

Template for a Marketing and Publicity Plan

1. proposition

Describe what is special, what creates added value for your audiences in your project.

2. goals

What goals do you want to achieve in reaching audiences?

a. the number of visitors

for example: we want to reach 20% more visitors than in our previous concerts

or: we are a new initiative, we want to reach 250 visitors

b. specific target groups

for example: we want to reach 40% young people (age 20-40) in our audience

or: we want to welcome at least 50 people in our audience that work in bicycle repair shops

c. the relation you want to establish with your audiences.

for example: we want to have 20% of our audience to become fan and subscribe as fan on Facebook or followers on Twitter

3. venue(s), performance(s)

name/location of venue, date(s) of performance, capacity of venue, target number of visitors per venue

4. target groups of visitors for your project

description of specific groups of visitors that may be interested in your project

describe them as:

why would they be interested in your project?

how can they be identified/what is special about them?

how can they be reached / what channels of communication will connect you to them?

5. publicity tools

describe the different tools for publicity that you will use.

promotional texts/images

promotional clips (video)

free publicity (articles on websites, in newspapers, talkshows on radio/tv that could have an item about your project)

printed material (flyers, posters)

6. online marketing

describe the tools of your campaign

website/platform

online marketing tools/strategy applied

ethics

7. other channels of promotion

using the promotion channels of the venues

influencers, ambassadors, friends of your project

educational settings (engaging schools, pre-concert talks)

8. costs

describe and explain the costs of your marketing and publicity campaign