

**Template**Marketing Action Plan

**2016 MARKETING STRATEGY + ACTION PLAN**

**[YOUR EVENT]**

**MARKETING ACTION PLAN**

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ABOUT [YOUR EVENT]

What happens during your event, and its unique selling point.

History of the event and the committee

The primary objectives of the [Your EVENT]: [e.g.]

* 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 AND KPIs

The **overarching marketing goal** for [Your Event] is to grow and develop the event into [xxx], which attracts interstate visitation.

The **key marketing objectives and KPIs** for the [this year’s] event include: [e.g.]

* Attract a minimum of xxx unique visitors to the event;
* Host a sell-out event for the xxx opening event;
* Build up Facebook audience from xxx to xxx;
* Grow the events Instagram followers from xxx to xxx;
* Attract xxx new eNewsletter subscribers;
* Increase unique visits to www.yourevent.com.au by xxx% from [month] to [month];
* Develop a weekend package and partner with xxx to attract bookings;
* Successfully host a media famil, with a minimum of xxx influencers/media reps;
* Increase the direct spend into the [your town] business community;
* Maintain or grow the sponsorship support received.

TARGET AUDIENCE

Based on [last year’s] event survey results, the target markets for [Your Event] are:

**PRIMARY TARGET MARKETS** [e.g.]

1. Residents and their visiting friends & relatives (VFR’s)
* Family and friends reunite over the Easter long weekend;
* Just under 50% of those surveyed at last year’s event were local;
* The program is very family-focused;
* The opportunity exists to encourage more residents to invite their family and friends to [your town] for the long weekend.
1. Families from XXXX
* Based on [last year’s] survey results 70% of attendees are female and 30-49 was the primary age group (families);
* 52% of survey respondents were from intrastate. XXX, XXX and XXX were the key regions identified in the survey;
* The program is very family-focused;
* [Your Regional Tourism Organisation] are heavily focused on growing the family market;

**SECONDARY TARGET MARKETS**

There are a range of secondary markets that [Your Event] will target via strategic marketing initiatives:

* Older Tourers travelling to/through XXX;
* Coach companies and groups from XXX;
* Day trip families from within a 300km radius of [your town].

CONTENT MARKETING

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

The following platforms will form the content marketing strategy for the [this year’s] [Your Event].

**Website (www.yourwebsite.com.au)**

The website will be the hub of all marketing activity, which means it is critical that it is always up-to-date, user-friendly and drives conversion. A complete review of the website will be undertaken, with enhancements and updates ready prior to save-the-date 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 event website is always up-to-date, a review will be undertaken of all third-party web listings ensuring that content is up-to-date and in line with the brand and key messages. This will include Australian Tourism Data Warehouse.

**Blog**

The news page on the website will be a blog with monthly/fortnightly blog posts planned and loaded to promote the event and its key themes and messages. All blog posts will feed the e-newsletter and be amplified via social media, and shared with [your RTO], [your STO] and other relevant stakeholders in the hope that they will amplify via their own channels.

**E-newsletter**

A monthly e-newsletter will commence in [month], 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 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 in [month], a minimum of five organic posts per week will be loaded. The Facebook ads will be aligned closely with the key milestones and messages, with a prominent call to action.

Instagram – Commencing in [month], a minimum of four images will be loaded per week, with the objective of engaging with [your RTO], [your STO] and other relevant stakeholders. There will also be a focus on encouraging user-generated content via the event hashtag/s.

**Hashtags** will assist in amplifying all 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 nowSuggested itineraries Getting to [your town]Performer and artist/celeb profiles |
| **1-4 month’s lead time: [month]** | Event countdownThank 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 youProvide 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 profile a few local characters and stories.
* Program elements – feature an element of the program once each week.
* Family fun, families reunited – showcase imagery and content from the previous year’s event.
* Other things to do and see in the region – showcase local attractions and sites to encourage increased length of stay around the event.
* [insert other good content ideas related to your event].

MARKETING BUDGET

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

|  |
| --- |
| **Marketing Budget** |
| Digital – Adwords, Display Ads, Outbrain, etc | $xxx |
| Website enhancements |  $xxx |
| Social Media Advertising  | $xxx |
| Collaborative campaigns with [your RTO] (+ Membership) | $xxx |
| PR + Famil expenses + Direct mail to groups/coaches | $xxx |
| Print + Radio  | $xxx |
| TV Advertising  | $xxx |
| Graphic Design and Print (Collateral) | $xxx |
| [Other] | $xxx |

**Tip: Events attracting 5,000 – 10,000 visitors should be aiming for a marketing budget of no less than $20,000 per year.**

ACTION PLAN

The following action plan outlines the key tactics that will allow [Your Event] to reach its target audiences and achieve the set marketing objectives.

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

|  |  |  |  |
| --- | --- | --- | --- |
| **ACTION** |  | **TIMING**  | **BUDGET** |
| **ALL AUDIENCES** |  |
| Review and update event website |  [Month or months] |  $xxx |
| Social media & AdWords ‘Always On’ campaign. |  |  |
| Create content calendar around the key milestones and messages |   |  |
| Activate content calendar – allocate 5hrs per week to this. |   |  |
| Provide stakeholders (sponsors, market stalls, event organisers, competitors) with graphics and copy that they can use to promote the event. |   |  |
| Regular updates and information distributed via tourism networks including influencers, Council, RTO etc. |   |  |
| Update all third-party website listings including ATDW, local community announcements, etc. |   |  |
| Generic media alerts to a targeted media database. [Tip: take the time to develop a targeted media database and ring the journos to follow up on alerts!] |   |  |
| Event collateral * Save the date cards distributed – an invitation for locals to give to their family/friends
* Posters and flyers distributed
* Program developed (to be distributed the week of the event and during the event)
 |  |   |
| Set up brand elements and have various elements created – website banners, social media, letterhead, email signatures, press advertising, TV commercial, copy blocks, etc. |  |   |
| **FAMILIES FROM XXX** |  |
| Work with accommodation providers to offer family short break event packages, and market these via digital, social and press adverts. A packages page will be set up on the website and a call to action button will be prominently placed on all pages of the website. |   |  |
| Collaborative activity with [your RTO] via membership, collaborative campaigns and content marketing. |   |   |
| Targeted Facebook advertising using family packages as the call to action. Consider a Facebook competition for families, and partner with a family’s magazine and other targeted media. |   |   |
| TV Campaign – [e.g. Great South East + Sydney Weekender] |   |   |
| Print advertising in key publications in your target markets [e.g. Brisbane, Gold Coast and Sunshine Coast: APN, Brisbane Times, Families Magazine, Brisbane Kids].  |   |   |
| Work with [your STO] and [your RTO] to attract media familiarisation tours with mainstream media such as [Courier Mail] and Newscorp, along with specialist media such as [e.g. Outback Magazine, Go Camping, RACV] and digital influencers. |   |   |
| Develop and distribute media releases to targeted [e.g. Western Victorian] media outlets, with the aim of generating regular stories. |   |  |
| **RESIDENTS AND THEIR VISITING FRIENDS & RELATIVES (VFRs)** |  |
| Radio Campaign for the local VFR campaign. This could be a competition for residents, to build event ambassadors. |  |  |
| Flyers and posters distributed throughout the region – schools, libraries, etc. TIP: Consider offering locals an incentive to come and invite their family/friends. |  |  |
| Campaign aimed at the kids in schools - maybe a colouring competition with mum and dad posting the finished product on Facebook |  |  |
| Local newspaper campaign. |  |  |
| **COACH COMPANIES + GROUPS**  |  |
| Develop a pack with suggested itineraries and accommodation options for coaches with event information and distribute to all coach companies in [your geographic target markets]. Consider partnering with accommodation operators for this. |   |   |
| Develop a database of car clubs, senior clubs etc. and undertake a direct mail (or email or phone) campaign using the Save The Date postcards. (The more personal, the more effective.) |   |   |
| **OLDER TOURERS**  |  |
| Collaborative activity with [your RTO] via membership, trade shows and content marketing. |   |  |
| Partnerships with other events in [your region] – cross promotion via social media + collateral distribution. |   |  |
| TV Campaign.  |   |   |
| Social Media advertising. |   |   |
| **DAY TRIPPERS**  |  |
| Collateral distributed to a 300km radius around [your town]. |   |  |
| Social Media & AdWords Campaign. |   |  |