|  |
| --- |
| **MARKETING PLAN & SCHEDULE** |

\*YOU MUST CLICK “ENABLE EDITING” IN THE TOP BAR IN ORDER TO EDIT

|  |  |
| --- | --- |
| **[EVENT NAME]MARKETING PLAN** |  |
|  |
| **[Event logo] [Sponsor logos]** |
|  **P****ART ONE – MARKETING PLAN SUMMARY** |
|  |
| * [Insert Date]
* [Location]
* [Event purpose]
 |
|  |
|  **1. MARKETING OBJECTIVES (S.M.A.R.T.)** |
|  |
| [Insert text here] |

|  |
| --- |
| **MARKETING PLAN & SCHEDULE** |

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| --- |
|  |
|  **2. TARGET MARKET (USE %)**  |
|  |
| Demographic | Targeted Marketing Channels |
|       |       |
|       |       |
|       |       |
|  |  |
| Location | Targeted Marketing Channels |
|       |       |
|       |       |
|       |       |
|  |
|  **3. STRATEGIES** |
|  |
| [Insert text here] |
|  |
|  **4. MARKETING ACTIVITIES** |
|  |
| * [Print collateral]
* [Digital media]
* [Social media]
* [TV, radio and newspaper]
* [Media and communications]
* [Out of area engagement]
* [Local engagement]
 |
|  |

|  |
| --- |
|  **5. MARKETING BUDGET** |
|  |
| Item | Budgeted Cost | Actual Cost |
|       | $0.00 | $0.00 |
|       | $0.00 | $0.00 |
|       | $0.00 | $0.00 |
|       | $0.00 | $0.00 |
| Total | $0.00 | $0.00 |
|  |
|  **6. MARKET RESEARCH** |
|  |
| * [Economic impact]
* [Social impact]
* [Environmental impact]
 |
|  |
|  **7. EVALUATION** |
|  |
| [How will the event measure the attendance and participation from out of region, length of stay, spend etc]. |

|  |
| --- |
|  **PART TWO – MARKETING SCHEDULE** |
| Weeks until event | Cost | Medium |
| Website | Print | Radio | TVC | Facebook/ Instagram | Google | Other |
| 12 | $0.00 |       |       |       |       |       |       |       |
| 11 | $0.00 |       |       |       |       |       |       |       |
| 10 | $0.00 |       |       |       |       |       |       |       |
| 9 | $0.00 |       |       |       |       |       |       |       |
| 8 | $0.00 |       |       |       |       |       |       |       |
| 7 | $0.00 |       |       |       |       |       |       |       |
| 6 | $0.00 |       |       |       |       |       |       |       |
| 5 | $0.00 |       |       |       |       |       |       |       |
| 4 | $0.00 |       |       |       |       |       |       |       |
| 3 | $0.00 |       |       |       |       |       |       |       |
| 2 | $0.00 |       |       |       |       |       |       |       |
| 1 | $0.00 |       |       |       |       |       |       |       |
| **EVENT** | $0.00 |       |       |       |       |       |       |       |
| Post Event | $0.00 |       |       |       |       |       |       |       |

Use the Marketing Schedule to demonstrate the implementation of the Marketing Plan