

Sample Marketing Plan

The following are the components for an event marketing plan, with sample content to help get you started.

1. Executive Summary

This is where all the components of the marketing plan should be laid out clearly so that the reader understands the goals, objectives, and key tactics.

2. Introduction/Event Overview

Covers key information about the event including date, time, location, purpose of event, organizers and main stakeholders.

3. Marketing Goal(s)

Outlines the goal or goals of the marketing plan. These should be SMART (specific, measurable, achievable, relevant, and time-bounded). Some marketing plans balance multiple goals whereas others choose one goal per plan (e.g. a ticket sales/revenue target in one plan, and a sponsorship-related target in another plan).

E.g. Increase attendance at the event over 20% from last year (from 500 to 600 attendees), with 30% of ticket sales taking place no later than two months before the event date.

E.g. Increase traffic to Title Sponsor's social media channels by at least 15% from January to July 2020, as measured by page likes (Facebook), followers (twitter, Instagram), and site visits (cause-related webpage).

4. Target Audiences

Describes the target audiences for this event in as much detail as possible. Secondary research gathered from other sources and applied to this task can start to paint a general picture, with the application of primary research (e.g. attendee surveys from past events) filling in the finer details.

E.g. *Primary audience*: Raptors season-ticket holders, the majority of whom are male (60%), are between 29 and 45 years old, have children, and live in the Greater Toronto area. *Secondary audience*: parents of young children who live in the Greater Toronto area.

5. Brand and Messaging

Describes the look and feel of the event as it is expressed in marketing materials. Specificity about colours, logos, fonts, and images will help the creative team to deliver consistent, recognizable and impactful materials to the intended audience. This should be accompanied by a tagline, keywords and event hashtag that can be used consistently leading up to, and during the event.

E.g.

Colours	Logo	Font	Tagline	Hashtag	Keywords
Raptors red and black	Raptors logo (basketball with claws) NBA logo	Helvetica bold	"Toronto's only family-friendly NBA party".	#raptorsfamilybash2020	<ul style="list-style-type: none">• Toronto Raptors• Family-friendly• Family fun

6. Tactics: Promotions Mix Selection

Describes the choice of advertising, sales promotion, PR and media, sales promotion, personal selling and direct/digital marketing to be used for the event. Samples should be provided where possible. This can be summarized in a table.

E.g.

Component	Details	Person Responsible	Timing	Budget/Cost
Advertising	Google AdWords	Fred	Purchase October 2019 - March 2020	\$200 per month for six months
Advertising	Facebook paid ads (targeting parents who 'like' the Raptors)	Fred	April – May 2020	
PR	Street team to distribute postcards/flyers encouraging families to enter contest	Sandra	Downtown takeover February 2020	\$1000 (includes print materials and staffing)
Sales promotion	Contest for free tickets – user generated content "why I love the Raptors" with winner drawn at random	Fred	Start January 2020, end April 2020	\$200 (value of comped tickets)
Direct	Emails to season ticketholders to (1) announce event; (2) announce contest; (3) announce contest winner	Fred	(1) October, (2) January (3) May	Mailchimp accounted for in organization budget
Direct	Postcards sent to anyone who purchased Raptors tickets in the last year to promote event, with focus postal codes in single-family dwelling dense neighbourhoods	Sandra	April 2020	Canada Post targeted direct mail \$1200 Card design and printing \$500
PR	CityTV appearance with three players to promote event	Jesse	May 2020	\$200

7. Measurement/Metrics

Outline how the success of each component will be measured, and when. This will allow your team to make adjustments based on the success or failure of specific tactics – those tactics not producing the desired outcomes can be dropped and money reinvested into areas that make sense.

e.g.

Tactic	Checkpoint	Expected Result	Outcome
Google AdWords	November 2019	10% conversion rate (conversion = purchase tickets)	(record outcome here – e.g. conversion percentage)
Facebook Ads	April 2020	50% click through	
Street Team	March 2020	20% spike in visits to contest microsite (special URL and QR code to be used on flyers/handouts)	

8. Conclusion/Special Notes

Use this section to wrap up the plan, make mention of special action items or team members or provide samples of colours, materials, or mock-up ads. Include contact information for the marketing plan leader so those with questions know who to contact, and how.