**MARKETING STRATEGY TEMPLATES**

**SWOT Analysis Template**

This SWOT analysis will help identify what your event/show does well, improve on what it doesn’t, capitalise on its strengths and defend against its challenges.

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| **STRENGTHS**  *What you’re good at, what works, what audiences and media like about your event, etc.* | **WEAKNESSES**  *What needs work, what you want to strengthen and become better at, etc.* | **OPPORTUNITIES**  *What the audiences or media might soon want. What will be your point of difference?* | **THREATS**  *What challenges will your event face? Who are your competitors?* |
| [Enter strengths here] | [Enter weaknesses here] | [Enter opportunities here] | [Enter threats here] |

**Event Objectives Template**

Identify your key objectives for your event season. Make sure these are achievable and measurable. These may be ticket sales, networking opportunities, development, specific press or reviews.

*Examples*

* *Increase ticket sales by 10% from the previous year.*
* *Attend two Honey Pot sessions and network with Australian festival representatives.*
* *Sell out 30% off all events.*
* *Grow my email database to 2,000 people.*

*[Event Name Here]*

* Objective 1
* Objective 2
* Objective 3
* Objective 4

**Ticket Buyer Persona Template**

**PERSONA ONE TITLE:**

Age:

Gender:

Job/Career:

Family:

What social media do they use?

What social media do they follow?

Do they buy the newspaper?

Do they read reviews?

How do they access information?

What regular venues do they frequent?

Where types of brands do they purchase?

What/who influences them to buy a ticket?

What is their main motivation for attending an event?

How events are they likely to attend?

How would you pitch your event to this unique persona?

**Tactics Template**

The below template will help you form a range of tactics to meet the goals and objectives for your event. Tactics can utilise social media, email direct marketing (EDMs), flyers, postcards, paid print advertising and cross promotion. Your tactics should also consider the best way to engage with your Ticket Buying Personas.

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| **OBJECTIVE**  *Grow email database to 2,000 email subscribers.* | **STRATEGY**  *Prize giveaway to incentivise signups.* | **TACTIC**  *Run a sign up campaign via Facebook using a $30 budget.* | **METRIC**  *Number of new email subscribers.* |
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| **MARKETING BUDGET TEMPLATE** | | | |
| **TOUCHPOINT** | **FREQUENCY** | **BUDGETED $** | **ACTUAL $** |
| **SOCIAL MEDIA** | | | |
| Facebook Ads |  | $ | $ |
| Instagram Ads |  | $ | $ |
| YouTube Ads |  | $ | $ |
| **ONLINE ADVERTISING** | | | |
| Website Banners |  | $ | $ |
| Email Banners |  | $ | $ |
| **PRINTED ADVERTISING** | | | |
| Fringe Guide Ads |  | $ | $ |
| Schools Guide Ads |  | $ | $ |
| Newspaper Ads |  | $ | $ |
| **TRADITIONAL MARKETING** | | | |
| Poster/flyer printing |  | $ | $ |
| Poster/flyer distro |  | $ | $ |
| Other |  |  |  |
| **TOTALS** | | $ | $ |