

## Marketing Campaign Plan Template

This template guides you through a typical marketing campaign plan step-by-step.

Company:

Date of plan:

Project:

Author:

### 1. Where are you now?

<b>Product</b>	
What do you provide?	
Where do you provide it?	
When can people access it?	
Where can they buy tickets for it?	

<b>Income</b>	
What do you charge for the things you sell?	
How have they changed in the last 3 years?	
How does the income you receive from your audiences relate to your income targets?	
What other sources of income do you have?	
What proportion of your income comes from your audience and what comes from other sources?	

<b>Your existing audience</b>	
How many tickets or other products do you sell?	
How many people attend or visit at the moment? Do you have a small core audience attending frequently or a large audience base attending occasionally?	
How does this relate to your targets?	
Where do your audiences come from?	
How often do they return?	

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How many new people come each year and how many previous attendees don't return?	
Are there peaks and troughs throughout the year?	
What types of people make up your audience?	
How has the make-up of your audience changed over time?	

<b>Marketing resources</b>	
Budget	
Staffing	
Other internal resources	
Other external resources	

<b>Competition</b>	
Who are your main competitors?	
How does their position in the market compare to yours or simply what makes them unique and different to you?	
What other arts activities do your audiences go to?	

<b>Current marketing activity and approaches</b>	
What marketing activity do you currently undertake?	
What promotional activity do you do now?	
What is the level of your marketing budget?	
Can you get any help for free?	
What people are available to work on marketing activity and for how many hours?	

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**2. PEST & SWOT analysis (See separate templates)**

<p><b>POLITICAL</b>                  Changes / attitudes in political landscape locally / nationally                  Regulation                  Trends</p>	<p><b>ECONOMIC</b>                  Impact of COVID19                  Employment / unemployment                  Likely changes in the economic environment</p>
<p><b>SOCIAL</b>                  Population growth                  Population demographics                  Social mobility                  Lifestyle choices and attitudes</p>	<p><b>TECHNOLOGICAL</b>                  Reliability of technology in the area                  Impact of emerging tech                  Availability and cost of tech infrastructure</p>
<p><b>Strengths</b>                  What do you do well?                  What resources can you draw on?                  What do others see as your strengths?</p>	<p><b>Weaknesses</b>                  What could you improve?                  Where do you have fewer resources than others?                  What are others likely to see as your weaknesses?</p>
<p><b>Opportunities</b>                  What opportunities are open to you?                  What trends can you take advantage of?                  How can you turn your strengths into opportunities?</p>	<p><b>Threats</b>                  What threats could harm you?                  What is your competition doing?                  What threats do your weaknesses expose you to?</p>
<p><b>Swot Summary</b></p>	

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**3. SMART Objectives (See separate template)**

Increasing audience size	
Increasing income	
Developing new audiences	
Extending reach	
Increasing loyalty	
Increasing engagement/involvement	
Other	

**4. Target audiences**

	Name	Existing or new?	What are they like?	How many people?	Where are they based?	Barriers to attend?	Easy to reach?
1							
2							
3							
4							
5							

**5. Benefits**

Main benefit	
Other key benefits	
1.	
2.	
3.	
4.	
5.	

**6. Communication Tools**

Communication tools	
1.	
2.	

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3.	
4.	
5.	

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**7. Target Audiences / Benefits Matrix**

Benefits ↓	Target groups →					

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**8. Target Audiences / Communication Matrix**

Communication tools ↓	Target groups →					

1.  
Who responsible?  
Cost?

2.  
Who responsible?  
Cost?

3.  
Who responsible?  
Cost?

4.  
Who responsible?  
Cost?

5.  
Who responsible?  
Cost?

6.  
Who responsible?  
Cost?

7.  
Who responsible?  
Cost?

8.  
Who responsible?  
Cost?

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**10. Evaluation**

Objective	KPI to be measured	Performance against KPI (to be filled in at end of project)	Comments (to be filled in at end of project)

<b>Summarise your activity and results</b>	
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