

Building a Marketing Plan

Blocking & Tackling for Success

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Principal

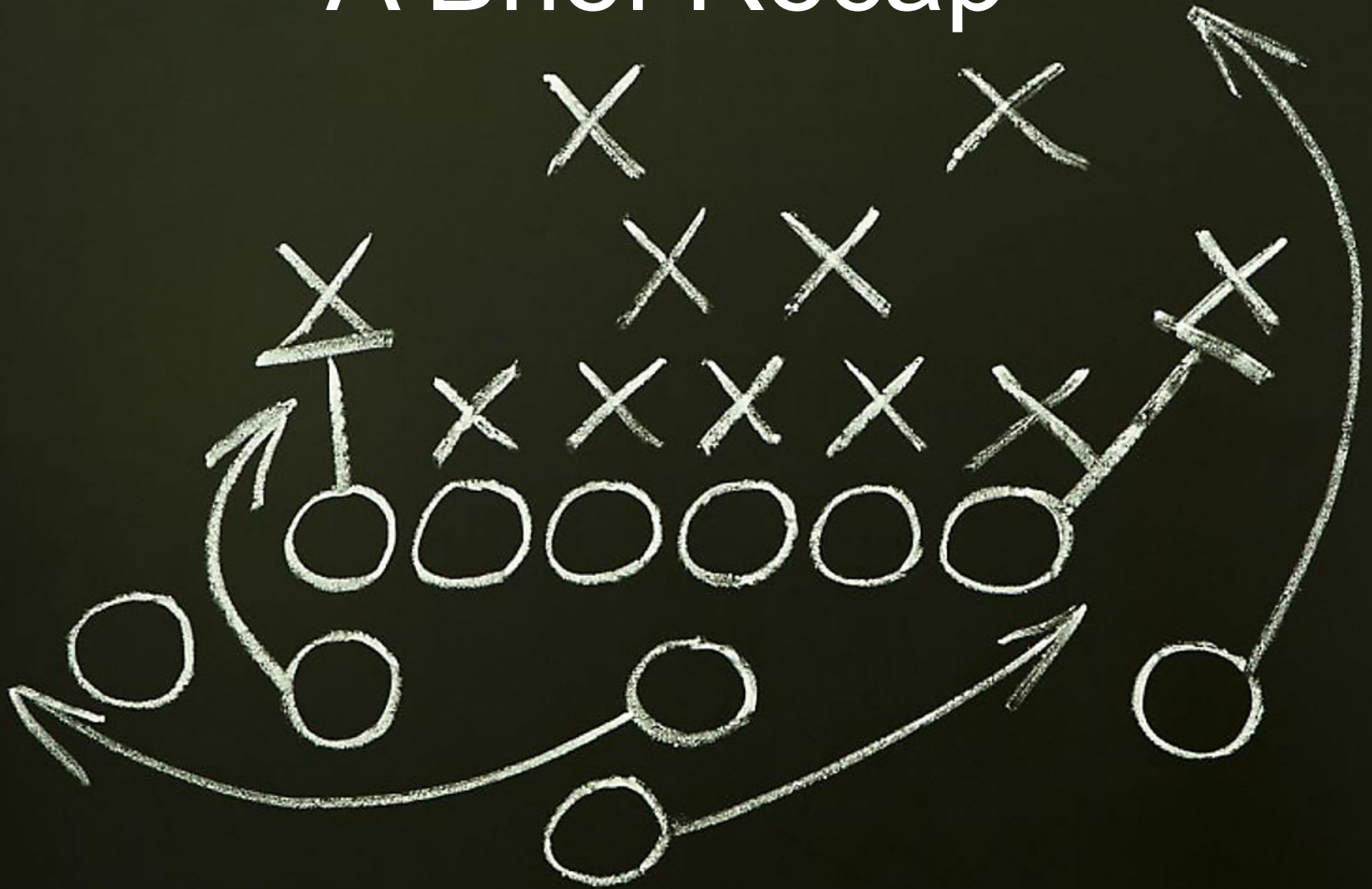
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A Brief Recap



Outbound

- Offensive “PUSH” Strategy
- Traditional Media
 - Broadcast
 - Radio/TV
 - Outdoor
 - Print
 - Direct Marketing
 - Collateral and Promotional Materials



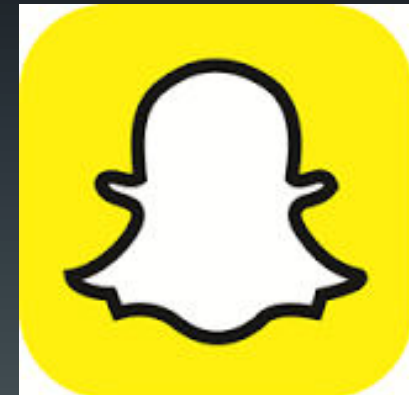
Inbound

- Defensive “PULL” Strategy
- Digital Media
 - Website
 - Mobile, Responsive Technology
 - E-mail: The “Two-Way Player”
 - Permission Granted
 - Collecting names
 - Google Search Marketing
 - Paid vs. Organic
 - SMS Text
 - Mobile Apps



Special Teams

- Social Media
 - Facebook + Facebook LIVE
 - Twitter
 - Instagram
 - Snap
 - YouTube
- Paid and Boosted Ads



WEBSITE

- Home Page
- About Page
- Program Page
- Event Page
- Donation Page
- Thank You Page
- Landing Page
- Blog page
- Other _____

EMAIL

- E-news
- Signature blocks
- Event invitations
- E-solicitations
- E-Thank You
- E-receipt
- E-holiday card

CORE COLLATERAL

Organizational and core program communications

- Organizational capabilities brochure
- Folder
- Organizational information sheets
- Annual Reports
- Postcards
- Print newsletters
- Presentation template
- Trade Show booth

ORGANIZATIONAL IDENTITY

- Organization logo(s)
If you are a multi-entity organization, gather examples of how each unit, location, chapter or school is represented.
- Tagline
- Stationery
- Colors
What is actually being used not just what its supposed to be.
- Fonts – print and online
- Brand Graphics or stylistic treatments
- Photo style/library image examples
- Video style/ intro/outro graphics
- Mascots or characters
- External and internal signage
- Graphics on cars or trucks

EVENT MARKETING

- Event Branding: logos/colors/fonts
- Invitations
- Registration packet/brochure and/or web page
- Programs, onsite handouts
- Presentation template

PRODUCT

- Organization products for sale
- Promo-product giveaways
- Logo items for sale
- Donor thank you gifts

SOCIAL

- LinkedIn Company Page
- Facebook Cover(s)
- Twitter Cover(s)
- YouTube Channel Graphics
- Profile images/Avatars
- Post templates
- Examples of post types
- Other _____

CONTENT MARKETING

- Infographics
- White papers
- Special Reports
- Ebooks
- Toolkits
- Videos
- Sharable images
- Graphic quotes
- Podcast image, link and sample

ADVERTISING

- Banner ads
- Billboards
- PSAs
- Commercials
- Print ads
- Transit advertising: subway, bus, shelters
- Social and search ads (Facebook, Twitter, Google, Bing)
- Sponsorship

MOBILE

- Apps

FUNDRAISING

- Annual Appeal/Individual Giving Campaigns
- Planned Giving Marketing
- Capital Campaigns
- #GivingTuesday campaign
- Special donor marketing – monthly giving, high level donor clubs
- Presentation/leave behind materials for major donors and corporations
- Grant template example

VOLUNTEER COMMUNICATIONS

- Volunteer solicitation and information
- Volunteer welcome kits
- Volunteer appreciation materials
- Operational communications – signing up, confirmations
- Training materials

MEMBERSHIP ORGS

- New member solicitation
- Renewal series
- New member welcome kits

SCHOOLS

- Alumni communications
- New student welcome kit
- Parent information

OTHER

- _____
- _____
- _____
- _____

Inventory List

Keeping Score

What do you measure?

- Key Performance Indicators
 - Social: Engagement, Shares, Items that help improve algorithms
 - Website: Analytics, Search Engine Marketing, Clicks
 - Email: Open Rates, Unsubscribes



Inventory List

- Website

- Home Page
- About Page
- Event Page
- Landing Page
- Program Pages

- Email

- E-news
- Signatures
- Invites
- Thank You's
- Receipt



Inventory List

- Core Collateral

- Brochure
- Folder
- Info Sheets
- Annual Report
- Print Newsletter
- Presentations
- Trade Shows

- Organization Activity

- Logos
- Tagline
- Stationary
- Colors
- Fonts/Graphics
- Photo/Video style
- Mascots
- Signage
- Mobile graphics



Inventory List

- Social

- Company Pages
- Cover Photos
- Post templates

- Content Marketing

- Videos
- Sharable images
- Graphic Quotes

- Advertising

- Banner Ads
- Billboards
- PSA's
- Commercials
- Print Ads
- Transit
- Social
- Search Ads



Inventory List

- Volunteer Communications

- Recruitment
- Welcome kits
- Appreciation

Materials • Operational
Comms: • Sign-
ups

- Confirmations
- Training

- Fundraising

- Annual Appeal
- Individual Giving
- Capital Campaigns

- Sponsorship Elements



Intangibles

- Your Brand
 - Not what you say about you
 - Your logo is not Your Brand
- Your Story
 - The Value of Video and Images



Marketing Plan

- Overall Project Goals and Objectives
 - Measurable Outcomes
 - Attendance, Revenue, New Followers (online/offline)
 - Survey Results
 - Experiential, Publicity
- Target Audience
 - Primary
 - Secondary and Beyond
- Definition of Scope
 - Income, Sales
 - Guest Experience
 - Data Collection



Marketing Plan

- Assumptions & Resources
 - Facts: Date, Time, Location
- Project Constraints & Barriers
 - Micro not macro issues that directly effect your event
 - Challenges that cannot be overcome
 - Related Projects
 - Special barriers unique to this specific event



Marketing Budget

**MAINTAIN
BRANDING**

**AVERAGE
BUDGET**

**FAST
GROWTH**

2-6% GR

*Gross revenue

7-12% GR

*Gross revenue

13-30% PR

*Projected revenue

15% HEADCOUNT

80% PROGRAMS

5% TECH + OTHER

25% HEADCOUNT

65% PROGRAMS

10% TECH + OTHER

30% HEADCOUNT

55% PROGRAMS

15% TECH + OTHER

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Marketing Budget

WHERE SHOULD WE SPEND IT?

- Social Media
 - Boosting Posts, Posting Ads
- Digital Advertising
 - Search
- Traditional Advertising
 - Print, Broadcast, Outdoor, Direct



Roles & Responsibilities

Role	Responsibilities	Participant(s)
Project Manager	<ul style="list-style-type: none"> Advertising and promotion <ul style="list-style-type: none"> Direct mail Promotions Email Local media Data Collection and Surveying Provide timely reports to senior management Sponsorship opportunities 	Marketing Lead
Group Tickets	<ul style="list-style-type: none"> Sales and promotion to potential group ticket buyers 	Sales Team
Event Manager	<ul style="list-style-type: none"> Facilities procurement and pre-event communication Preparation of materials for event (signage) Manage day of event operations 	Operations Manager
Comm. Manager	<ul style="list-style-type: none"> Marketing plan creation and revisions Coordination of publicity Outreach to media Delivery of message via website and email 	Marketing <u>Asst</u>
Comm. Assist	<ul style="list-style-type: none"> Coordination of publicity Outreach to media Delivery of message via website and email Research of media outlets 	Marketing <u>Asst</u> Marketing Intern
Web Manager	<ul style="list-style-type: none"> Website administration Links/Pages from website to platforms 	IT
Volunteer Manager	<ul style="list-style-type: none"> Recruit and secure volunteers to execute the drum corps event at the highest level 	Volunteer Coordinator



Planning Calendars

August	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY						
1				DCI Champs - Indy	DCI Champs - Indy	DCI Champs - Indy
2					USBands	
3						
4						
5						
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July	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY						
1	CHAMBERSBURG PA EVENT	Chambersburg DCI Results		Random Act of Publicity	VIP/premium email update	Twicadets
2	Jackson DCI Results					USBands
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• Use Excel or Google Calendars

Annual Milestones

- Schedules & Contracts
- Sales (individual , Groups)

<u>Milestone</u>	<u>Completion Date</u>
Secure Venue	12/10/2016
Ticket Manifest.....	12/15/2016
Tickets on Sale	12/16/2016
Education Outreach.....	01/08/2017
Sponsorship Contracts	01/15/2017
Sign Artist Contracts.....	02/01/2017
Initial Group Sales Outreach....	03/01/2017
#2 Education Outreach	04/01/2017
First Mailer.....	04/15/2017

<u>Milestone</u>	<u>Completion</u>
<u>Date</u>	
#3 Education Outreach.....	05/01/2017
Local Media Announcements	05/15/2017
#4 Education Outreach.....	06/01/2017
Second Mailer.....	06/01/2017
Local Media Follow-up	06/07/2017
Third Mailer.....	06/15/2017
Local Advertising.....	07/06-07/29/2017
Fourth Mailer.....	07/15/2017
Final Local Media.....	07/22/2017



Methodology

Marketing Methodology

- Direct Marketing
 - Definition, Goals, Budget, Audience, Timeline, Messaging, Schedule
- Website
 - Definition, Goals, Timeline, Schedule
- Social Media
 - Definition, Goals, Platform (Audience), Budget, Messaging, Schedule



Methodology

Marketing Methodology

- Partnerships + Promotions
 - Definition, Goals, Agreements, Messaging, Schedule
- Advertising/Paid Media
 - Definition, Goals, Platform (Audience), Budget, Messaging, Schedule
- Publicity/Public Relations
 - Definition, Goals, Research, Outlets, Messaging, Schedule



Surveys

Marketing Surveys and Data Collection

- Collecting emails/mobile numbers
- Surveying attendees
- Tech vs. Paper/pen
- Survey Monkey/ QuickTap Survey
- Scientific data accumulation
- Volunteers & Interns
- Collaboration with business schools



90 Days from Event

Platform	Frequency	Task	Message
Website	n/a	Updated	Informational
Email	1x/Week	Distribution	Informational
Facebook	1x/Day	Daily Posts	Build buzz
Twitter	1x/Day	Daily Posts	Build buzz
Instagram	1x/Day	Daily Posts	Build buzz
Publicity	n/a	PR Distributed News Event	Generate Awareness
Collateral	n/a	Launched	Promotional
Sponsorship	n/a	Launched	Promotional

60 Days from Event

Platform	Frequency	Task	Message
Website	n/a	Updated	Informational
Email	2x/Week	Distribution	Informational & Build Buzz, Special Announcements
Facebook	1x/Day	Post & Boost	Generate Engagement
Twitter	1x/Day	Daily Posting	Countdown
Instagram	1x/Day	Daily Posting	Planning Posts
Publicity	n/a	PR Updates	5 W's
Collateral	n/a	Final Designs	Promotional
Sponsorship	n/a	Follow-up	Leverage & Promotional

14-30 Days from Event

Platform	Frequency	Task	Message
Website	n/a	Updated	Informational
Email	3x/Week	Distribution	Informational & Build Buzz
Facebook	1x/Day	Post & Boost	Generate Engagement
Twitter	2x/Day	Daily Posting	Countdown
Instagram	2x/Day	Daily Posting	Planning Posts
Publicity	n/a	PR Follow-up	5 W's
Collateral	n/a	Follow-up	Promotional
Sponsorship	n/a	Follow-up	Leverage & Promotional

Day 1-14 from Event

Platform	Frequency	Task	Message
Website	n/a	Updated	Guest Exp. & Late Breaking News
Email	1x/Day	Distribution	Informational
Facebook	3x/Day	Post & Boost	Generate Shares & Engagement
Twitter	3x/Day	Timed Posts	Countdown
Instagram	3x/Day	Timed Posts	Behind the Scenes
Publicity	n/a	Personal Outreach	Interviews, News
Collateral	n/a	Follow-up	Promotional
Sponsorship	n/a	Activation	Daily Engagement & Leverage



TOP 10 MARKETING PLAN TAKEAWAYS

- 1 - Gather Your Thoughts
- 2 - Plan the Work, Work the Plan
- 3 - Adopt a budget and stick to it
- 4 - Create a Calendar
- 5 - Identify 3-5 Key Marketing Indicators to monitor
- 6 - Pick one social media outlet and “own it”
- 7 - Recruit marketing volunteers and delegate
- 8 - It doesn't have to be pretty to be effective
- 9 - Collect data and survey
- 10 - Be consistent



TOP 10 SOCIAL MEDIA TAKEAWAYS

- 1- Embrace the challenge
- 2 - Determine which social media works for you
- 3 - Start with Facebook
- 4 - Commit budget to Facebook advertising and watch analytics
- 5 - Engage Facebook LIVE
- 6 - Post all videos to YouTube channel
- 7 - Use tone and best practices per channel
- 8 - Review Instagram, Twitter, Snap and Pinterest before jumping
- 9 - Conduct a social media audit or use as a guide
- 10 - Say "NO"... it is OK

TOP 10 MARKETING TAKEAWAYS

- 1 - Remember Marketing is Everything (Four P's)
- 2 - Align media with audience segments
- 3 - Determine baseline traditional media strategy
- 4 - Outdoor & Direct Marketing are unavoidable
- 5 - Use Google AdWords Express to manage digital ads
- 6 - Streamline your website and make sure it is responsive
- 7 - Always be collecting email addresses and phone numbers
- 8 - Think mobile
- 9 - Decide who is responsible for the website design & updates
- 10 - Consider conducting a Marketing Audit



Check Out

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MORE TRAINING?



THANK YOU!

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