

**[INSERT YOUR EVENT LOGO]**

*[Event Name]*

*[Main Business Address]*

**ABN:** *[ABN]*

*[Event Name]*

# Marketing Plan

**Prepared:** *[Date prepared]*

## Contents

# Marketing Plan Summary

[Insert Information on the event including a rundown on each facet if possible. Refer to 'Marketing Template Overview'.]

**The business**

**The future**

**The market**

**The finances**

# The Business

## Overview

### S.W.O.T. analysis

Strengths	Weaknesses
Opportunities	Threats

### S.W.O.T. activity sheet

S.W.O.T weakness/ threat	Activity to address weakness/threat	Activity completion date

## Products/services

Product/Service	Description	Price
<i>[Product/service name]</i>	<i>[Brief product/service description]</i>	<i>[Unit price including GST]</i>

## Market position

*[Where do your products/services fit in the market? Are they high-end, competitive or budget? How does this compare to your competitors?]*

## Unique selling position

*[How will your products/services succeed in the market where others may have failed? What gives your products/services the edge?]*

## Anticipated demand

*[What is the anticipated quantity of products/services your customers are likely to purchase? For example, how much will an individual customer buy in 6 months or 12 months?]*

## Pricing strategy

*[Do you have a particular pricing strategy? Why have you chosen this strategy?]*

## Value to customer

*[How do your customers view your products/services? Are they a necessity, luxury or something in between?]*

## Growth potential

*[What is the anticipated percentage growth of the product in the future? What will drive this growth?]*

**Sales/marketing personnel**

<b>Job Title</b>	<b>Name</b>	<b>Responsibilities</b>
<i>[e.g. Marketing/ Sales Manager]</i>	<i>[Mr Chris Brantley]</i>	<i>[What are the main responsibilities of this position?]</i>

# **The Future**

**Vision**

**Mission**

**Objectives**

# **The Market**

**Unique selling position**

**Customer demographics**

**Key customers**

**Customer management**



## Competitors

<b>Competitor</b>	<b>Established date</b>	<b>Size</b>	<b>Market share (%)</b>	<b>Value to customers</b>	<b>Strengths</b>	<b>Weaknesses</b>
<i>[Competitor name]</i>	<i>[When were they established?]</i>	<i>[Number of staff and/or turnover]</i>	<i>[Estimated percentage of market share]</i>	<i>[Unique value to customers, e.g. convenience, quality, price or service?]</i>	<i>[What are your competitor's main strengths?]</i>	<i>[What are your competitor's main weaknesses?]</i>

**Market research**

**Market targets**

**Environmental/industry Analysis**



## Advertising and sales

### Advertising and promotional strategy

Planned promotion /advertising type	Promotional strategy	Expected business improvement	Cost (\$)	Target date
<i>[Print media advertising, online advertising, SMS, mail-out, giveaway, media release, social media campaign or event.]</i>	<i>[Why have you decided to use this promotion/advertising type? How and when will you use it? What is your strategy behind this? Who will upkeep your social media presence?]</i>	<i>[How do you expect it will improve your business success?]</i>	<i>[Estimated cost of activity.]</i>	<i>[e.g. Dec 09]</i>

### Social media strategy



**Monitoring/measurement activities**

[Reviewing the impact of your marketing should be a periodic activity. List the details of each review in the table below.]

Marketing activity	Date of review	Monitoring methods	Review outcomes
<i>[Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social media, public relations, branding and artwork, or publications and catalogues.]</i>	<i>[e.g. Month/Year]</i>	<i>[What tools did you use to measure/monitor the impact of your marketing activities?]</i>	<i>[What were the results for the promotional period? What were your sales/profit figures? How many new/repeat customers did you receive? How many customers visited your website?]</i>

# The Finances

## Price

## Expected sales

## Marketing budget

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Marketing/promotion</b>												
Marketing agency												
Radio advertising												
Television advertising												
Print advertising												
Online advertising												
Social media												
Web search optimisation												
Mailouts												
Giveaways												
Events												
Branding & artwork												
Merchandising												
Publications												
Catalogues												
More...												
<b>Marketing/ promotion total</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Other</b>												
Research												
Travel												
Postage												
Administration												
Incidentals												
More...												
<b>Other total</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

## **Monitoring/measurement activities**



## Supporting documentation

