**MARKETING PLAN**

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**Document Created:** Date

[Sponsor Logos]

[EVENT NAME]

MARKETING PLAN

[EVENT LOCATION]

[EVENT DATE]

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# Marketing Plan Summary

[Event Name]

[Event Purpose]

[Event Theme]

[Event Tagline]

[Event Colour Scheme / Brand]

# Event Overview

[Event Date]

[Event Venue]

[Event Times]

[Event Schedule]

**Marketing Objectives**

*(SMART - Specific, measurable, actionable, relevant, and time-bound)*

Outline the key goals of the event marketing plan. Include specific goals and actual targets.

Eg.

* Attract at least 3,000 people to the event from within the Sydney region
* Encourage people to stay an average of 2 nights in the Kiama area
* Achieve at least 50% return visitation from previous events
* Generate greater community and business awareness leading to at least two new sponsors

# Key Messages

Identify your event branding and the key messages you will use consistently across your campaign. Include both motivational (why people should attend) and informational (how to book, parking, accommodation).

# Target Audience

Describe the people you want to attract to your event. Identify your primary target audience and your secondary target audience. Provide as much detail as you can – eg. age, gender, where they are from, what they like, type of jobs, income brackets, what they read/listen to/watch/engage with etc.

Example:

Your primary target audience might be people with a current interest in your sport/activity/special interest area. They may have similar demographics to the people that have participated before or in similar events.

Your secondary market may be people that haven’t attended before but have an interest in a similar sport or activity, they may be from a more regional location, but have the means to travel.

|  |  |
| --- | --- |
| **Primary Target Audience** | **Targeted Marketing Channels** |
| Age / Gender / Occupation / Income / Education / Family |  |
| X |  |
| X |  |

|  |  |
| --- | --- |
| **Secondary Target Audience** | **Targeted Marketing Channels** |
| Age / Gender / Occupation / Income / Education / Family |  |
| X |  |
| X |  |

Outline the key goals of the event marketing plan. Include specific goals and be as specific as

possible with actual targets. Examples below:

•

Attract at least 3,000 people to the event from within Mildura municipality and southern

NSW and northern Victoria.

oAchieve at least 50% return visitation (i.e. visitors from previous 3 events).

oEncourage people to stay an average of 2 nights in the Mildura region.

•

Increase attendance at our event by 20% on previous year (from 1,000 to 1,200).

oIncrease participation in our sport/art/cause/charity throughout the year by at

least 20%.

oGenerate greater community and business awareness leading to at least 2 new

sponsors.

•

Increase ticket sales by 500 (from previous year) by increasing the number of new

people attending our event.

oGenerate greater awareness of our sport/art/venue

oBroaden the type of people attending our event, with a particular focus on people

who are not currently engaged with our activity/specific age groups etc.

oPromote the assets of Mildura to people outside the municipal

# Communication and Action Plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **MARKETING TOOL** | **COMMENTARY** | **RESOURCES REQUIRED** | **RESPONSIBLE** | **BUDGET ALLOCATION** |
| Word of mouth | * Identify ways to spread word of mouth * Eg. partnering with local businesses and community groups | Brainstorming with your event team | Event team |  |
| Radio | * Radio script (to run for X days / weeks) * Prize giveaways * News stories, interviews * Event presence from local radio station with live crosses on the day | External agency to produce ad | Event Marketing Team | $X |
| Magazine | * Digital Magazine * Local Magazine * Audience of XX | provide collateral | Event team | $X |
| Newspaper | * Sponsorship * Advertisements * Article in newspaper (press release) | External agency to produce ad | Event Marketing Team | $X |
| Website Presence | * Event Web Listing via ATDW * I98fm / Wave FM Community Pages * Listing on [www.kiama.com.au](http://www.kiama.com.au)   Ensure regularly updated | Marketing Team | Marketing Team | $X |
| Social media | * Identify social media platforms: * Determine target or goal * Create social media pages * Create a content plan for regular updates / discussion posts * Ensure regularly updated | Event Marketing Team | Event Marketing Team | $X |
| Print collateral | * Identify appropriate print collateral (Posters, flyers) * Destination Kiama flyers * Event notification letter to local residents & businesses in X radius | Event Marketing Team | Event Marketing Team | $X |
| Publicity / Public relations | * Identify press release topics and distribution dates * What’s On listings * Event launch * Mayor Visit scheduled | Event Marketing Team | Event Marketing Team | $X |
| Event & Directional Signage | * Elevate street presence / Create inviting atmosphere * Destination Kiama Banners * Highway Sign ($220 - $440) | Event Marketing Team | Event Marketing Team | $X |
| Newsletters | * Email marketing to database * Local schools or community groups | Marketing Team | Marketing Team | $0 |

# Local Partnerships

How will you develop relationships with local businesses, suppliers and community members to increase the success of your event?

# Sponsors

Identify sponsors that you believe align with your organisational brand and event objectives. Develop key messaging and research their brand before making contact.

# Evaluation Plan

Outline how you will evaluate whether your plan has been successful. Identify tools you will need to measure what worked and what didn’t. This might include:

## Ticketing Platform Statistics

Use your ticketing platform to gather information and offer an ‘opt-in’ to receive future correspondence from your organisation.

## Post Event Feedback Form

Compile questions aimed at capturing attendee expenditure, example where they are from, how long they stayed and where they heard about your event etc.

## Accommodation Room Nights

Partnership with local accommodation providers named and example provided of how data will be captured.

## Digital Reach

Facebook followers and reach, Instagram followers, number of subscribers to database, growth. Website traffic.