

Event Marketing Plan Strategy Guidance

Tourism Events



**Causeway
Coast & Glens
Borough Council**



PURPOSE OF THE EVENT MARKETING PLAN

- ❖ 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



BASIC INFORMATION

Event Name:	Name
Event Location:	Location
Event Date(s):	-- / -- / -- - -- / -- / --
Document Owned by:	Name of Marketing Officer
Organisation:	Name of Organisation
Telephone:	Main Contact Number
Email:	Marketing Officer email address
Insert version number:	
Document last updated:	-- / -- / --



COMPONENTS OF THE MARKETING STRATEGY

1. Event overview

2. Marketing objectives

3. Communication strategy

4. Action Plan

5. Evaluation



EVENT OVERVIEW

1. Event overview

- **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)

1. Event overview

Description of event

- First time or repeat event?
- What is the event?
- Unique selling points?
- Does it offer an experience?
- Is it indoor/outdoor?
- Is it a special interest event?
- Free or paid?

1. Event overview

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

1. Event overview

Further information

Consider including:

- New developments on previous years
- Previous and projected economic impact for the council area
- Situational (SWOT) analysis

EXAMPLE: SWOT ANALYSIS

Strengths	Weaknesses
<p>EXAMPLES:</p> <ul style="list-style-type: none">• Unique selling points• Event reputation	<p>EXAMPLES:</p> <ul style="list-style-type: none">• Resources• Budget
Opportunities	Threats
<p>EXAMPLES:</p> <ul style="list-style-type: none">• How will it benefit the local economy?• How will it profile the council region and attract visitors?	<p>EXAMPLES:</p> <ul style="list-style-type: none">• 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



MARKETING OBJECTIVES

2. Marketing Objectives

Use information from **overview & situational analysis** to inform the objectives

Are the objectives **SMART?**

- Specific
- Measurable
- Achievable
- Realistic
- Time-bound

Do the objectives align with your **existing business/ event goals?**



COMMUNICATION STRATEGY

3. Communication Strategy

Marketing Mix

4Ps

Price
Product
Place
Promotion

Marketing Tools

Consider **online & 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
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Paid social media ads• Blogger/influencer collaborations• PPC (Google AdWords/Display ads)	<ul style="list-style-type: none">• Organic social media• Blog posts• Website content• Email newsletters	<ul style="list-style-type: none">• Testimonials from previous years• Reviews on other sites• Press coverage (online)
Offline	<ul style="list-style-type: none">• Radio advertising• TV• Billboards• Print	<ul style="list-style-type: none">• Company press releases• Brochures/programmes• On-site/retail point ads	<ul style="list-style-type: none">• Press coverage (offline)• Word-of-mouth (previous attendees)

EXAMPLE: MARKETING TOOLS

Materials	Machinery	Minutes	Men	Money
<ul style="list-style-type: none">• Marketing collateral• Branded assets• Video content• Imagery• Website content• Blog posts• Leaflets• Programmes• Radio/TV• Merchandise/retail offerings	<ul style="list-style-type: none">• Software – Google Analytics, website CMS, Photoshop etc.• Devices – computer, laptop, iPads/tablets, mobiles, <u>WiFi</u> and routers	<ul style="list-style-type: none">• Timeline of marketing activity: announcements, advertisements etc.• How much time per week will be dedicated to marketing activity e.g. scheduling social media posts?	<ul style="list-style-type: none">• Roles & responsibilities of staff and team members• Volunteers?• Ambassadors• Influencer/blogger relations• Management• Marketing person	<ul style="list-style-type: none">• 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
<p>1. Effectively promote the event through increased marketing activity in local and national press.</p>	<ul style="list-style-type: none">• Enhance existing website• Establish specific promotional plan detailing target markets, times, methods <u>etc</u>• Establish media partnerships
<p>2. Increase number of online ticket sales</p>	<ul style="list-style-type: none">• Improve website functionality• Increase online advertising spend to drive web traffic



ACTION PLAN

4. Action Plan

Considerations:

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

MARKETING CHANNEL	DATE	ACTIVITY DETAIL	ACTION PLAN		BUDGET BREAKDOWN	WHO	MONITORING & 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 <i>(e.g. NI domestic market, ROI, GB, Hybrid/Online markets)</i>	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							
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 adwords 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							



EVALUATION

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-your-business/sector/accommodation/accommodation-trends-and-opportunities/ni-market/>

ROI Market Review:

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