Date 12/30/22



Marketing Plan

(Event name)

Presented by: (Name)

(Company name)

(Address)

# Marketing Plan

Use this template to identify the action items and expectations that surround marketing your event.

|  |
| --- |
| Plan Overview |

| Practice: | Name |
| --- | --- |
| Name of Campaign: |  |
| Campaign Manager: |  |
| Subject Matter Expert: |  |

|  |
| --- |
| Objective |

Describe your objective.

|  |
| --- |
| Target Market |

In this section, you need to define your current customers and the potential customers you want to target.

### Event Demographics

Describe your event demographics.

### Target Contact Demographics

Describe your target contact demographics. Who do you want to attend?

|  |
| --- |
| Message Summary |

Summarize your message.

|  |
| --- |
| Call to Action |

Use this section to brainstorm words or phrases that ask the customer to take action.

### What is the desired outcome?

Describe your desired outcome.

### What are you offering Attendees?

Define what you are offering attendees. Why would it benefit them to attend your event?

|  |
| --- |
| Process |

### Prospecting Mechanism

Describe your prospecting mechanism. How will you reach your audience?

### Pre-event Follow-up

Define your pre-event follow-up.

### Post-event Follow-up

Define your post-event follow-up.

|  |
| --- |
| Project Plan |

### Necessary Event Resources

| Resource | Role | Estimated Work Hours |
| --- | --- | --- |
| Resource 1 | Role | Time |
| Resource 2 | Role | Time |
| Resource 3 | Role | Time |

### Budget

Compile a list of pertinent items that you will use to create your budget line items (for example, booth rental, amenities, travel). Use the Marketing Budget Plan template to build your final budget.

* List all pertinent items.

Define all pertinent items.

Complete the Budget vs Actuals resource provided using these items and any other items noted.

### Metrics and Expectations

* List all metrics and expectations.

Define all metrics and expectations.

# Campaign Sign-off

Please have all event partner’s sign. The undersigned accept this Marketing Campaign as described herein.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| Print First and Last Name | Title | Signature | Date. |
| Print First and Last Name | Title | Signature | Date. |
| Print First and Last Name | Title | Signature | Date. |
| Print First and Last Name | Title | Signature | Date. |

Note: Additional signatures might be required if the document changes significantly per the client’s request.