**Marketing Campaign Plan Template**

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

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| --- | --- | --- | --- |
| Company: |  | Date of plan: |  |
| Project: |  | Author: |  |

1. **Where are you now?**

|  |  |
| --- | --- |
| **Product** |  |
| What do you provide? |  |
| Where do you provide it? |  |
| When can people access it? |  |
| Where can they buy tickets for it? |  |
|  |  |
| **Income** |  |
| 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? |  |
|  |  |
| **Your existing audience** |  |
| How many tickets, artworks,  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? |  |
| How many new people come each year and how many previous attenders 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? |  |
|  |  |
| **Marketing resources** |  |
| Budget |  |
| Staffing |  |
| Other internal resources |  |
| Other external resources |  |
|  |  |
| **Competition** |  |
| Who are your main competitors? |  |
| How does their position in the market compared to yours or simply what makes them unique and different to you? |  |
| What other arts activities do your audiences go to? |  |
|  |  |
| **Current marketing activity and approaches** |  |
| 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? |  |

1. **SWOT analysis**

|  |  |
| --- | --- |
| **Strengths**  What do you do well?  What resources can you draw on?  What do others see as your strengths? | **Weaknesses**  What could you improve?  Where do you have fewer resources than others?  What are others likely to see as your weaknesses? |
|  |  |
| **Opportunities**  What opportunities are open to you?  What trends can you take advantage of?  How can you turn your strengths into opportunities? | **Threats**  What threats could harm you?  What is your competition doing?  What threats do your weaknesses expose you to? |
|  |  |
| **Swot Summary** | |
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**3. SMART Objectives**

|  |  |
| --- | --- |
| 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. |  |
| 3. |  |
| 4. |  |
| 5. |  |

**7. Target Audiences / Benefits Matrix**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Benefits **** | Target groups **** |  |  |  |  |  |
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**8. Target Audiences / Communication Matrix**

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| --- | --- | --- | --- | --- | --- | --- |
| Communication tools **** | Target groups **** |  |  |  |  |  |
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**9. Campaign action plan**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Week/month before event   Marketing activity  | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Event | +1 | +2 | +3 | +4 |
| 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? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**10. Evaluation**

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| --- | --- | --- | --- |
| 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) |
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| **Summarise your activity**  **and results** |  |