Event Marketing Plan

CHECKLIST

PRE-PLANNING:

- Set Clear Goals: Define what success looks like
- Budget: Plan for marketing, venue, and contingency.
- Branding: Create a catchy event name, logo, and theme.
- Date & Venue: Choose a date that suits your audience

AUDIENCE RESEARCH:

- Identify Target Audience: Know who you want to attend and what interests them.
- Survey Your Audience: Ask potential attendees what they want to see or learn.
- Analyze Competitors: Look at similar events to see what worked and what didn't.

EXECUTION (ONLINE OR IN-PERSON):

- Event Setup: Ensure all tech and logistics are in place (registration, AV, Wi-Fi).
- Live Engagement: Use live social media updates, hashtags, and interactive content (polls, Q&A).
- On-Site Interaction: Provide clear signage, schedules, and staff/volunteers for assistance.
- Capture Content: Take photos, videos, and testimonials for post-event promotion.

PROMOTIONAL CONTENT:

- Email Campaigns:
  - Announcements: Save-the-date and registration emails.
  - Reminders: Keep your audience engaged leading up to the event.
- Social Media Content:
  - Teasers: Build anticipation with countdowns and sneak peeks.
  - Engagement: Use polls, Q&A, and contests to create buzz.

POST-EVENT FOLLOW-UP:

- Thank Attendees: Send a follow-up email with highlights and a survey.
- Share Recap Content: Post photos, videos, and a blog recap on your social channels.
- Analyze Results: Review key metrics (attendance, engagement, ROI) and document learnings for future events.

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STRATEGIC MARKETING PLANNER

ADVERTISING PLAN

Platform	Ad Type	Ad Copy	Target Audience

Budget

SOCIAL MEDIA STRATEGY

Platform

Content Plan

Engagement Tactics

Posting Schedule

MARKETING GOALS AND OBJECTIVES

Goals
- ☑
- ☑
- ☑
- ☑
- ☑
- ☑
- ☑
- ☑
- ☑

Objectives

KPIs

TARGET AUDIENCE

Target Audience Profile

Demographics

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