**[YOUR FESTIVAL]**

**MARKETING ACTION PLAN**

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**ABOUT [YOUR FESTIVAL]**

Explain what happens during your event, and its unique selling point.

Detail history of the event and the committee

The primary objectives of the [Your Festival] Committee are: *[e.g. – Edit to reflect your event]*

* *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 & KPIs**

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. – Edit to reflect your event]*

* *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. – Edit to reflect your event]*

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**

*[e.g. – Edit to reflect your event]*

*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 [your RTO], [your STO] 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:*

***#yourhashtag #VisitMacedonRanges #MacedonRangesNaturallyCool***

***#VisitVictoria #seeaustralia 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 and Council] (+ 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 [your RTO and Council] via membership, collaborative campaigns and content marketing. | |  | |  |
| 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. Channel 9 Postcards + Melbourne Weekender] | |  | |  |
| Print advertising in key publications in your target markets [e.g. Brisbane, Gold Coast and Sunshine Coast: APN, Brisbane Times, Families Magazine, Brisbane Kids]. | |  | |  |
| Work with [your STO] and [your RTO] to attract media familiarisation tours with mainstream media such as [e.g. Courier Mail] and [e.g.Newscorp], along with specialist media such as [e.g. Outback Magazine, Go Camping, RACQ] and digital influencers. | |  | |  |
| Develop and distribute media releases to targeted [e.g. East Coast] 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 [your RTO and Council] 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 XXXkm radius around [your town]. | |  | |  |
| Social Media & AdWords Campaign. | |  | |  |