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**[Event] Marketing Action Plan**

# About [Event]

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

The primary objectives of the [event] are:

* Providing attendees with a range of top-quality entertainment options during the event.
* Increasing domestic and international visitors to [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.
* Etc.

# Marketing Objectives & KPIs

The overarching marketing goal for [event] is to [key goal e.g. attract 6000 attendees].

The key marketing objectives and KPIsfor this year’s event include:

* Attract a minimum of x attendees.
* Host a sell-out event for the opening event.
* Grow the event’s Facebook followers by 20% from x to x.
* Grow the event’s Instagram followers by 20% from x to x.
* Grow the event’s e-newsletter subscribers by 20% from x to x.
* Increase unique visits to [website] by x% from [month] to [month].
* Develop a weekend package to attract x overnight bookings.
* Host a successful media familiarisation tour for at least x influencers and journalists.
* Increase average attendee expenditure with local businesses by 10% from $x to $x.
* Etc.

# Target Markets (Ideal Attendees)

[Clearly articulating your event’s ideal attendees will help 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 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

* [Age, gender, marital status, age of children, income level, education level, etc. of your ideal attendees.]

Geographic

* [Where they live.]

Psychographic

* [Behaviours, goals, habits, values, interests, motivations, hobbies and choices e.g. watches certain TV shows, 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

We will target a range of secondary markets via strategic marketing initiatives including:

* 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.

These 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.

# 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 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 information around the theme, 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 promote the event themes and messages. Commencing five months prior to the event, a minimum of five posts/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/week will be shared, with the objective of engaging with the regional and state tourism organisations and other 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. This is an overview of the key milestones and associated messages for this year’s event:

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| **Key milestone** | **Key messages/s** |
| 8 months’ lead time [month] | * Save the date
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| 6 months’ lead time [month] | * Program elements announced
* Where to stay in [town]
 |
| 5 months’ lead time [month] | * Accommodation/Packages
 |
| 4 months’ lead time [month] | * Ticket sales online — book now
* Suggested itineraries
* Getting to [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, etc.
 |
| During event | * User-generated content
 |
| Post event | * Thank you
* Provide your feedback — link to survey
 |

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

* Introduce the committee and performers.
* Program elements — feature an element of the program 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 target markets to encourage increased length of stay.
* Etc.

# Marketing Budget

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

[Tip — events attracting 5000–10,000 visitors should be aiming for a marketing budget of at least $20,000/year].

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| **Marketing Budget** | **$** |
| Digital ads |  |
| Website updates |  |
| Social media advertising  |  |
| Collaborative campaign with regional tourism organisation (+ membership) |  |
| PR  |  |
| Print and radio ads |  |
| Signs  |  |
| Graphic design and print (collateral) |  |
| Etc. |  |

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# Action Plan

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

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| **Action** | **Timing** | **Budget** |
| **All audiences** |
| Have various marketing elements created e.g. website banner, social media cover, letterhead, email signatures, ads for newspapers and digital locations, hero video, TV commercial, copy blocks, etc. |  [Month or months] |  $ |
| Review and update website. |  |  |
| Update 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 5hr/week to this. |   |  |
| Provide stakeholders (sponsors, stallholders, marketing partners) with graphics and copy that they can use to help promote the event. |   |  |
| Distribute regular updates via tourism networks including TRC, regional tourism organisation, Chambers 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, etc. |   |  |
| 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 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 in family publications in the home regions of target markets. |  |  |
| Family-related media releases to targeted media. |  |  |
| Collaborative marketing campaign with the regional tourism organisation. |  |  |
| TV campaign focused on attracting families. |   |   |
| **Residents & their visiting friends & relatives** |
| Radio competition that inspires residents to invite their family and friends to visit during the event.  |  |  |
| Flyers and posters throughout the region encouraging locals to invite family and friends to visit during the event. |  |  |
| Competition to attract local families, such as a colouring competition, to post the finished product on social media using the event hashtag. |  |  |
| **Coach companies & groups**  |
| Package with suggested itineraries, accommodation options and event information for coach tour companies distributed to home regions of target markets.  |   |   |
| Send save the date postcards to community groups and clubs. The more personal, the more effective. |   |   |

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| **Older tourers (grey nomads)** |
| Collaborative activity with the regional tourism organisation. |   |  |
| Cross-promote with other nearby events of interest to this target market. |   |  |
| Distribute posters and flyers in nearby information centres. |  |  |
| Program printed in newspaper the last edition before the event. |   |   |
| Social media advertising. |   |   |
| **Day trippers**  |
| Social media and Google Ads  |   |  |