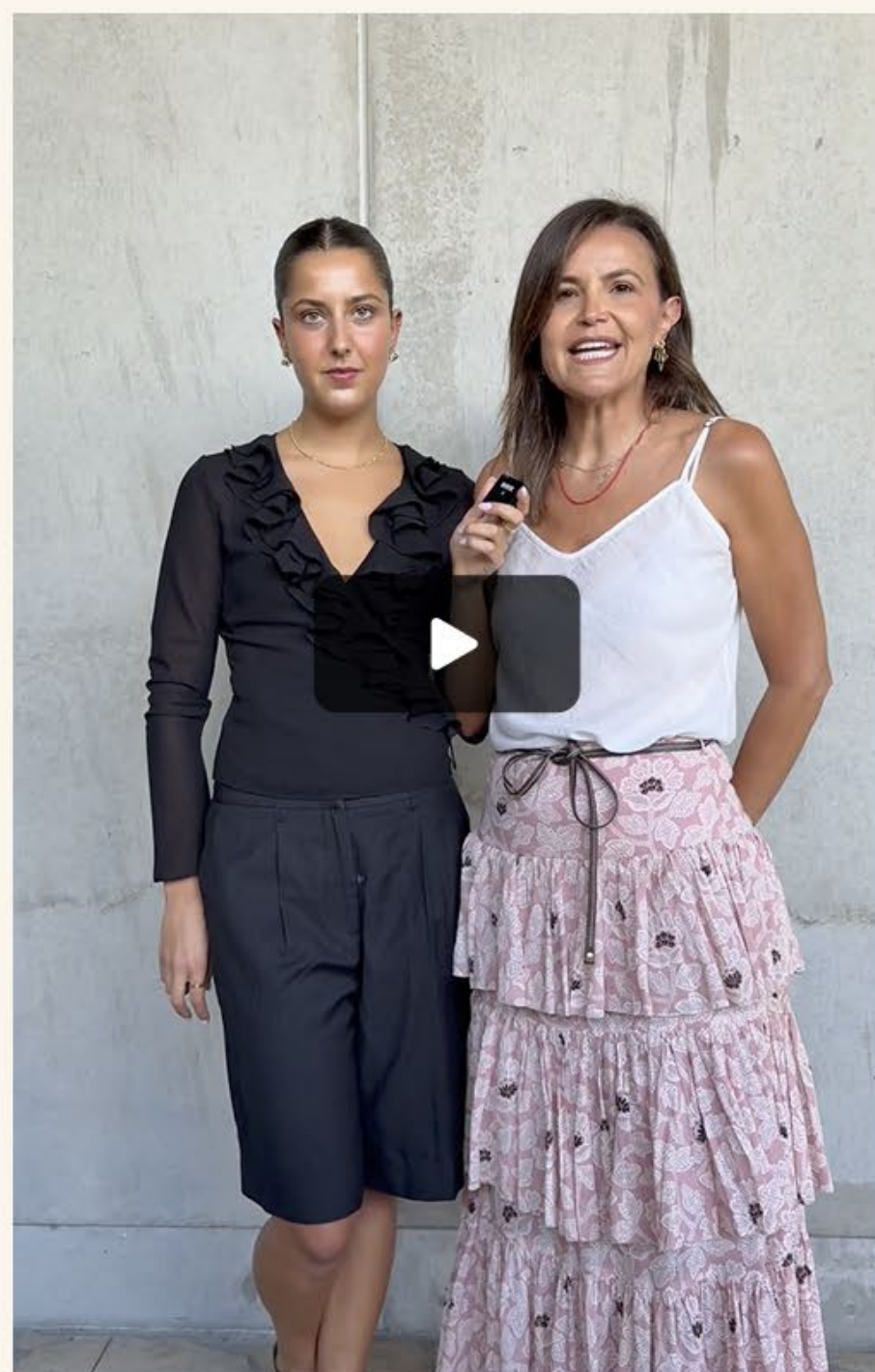
Amelia Cincotta, Email Specialist Email Marketing, Automation & SMS	\$275 ph
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All rates are + GST

The Calile Hotel Exclusions

1. Flights to and from Brisbane
2. Travel insurance
3. Airport transfers – The Calile Hotel is 20 minutes away from Brisbane airport * we can connect you to our trusted travel agent
4. Dinner (excluding Sunday's welcome party)
5. Meals/drinks outside of inclusions listed on page 6 above
6. On-site recreational activities and experiences such as motorised water sports, spa
7. On-site parking

Hear from our recent Retreat Attendees



Important *information*

1. The retreat fee, as well as your flights, transfers and other expenses should be **completely tax deductible** under training and development. You will be provided an invoice and receipt—please discuss with your accountant to confirm for your specific situation.
2. You can extend your stay either side of the retreat dates +3 days whilst securing our special corporate room rate (i.e extend into the weekend). Please let us know if this is of interest and we will connect you to our contact.
3. This retreat will be kept intimate with a maximum of 40 attendees only.
4. We anticipate this will sell out fast — there is nothing else like it.



See you at The Calile!

Surround yourself with poolside cabanas, boutiques, and the ultimate luxury experience. You'll leave not only with advanced skills but also renewed energy and inspiration.

Secure your spot in urban paradise:

e: hello@chainsocial.com.au

ph: 1300 024 246

Shelby Van Zwol

Shelby Van Zwol
Director

C.