Template Marketing Plan

# Background

What is is that you want to market - i.e. a show, your company, an event

# Objectives

What are the main objectives you want to achieve?

# Marketing Goals

## Targets

What are your targets? i.e. ticket sales, people clicking on your social media, people following your accounts

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# Audiences

Who are your audiences?

I.e. students, children, theatre lovers, local people, young adults interested in the arts etc.

## 

# Strategy

What is your overall strategy?

**Website**

* i.e. ensure website has clear information - venue’s/your own

**Social Media**

* i.e. to regularly share related content on social media

**Printed Materials**

* i.e. ensure leaflets and printed materials are promoting xx effectively

**Partners**

* i.e. to ensure you have given partners correct information and material

# Action Plan

Action Plan - including activity, timing, objective and time allocated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Activity | Timing | Target Audience | Objectives | Time Allocated |
| Social media - sharing sector content - such as news articles, other theatre productions. | Throughout | Theatre sector / theatre network | To help grow followers and build network of supporters | 1 hour each week |
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# Marketing Channels

|  |  |  |
| --- | --- | --- |
| **Channel** | **What it will be used for** | **Measurement - how will it be measured** |
| Website |  |  |
| Twitter |  |  |
| Facebook |  |  |
| Direct leafleting / posters |  |  |
|  |  |  |
|  |  |  |

# Partner’s Channels

i.e. venue’s social media channels

# Other Channels

Other channels to consider - i.e. other social media accounts who could share, local companie’s, cafes you could leave flyers in etc.