**TEMPLATE
Marketing Action Plan**

# [Your Event]

# Marketing Action Plan

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# About [Your Event]

[Describe what happens during your event, and its unique selling point, and add the history of the event.]

The primary objectives of the [Your Event] are

[Examples follow. Update for your event]

* Providing attendees with a range of top-quality entertainment options during the event
* Increasing domestic and international visitors to [your town/region]
* Promoting country hospitality throughout the event, and creating a city/country connection
* Building community capacity through increased economic activity and stakeholder engagement in the event
* Ensuring financial viability, growth and sustainability of the event into the future
* Building the brand awareness of [your town/region]
* Growing profit or raising more funds for charity.

# Marketing Objectives & KPIs

The overarching marketing goal for [Your Event] is to [insert key goal e.g. attract 6,000 attendees].

The key marketing objectives & KPIsfor this year’s event include

[Examples follow. Update for your event]

* Attract a minimum of xxx attendees
* Host a sell-out event for the opening event
* Grow the event’s Facebook followers by 20% from xxx to xxx
* Grow the event’s Instagram followers by 20% from xxx to xxx
* Grow the event’s eNewsletter subscribers by 20% from xxx to xxx
* Increase unique visits to www.yourevent.com.au by xx% from [month] to [month]
* Develop a weekend package to attract xx overnight bookings
* Successfully host a media familiarisation tour, with a minimum of xx influencers and journalists
* Increase attendee expenditure with local businesses by 10% from an average attendee expenditure of $xxx to $xxx

# Target Markets (Ideal Attendees)

[Clearly articulating your event’s ideal attendees will help you to identify marketing tactics that would reach them, and key marketing messages that would resonate with them. Use data from your previous attendee surveys, information on the target markets for your destination, and information from Tourism Research Australia on visitation to your local government area to build up a picture of the details of your target markets]

**PRIMARY TARGET MARKETS**

Demographic

* [Insert information on the age, gender, marital status, age of children, income level, education level, etc of your ideal attendees]

Geographic

* [Insert information about where they live]

Psychographic

* [Insert information about their behaviours, goals, habits, values, interests, motivations, hobbies, and choices e.g. watches certain TV shows or reads certain types of magazines, plays certain sports, likes to eat out, eats healthily, prefers active recreation, commutes a long way, etc]

**SECONDARY TARGET MARKETS**

There are a range of secondary markets we will target via strategic marketing initiatives

[Examples follow. Update for your event]

* Older Tourers travelling to/through XXX
* Coach companies and groups
* Day trip families from within a 60km radius

#

# Content Marketing

Apart from those who attend each year, last year’s attendee survey identified that [e.g. word of mouth and social media] were the main ways attendees heard about the event. This highlights an opportunity to focus marketing resources on content marketing strategies.

The following platforms will form the content marketing strategy for this year’s event.

**Website**

The website will be the hub of all marketing activity, which means it must be up-to-date, user-friendly and proactively driving conversion. A review of the website will be undertaken, with enhancements and updates ready prior to save-the-date marketing activity. Google Analytics will be activated for the website so that detailed data can be collated for the post event review.

In addition to ensuring the website is always up-to-date, a review will be undertaken of all third-party web listings, particularly Australian Tourism Data Warehouse, ensuring that content is up-to-date and in line with the brand and key messages. This will.

**Blog**

The news page on the website will be a blog with monthly articles planned and loaded to promote the event and its key themes and messages. The articles will be distributed via the e-newsletter and social media, and shared with the regional tourism organisation, and other relevant stakeholders in the hope that they will amplify via their own channels.

**E-newsletter**

A monthly e-newsletter will begin five months prior to the event providing subscribers with relevant information around the event theme, details on the event program, entertainer profiles and more. A key objective will be encouraging subscribers to share the e-newsletter with their family and friends, as a means of inviting them to visit for the event weekend.

**Social Media**

The two primary channels used for this year’s event will be:

* Facebook – a combination of paid and organic posts will be used to promote the event themes and messages. Commencing five months prior to the event a minimum of five posts per week will be shared. Facebook ads will be closely aligned with the event’s key milestones and messages, with a prominent call to action.
* Instagram – Commencing five months prior to the event, a minimum of four posts will be shared each week, with the objective of engaging with the regional and state tourism organisations, and other relevant stakeholders. There will also be a focus on encouraging user-generated content via the event hashtag/s.

Hashtagswill help secure user (attendee)-generated content:

**[#yourhashtag #yourregion’shashtag**

 **#yourstate’shashtag #seeaustralia other relevant hashtags: e.g. #familytravel]**

It is important that a strategic approach is taken to content marketing, with a focus on pushing outkey messages at relevant times. Following is an overview of the key milestones and associated messages for this year’s event:

|  |  |
| --- | --- |
| **KEY MILESTONE** | **KEY MESSAGE/S** |
| 8 months’ lead time: [month] | * Save the Date for [Your Event]
 |
| 6 months’ lead time: [month] | * Program elements announced
* Where to stay in [your town]
 |
| 5 months’ lead time: [month] | * Accommodation/Packages
 |
| 4 months’ lead time: [month] | * Ticket sales online – book now
* Suggested itineraries
* Getting to [your town]
* Performer and artist/celeb profiles
 |
| 1-4 month’s lead time: [month] | * Event countdown
* Thank you to sponsors/partners
 |
| 1 week’s lead time | * Preparing for the event – weather, what to bring, maps/directions, transport, program download
 |
| During event | * User-generated content
 |
| Post event | * Thank you
* Provide your feedback – link to survey
 |

In addition to these key messages, the following content and story angles will provide valuable social engagement opportunities:

* Introduce the committee and performers.
* Program elements – feature an element of the program once each week.
* Family fun, families reunited [if families are a target market] – showcase imagery and content from the previous year’s event.
* Other things to do and see in the region – showcase local attractions and sites that would be of interest to your target markets to encourage increased length of stay around the event.
* [Insert other content ideas related to your event].

# Marketing Budget

The marketing budget allocated to this year’s event is $xxx and will be broken down as follows.

Tip: Events attracting 5,000 – 10,000 visitors should be aiming for a marketing budget of at least $20,000 per year.

|  |  |
| --- | --- |
| **Marketing Budget** | **$** |
| Digital ads |  |
| Website updates |  |
| Social media advertising  |  |
| Collaborative campaign with regional tourism organisation (+ Membership) |  |
| PR  |  |
| Print + Radio ads |  |
| Signage  |  |
| Graphic Design + Print (Collateral) |  |
| [Other] |  |

# Action Plan

The following action plan outlines the key tactics that will reach the event’s target audiences and achieve the event’s marketing objectives.

[Plan for your identified target markets. Examples are provided.]

|  |  |  |
| --- | --- | --- |
| **Action** | **Timing**  | **Budget** |
| **ALL AUDIENCES** |
| Have various marketing elements created e.g. website banner, social media cover images, letterhead, email signatures, ads for newspapers and digital locations, hero video, TV commercial, copy blocks, etc. |  [Month or months] |  $ |
| Review and update event website |  |  |
| Update all third-party website listings including ATDW, local event listings, etc. |  |  |
| Develop a content calendar around the event’s key milestones and messages |   |  |
| Activate the content calendar – allocate 5 hours per week to this. |   |  |
| Provide stakeholders (sponsors, stallholders, marketing partners) with graphics and copy about the event that they can use to help promote the event. |   |  |
| Distribute regular updates via tourism networks including Council, the regional tourism organisation, the Chamber of Commerce, etc. |   |  |
| Develop a database of journalists from local media and media in the home regions of target markets. Identify what is newsworthy about the event that could be shared in separate brief media releases, such as new additions for this year, headline acts, five reasons families love the event, exclusive behind the scenes stories, and so on. |   |  |
| Work with regional tourism organisation to host a media familiarisation tours with mainstream and specialist media and digital influencers. |  |  |
| Event collateral – develop and distribute* Save the date postcards - for locals to send to their family and friends, inviting them to visit during the event
* Posters and flyers
* Program (to be distributed the week of the event and during the event)
 |  |   |
| Social media ads and Google Ads aligned with key milestones and marketing messages. |  |  |
| **OUT-OF-REGION FAMILIES** |
| Work with local accommodation providers to develop family short break event packages, and promote these via digital ads. Set up a packages page on the website and have a call to action button prominently placed on the home page of the website. |   |  |
| Targeted Facebook advertising using family packages as the call to action.  |   |   |
| A Facebook competition for families promoted advertising in family publications in the home regions of target markets |  |  |
| Develop and distribute family-related media releases to targeted media. |  |  |
| Collaborative marketing campaign with the regional tourism organisation. |  |  |
| TV campaign focused on attracting families. |   |   |
| **RESIDENTS AND THEIR VISITING FRIENDS & RELATIVES** |
| Radio campaign using a competition for residents that inspires them to invite their family and friends to visit during the event.  |  |  |
| Flyers and posters distributed throughout the region encouraging locals to invite their family and friends to visit during the event. |  |  |
| Competition to attract local families, such as a colouring competition, entered by the parents posting the finished product on social media using the event hashtag. |  |  |
| **COACH COMPANIES + GROUPS**  |
| Develop a pack with suggested itineraries and accommodation options for coach tour companies with event information, and distribute to all coach companies in the home regions of target markets.  |   |   |
| Develop a database of car clubs, senior clubs etc. and undertake a postcard campaign using Save The Date postcards. (The more personal, the more effective.) |   |   |
| **OLDER TOURERS (GREY NOMADS)** |
| Collaborative activity with the regional tourism organisation. |   |  |
| Cross-promote with other nearby events of interest to this target market on social media. |   |  |
| Distribute posters and flyers in nearby visitor information centres. |  |  |
| Have program printed in newspaper the last edition before the event. |   |   |
| Social media advertising. |   |   |
| **DAY TRIPPERS**  |
| Social media and Google Ads  |   |  |