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| --- |
| **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** |

|  |  |
| --- | --- |
|  | |
| **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