Event Marketing Plan Strategy Guidance

Tourism Events







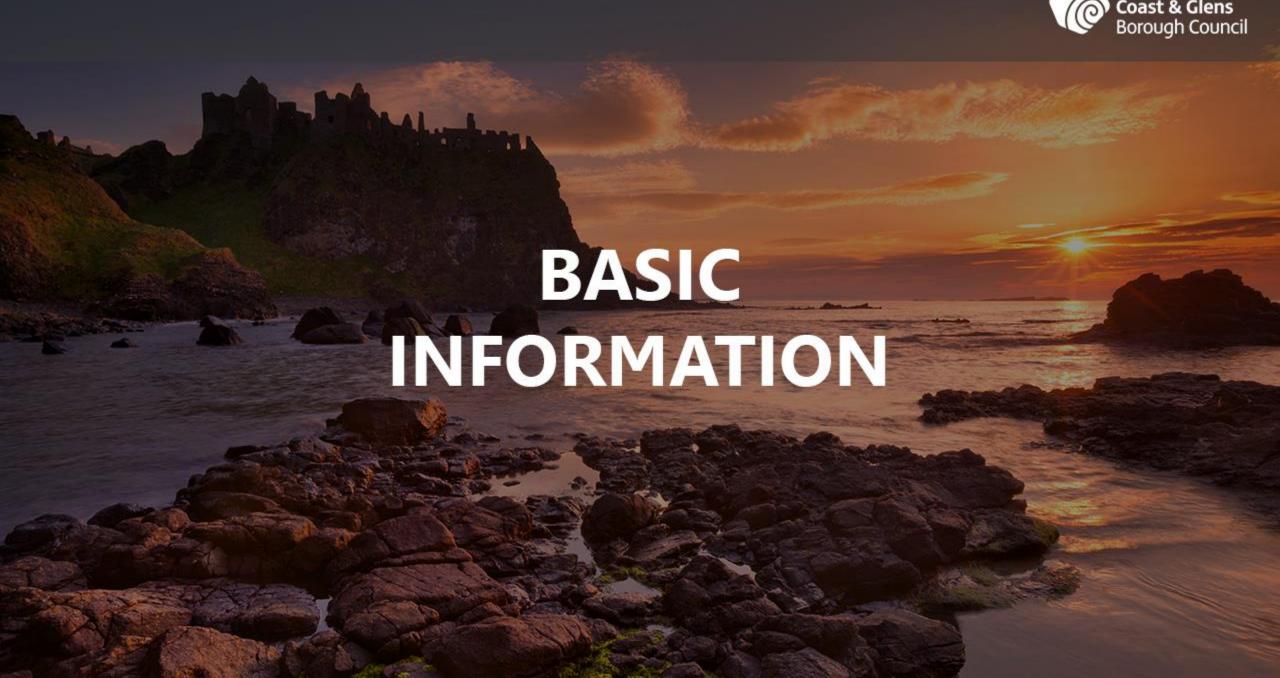


Brand exposure for the destination

Identify tactics to reach local and nation audiences. E.g. domestic, ROI & GB (For Large Events, target international visitors including Europe, America etc)

Identify methods to reach your target audience







Event Name:

Name

Event Location:

Location

Event Date(s):

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Document Owned by:

Name of Marketing Officer

Organisation:

Name of Organisation

Telephone:

Main Contact Number

Email:

Marketing Officer email address

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2. Marketing objectives

3. Communication strategy

4. Action Plan

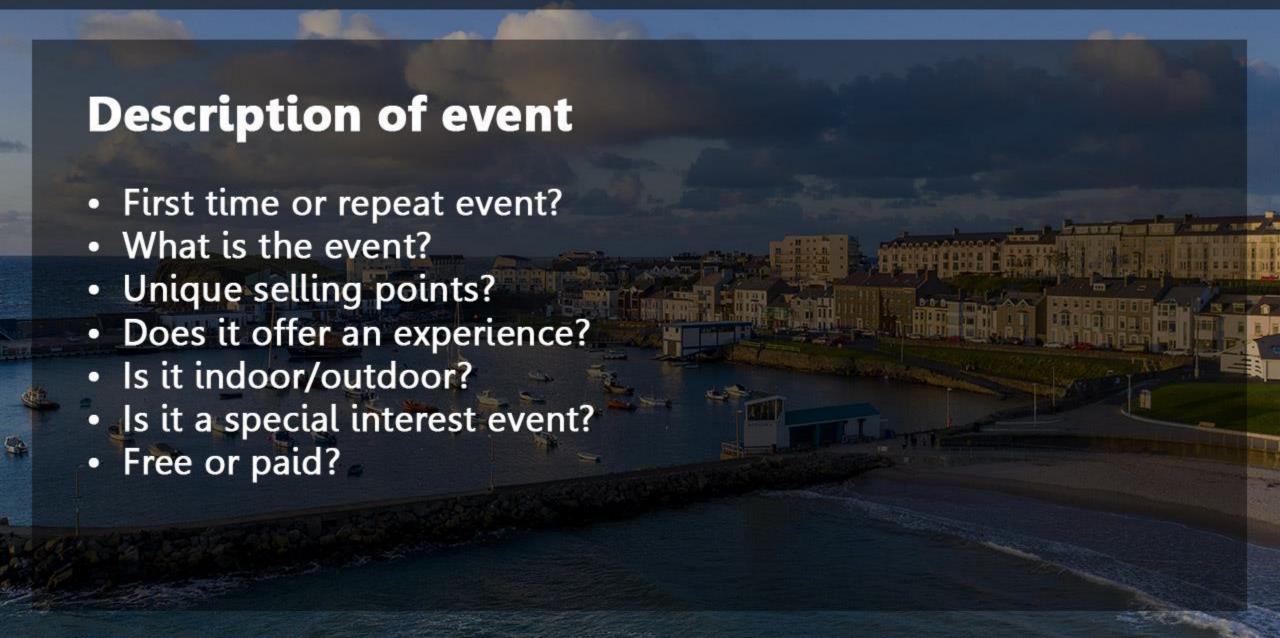
5. Evaluation





- Clear, concise description of event
 - Key elements and messages
 - What kind of experience does it offer? Indoor/outdoor? Half day/full day?
- Target audience
 - Who attends the event or who is it for?
 - Is it a special interest event or is it for everyone?
 - Consider including a persona
- Previous success (if applicable) and economic impact for the area
 - Has the event been successful in previous years?
 - Was a post-event evaluation completed? What did it show?
- A situational analysis
 - Strengths, weaknesses, opportunities, threats (SWOT table)





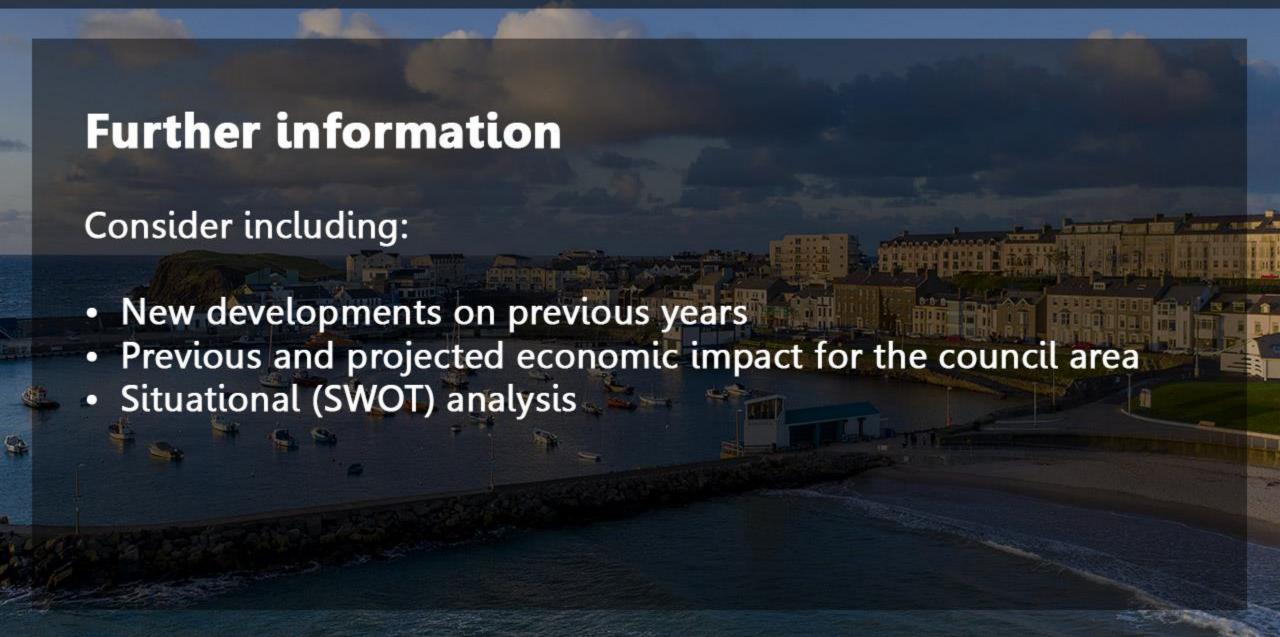


Target Audience

- Age
- Gender
- Socio economic group
- Interests
- Why is this the selected audience? What research was conducted to determine this?

Consider uploading a persona as supporting documentation





EXAMPLE: SWOT ANALYSIS

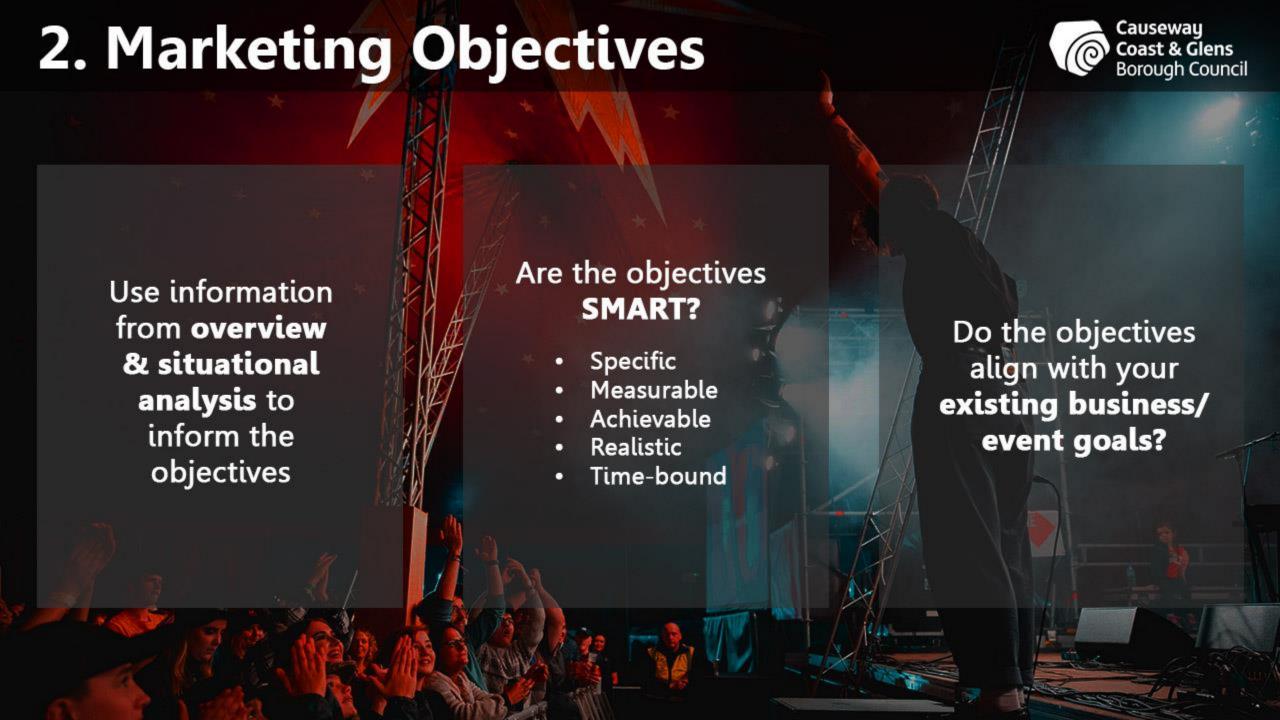


Strengths	Weaknesses
EXAMPLES:	EXAMPLES:
 Unique selling points Event reputation 	ResourcesBudget
Opportunities	Threats
How will it benefit the local economy? How will it profile the council region and attract visitors?	Are there similar events? What sets yours apart? Are there events on at the same weekend?

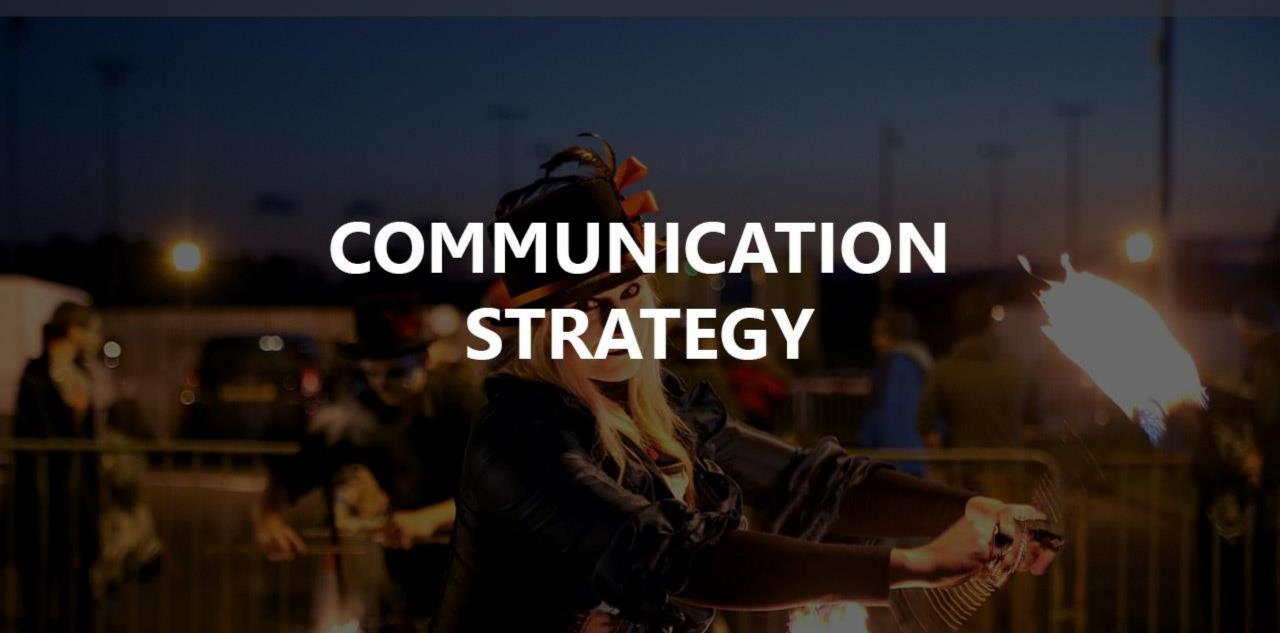
Emphasise your events strengths, benefits and opportunities

Where possible, explain how you will overcome threats and weaknesses









3. Communication Strategy



Marketing Mix

4Ps

Price Product Place Promotion

Marketing Tools

offline marketing channels as well as paid, owned & earned media platforms

Key strategies

How will you achieve your objectives?

Be mindful of your **audience** and how they **consume** content

3. Communication Strategy



Marketing Mix

- Product the event itself, as well as any pre or post event activities
- Price cost to customer, marketing costs, sponsorships etc.
- Promotion how will you advertise the event to your target audience?
- Place location and convenience to attend

EXAMPLE: MARKETING MIX



Product	Price
 Pre-event media days Website or social contests or promotions Event-day activities: gift bags, giveaways, spectator activities Post-event parties, awards and recognition New developments? The full experience of the event 	 Free event or ticketed? Cost to customer Does the price offer value for money? Special offers or packages? Concessions? Additional costs to customer – travel, accommodation, parking etc. Cost to advertise
Place	Promotion
 Where will the event be held? Indoor/outdoor? How convenient is the location to the customer? Public transport? Parking facilities? How easy is it to gain entry/buy tickets? Payment methods available? Accessibility Is it during the tourism season or in the off-peak season? Consider FAQs 	 Event positioning: Who is the event for? What makes it unique? Why should the target audience attend? When/Where will it take place? Will you mention or include information about Causeway Coast & Glens Council and the destination in your marketing materials/advertisements? Any PR and/or branding opportunities for council? Online and offline marketing (this will be covered in 'Marketing tools' but can be mentioned here briefly

3. Communication Strategy



Marketing Tools

Considerations:

- Paid, owned and earned media
- Online and offline media
- Materials, machinery, minutes, men, money (5Ms)

Online & Offline Channels



	Paid	Owned	Earned
Online	 Paid social media ads Blogger/influencer collaborations PPC (Google AdWords/Display ads) 	 Organic social media Blog posts Website content Email newsletters 	 Testimonials from previous years Reviews on other sites Press coverage (online)
Offline	Radio advertisingTVBillboardsPrint	 Company press releases Brochures/programmes On-site/retail point ads 	 Press coverage (offline) Word-of-mouth (previous attendees)

EXAMPLE: MARKETING TOOLS



Materials	Machinery	Minutes	Men	Money
 Marketing collateral Branded assets Video content Imagery Website content Blog posts Leaflets Programmes Radio/TV Merchandise/retail offerings 	 Software – Google Analytics, website CMS, Photoshop etc. Devices – computer, laptop, iPads/tablets, mobiles, WiFi and routers 	 Timeline of marketing activity: announcements, advertisements etc. How much time per week will be dedicated to marketing activity e.g. scheduling social media posts? 	 Roles & responsibilities of staff and team members Volunteers? Ambassadors Influencer/blogger relations Management Marketing person 	 Marketing budget Sponsorship Other funding Merchandise sales

3. Communication Strategy



Key Strategies

What are the main goals of your marketing plan? Consider the objectives identified in Section 2

Explain the initiatives that will be used to achieve these strategies

EXAMPLE: KEY STRATEGIES



Key Strategies Summary	Key initiatives Summary
Effectively promote the event through increased marketing activity in local and national press.	 Enhance existing website Establish specific promotional plan detailing target markets, times, methods etc Establish media partnerships
2. Increase number of online ticket sales	 Improve website functionality Increase online advertising spend to drive web traffic





Considerations:

- Marketing channels identified from communication strategy
- Explain in more detail
- Create a timeline
- Justify for target market

MARKETING					BUDGET		MONITORING &
CHANNEL	DATE	ACTIVITY DETAIL	ACTION		BREAKDOWN	WHO	EVALUATION
			REACH	KEY TARGET MARKET			
Specific details to be employed and frequency (include specific details of the publication etc)	Highlight specific timings for each marketing tool/channels to be employed in all markets e.g. dates when adverts will be placed in the press, dates posters will be distributed, dates of TV coverage	Please include how you intend to capitalise on Marketing Social & digital and PR opportunities and how you plan to gain positive PR for Causeway Coast and Glens Borough Council area and Causeway Coastal Route through both online and traditional media channels targeting the NI domestic market, ROI, GB and Hybrid/Online markets.	Of the chosen marketing channel – please highlight the coverage the marketing tool will give the event, such as newspaper readership on allocated day, TV coverage audience reach in all markets	Please highlight the target market the marketing tool will impact (e.g. NI domestic market, ROI, GB, Hybrid/Online markets)	On each of your marketing channels – applicants should ensure that the budget information contained is accurate.	Who is going to deliver the various areas of the plan?	How are you going to measure success of the plan? How often will you review the plan? Will you track against targets set? And how will you do this? If targets not being met will you relook and re-evaluate to get on track? Post event evaluation – it is important to evaluate post event to ensure the Marketing Plan has delivered on the objectives outlined. How will you plan to evaluate the Marketing Plan and help improve the marketing for the future?
PRINT		markotor					
Posters							
Programmes							
National/Local Print Press							
DIRECT MAIL:							
Print distribution							
SOCIAL & DIGITAL MEDIA							
WEBSITES: Building a website for your event, upgrading your current site to ensure content in relevant and engaging. Does the website have an e-commerce function?							
Facebook / Instagram							
X (Twitter)							
TikTok							
YouTube							
Email Marketing (Newsletters, Mailing lists)							

Digital advertising (Pay per click, Google advords etc)				
Blogs and vlogs				
OUTDOOR				
ADVERTISING				
Billboards				
Bus sides & Bus Shelters				
Poster sites				
Street dressing				
PARTNERSHIPS				
Media Sponsorship				
Private Sponsorship & Marketing Opportunities				
Stakeholder Marketing				
Friends / Ambassadors: Programmes / Clubs				
PR				
Issuing press to local / national				
Other press (industry specific)				
Bloggers and influencers				
Radio stations				
TV				



5. Evaluation



Consider including:

- KPIs for your SMART objectives in Section 2
- Qualitative data: testimonials, reviews
- Quantitative data: rating surveys, attendance figures
- Post-event evaluation
- Develop on the methods covered in the Action Plan

EXAMPLE: EVALUATION



Key metrics	Target	Timeline/Date	Measurement tools
Quantitative data			
Website traffic	Avg. 10,000 users per month	Within 6 months	Google Analytics
Number of social media followers			
Social media engagements			
Email signups			
Qualitative data			
Feedback	Acquire 10 testimonials for post-event social media content/website content	Post-event (MM/YYYY)	Social media reviews
User sentiment			
Consumer surveys			



SUPPORTING DOCUMENTATION

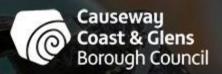
EXAMPLES



- Research documents
- Current marketing reach (social media/website statistics)
- Customer personas
- Post event evaluations from previous years

... and anything else that will support your application

REMINDERS



- Remember to relate back to how this will benefit the region/council/ the local economy at any opportunity where you can
- Be sure to include the marketing tactics which appeal to your target audience
- If there are opportunities to justify decisions then please explain
 e.g referring to research or supporting documentation

USEFUL RESOURCES



- Tourism NI events fund: https://tourismni.com/Grow-Your-Business/funding-schemes/events/
- Smart Insights (search 'Marketing Strategy), SOSTAC model etc.
- Skift.com tourism industry intelligence
- Council website: https://www.causewaycoastandglens.gov.uk/grantsandfunding

USEFUL RESOURCES



Tourism NI additional resources:

NI Domestic Market Review (with Priority Segments):

https://www.tourismni.com/build-yourbusiness/sector/accommodation/accommodation-trends-andopportunities/ni-market/

ROI Market Review:

https://www.tourismni.com/roi-market/