

Marketing Plan – Tips

All applicants must submit a marketing plan. The goal of the marketing plan is to show what steps you will take to ensure the event is properly promoted to its intended audience. When drafting your plan, include 1) the action you will take, 2) the frequency of the action, and 3) the strategy or type of action.

EXAMPLES:

- Action: Post rehearsal photos on Instagram
- Frequency: Weekly (four weeks before the event)
- Strategy: Social media

- Action: Request Pastor Smith to include in church announcements
- Frequency: Weekly (two weeks before the event)
- Strategy: Community leaders

Action: This is the specific action that you will take to promote your event. An example would be posting an Instagram story to promote the event.

Frequency: This is how often you will be taking a specific action to promote your event. Actions could take place daily, weekly, bimonthly, etc. Include start date.

Marketing Strategy: This is the category or type of marketing that the action falls under. Be sure to focus on the strategies that your audience will interact with the most. For example, posting an Instagram story would fall under the social media category. This is a non-exhaustive list of popular marketing strategies:

- Social media – You can use Instagram, Twitter, TikTok, Facebook, or any other social media to get the word out about your event! Be sure to tailor your marketing to the platform you're advertising on. For example, Twitter works best for short and witty text while Instagram is more suitable for eye-catching graphics.
- Email and text – If you have or have access to an email/text list or newsletter, consider using that medium to promote your event to a targeted audience.
- Flyers, posters, and other print media: traditional forms of advertising such as flyers are still great ways to spread the word about your event. Be sure to place these materials in places that receive lots of foot traffic and consider including tear off tabs so people can have something to remind them about the event.
- Word of mouth – You'd be surprised how much word of mouth still garners an audience! Be sure to spread the word to your network and ask them to share to 2 people each.
- Community leaders – Community leaders love to support neighborhood-based programming so leverage them to spread the word about your event.