

Event Management  
Toolkit

A person taking a picture of a crowd

Description automatically generatedMarketing Action Plan Template

**[YOUR FESTIVAL]**

**MARKETING ACTION PLAN**

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# ABOUT [YOUR FESTIVAL]

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

History of the event and the committee

The primary objectives of the [Your Festival] Committee are: [e.g.]

* Providing attendees with a range of top-quality entertainment options during the festival;
* Increasing domestic and international visitors to [your town/region];
* Promoting country hospitality throughout the festival, and creating a city/country connection;
* Building community capacity through increased economic activity and stakeholder engagement in the festival;
* Ensuring financial viability, growth and sustainability of the festival into the future;
* Building the brand awareness of [your town/region];
* Growing profit or raising more funds for charity.

# MARKETING OBJECTIVES & KPI’s

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

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

* Attract a minimum of xxx unique visitors to the festival;
* 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.yourfestival.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 Festival] 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 festival 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 Festival] 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 Festival].

**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 festival 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 festival 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 festival theme, details on the festival 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] festival will be:  
Facebook – a combination of paid and organic posts will be used to promote the festival 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 Visit Hepburn Shire @visithepburnshire, Daylesford Macedon Tourism @daylesfordmacedonranges , Tourism Midwest Victoria (for events in the West of the shire) and other relevant stakeholders. There will also be a focus on encouraging user-generated content via the festival hashtag/s.

**Hashtags** will assist in amplifying all content:

#youreventhashtag #visithepburnshire #daylesfordmacedonlife #daylesfordmacedonranges #daylesford #hepburnsprings #visitvictoria #visitmelbourne #seevictoria #explorevictoria #seeaustralia #creswick #clunes #trentham

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] festival:

|  |  |
| --- | --- |
| **KEY MILESTONE** | **KEY MESSAGE/S** |
| 8 months’ lead time: [month] | Save the Date for [Your Festival] |
| 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 now  Suggested itineraries  Getting to [your town]  Performer and artist/celeb profiles |
| 1-4 month’s lead time: [month] | Festival countdown  Thank you to sponsors/partners |
| 1 week’s lead time | Preparing for the festival – weather, what to bring, maps/directions, transport, program download |
| During festival | User-generated content |
| Post event | Thank you  Provide 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 festival.
* [insert other good content ideas related to your festival].

# MARKETING BUDGET

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

|  |  |
| --- | --- |
| **Marketing Budget** | |
| Digital – Google Ads, 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 + Print (Collateral) | $xxx |
| [Other] | $xxx |

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

# ACTION PLAN

The following action plan outlines the key tactics that will allow [Your Festival] 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 festival website. | | [Month or months] | | $xxx |
| Social media & Google Ads ‘Always On’ campaign. | |  | |  |
| Create content calendar around the key milestones and messages. | |  | |  |
| Activate content calendar – allocate 5 hours per week to this. | |  | |  |
| Provide stakeholders (sponsors, market stalls, event organisers, competitors) with graphics and copy that they can use to promote the festival. | |  | |  |
| 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!]** | |  | |  |
| Festival 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 festival and during the festival) | |  | |  |
| 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 festival 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 Daylesford Macedon Tourism <https://dmrtourism.com.au> via membership, collaborative campaigns and content marketing. Events which are taking place in the West of the Hepburn Shire can also collaborate with Tourism Midwest Victoria: <https://www.visitballarat.com.au/visitor-economy-industry-hub/tourism-midwest-victoria> | |  | |  |
| 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. Win News) | |  | |  |
| Print advertising in key publications in your target markets [e.g. The Local, The Courier, The Age]. | |  | |  |
| Work with DMT and Tourism Midwest to attract media familiarisation tours with mainstream media such as The Age and Newscorp, along with specialist media such as [e.g. Outback Magazine, Go Camping] and digital influencers. | |  | |  |
| Develop and distribute media releases to targeted 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 DMT and Tourism Midwest 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. |  |  |