

EVENT MARKETING CAMPAIGN

Event: *Example event*

Set a realistic, measurable sales target

Objective:
Achieve a box office target of 120 tickets

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

Challenges:

- *My organisation has no experience marketing a children’s show.*
- *The artist is unknown*
- *The show is on school holidays so I can’t market to schools*

What are the critical messages that need to be communicated?

Key Messages:

- *high quality, educational children’s holiday entertainment*
- *Won best Children’s Entertainment award at Adelaide Fringe*
- *Family ticket price available*

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

Target audience:
PRIMARY: Time poor mums and dads looking for activities for children on school holidays
SECONDARY: Day care operators in town and surrounding towns

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

Channels & Budget:

CHANNELS	BUDGET
Digital Website, social, enewsletter, blogs, adwords	\$50
Print Posters, flyers, direct mail	\$200 print \$90 distribution
Advertising Print, radio, TV, outdoor & poster sites	\$300
Media Local, state, national, street press, blogs	\$0
Cross promotions Local businesses, libraries, schools	\$70
Advocates / ambassadors Host morning at local library with teachers, childcare workers, bloggers, mums and dads	\$40

Timing:

TIMELINE	ACTIVITY
8 weeks out	<ul style="list-style-type: none">• Tickets on sale & website live• Email to database about the show• Distribute press release• Facebook post – tickets on sale• Notice in schools newsletter• Contact all possible group bookers – childcare, schools contact• Invite media and MPs to see the show with families
7 weeks out	<ul style="list-style-type: none">• Host activity in library with invited guests – librarians, teachers, childcare workers, blog writers, media, some active mums and dads in the community.• Facebook post with pics from library activity• Poster and flyer distribution
6 weeks out	<ul style="list-style-type: none">• Facebook post with• Colouring in competition at library or supermarket
5 weeks out	<ul style="list-style-type: none">• Notice in schools newsletter• Facebook post with• Colouring in competition continues at library or supermarket
4 weeks out	<ul style="list-style-type: none">• Direct mail with council newsletter• Facebook post with• Colouring in competition continues at library or supermarket
3 weeks out	<ul style="list-style-type: none">• Notice in schools newsletter• Reminder email to database• Blog post on parents blogs• Facebook post – direct to parents blog post• Colouring in competition announce winner of tickets to the show (facebook)
2 weeks out	<ul style="list-style-type: none">• Press ad• Facebook post – with video• Story in local paper
1 week out	<ul style="list-style-type: none">• Interview on local radio when mums and dads a listening• Final reminder email to database• Facebook post - one week to go• Press ad
Event day	<ul style="list-style-type: none">• Pop up activity the morning of the show in the local shopping mall or library (where children and parents will be)

How will you measure the impact of your marketing activity?

Impact Analysis:

- Survey the audience and ask How did you find out about this show OR what made you buy a ticket
- Monitor presales activity each week to see what activity is driving interest and sales