EVENT MARKETING CAMPAIGN

Event:

Set a realistic, measurable sales target

# Objective:

Identify any issues that will need to address in the marketing campaign

# Challenges:

What are the critical messages that need to be communicated?

# Key Messages:

Define audience – geography, demographics (age, gender), psychographics (lifestyle and personality)

# Target Audience:

Identify is what the best vehicle of communication is for your audience

# Channels & Budget:

|  |  |
| --- | --- |
| **CHANNELS** | **BUDGET** |
| **Digital**  Website, social, enewsletter, blogs, adwords |  |
| **Print** Posters, flyers, direct mail |  |
| **Advertising** Print, radio, TV, outdoor & poster sites |  |
| **Media** Local, state, national, traditional and street press, online, radio, TV, blogs |  |
| **Cross promotions**  Local businesses, libraries, schools |  |
| **Advocates / ambassadors** |  |

# Timing:

|  |  |  |
| --- | --- | --- |
| **TIMLINE** | **ACTIVITY** | **TICKET** **SALES** |
| **8 weeks out** |  |  |
| **7 weeks out** |  |  |
| **6 weeks out** |  |  |
| **5 weeks out** |  |  |
| **4 weeks out** |  |  |
| **3 weeks out** |  |  |
| **2 weeks out** |  |  |
| **1 week out** |  |  |
| **Event day** |  |  |

How will you measure the impact of your marketing activity?

# Impact Analysis: