

Marketing Plan

Elements of a marketing plan:

1. Background or executive summary
2. Objectives
3. Target audience
4. Key messaging/theme
5. Geographic scope
6. Strategies/tactics (action plan)
7. Resources (financial & personnel)
8. Risks & concerns (SWOT)

1. Background or executive summary

Purpose to summarize key content in the business plan.

- Event name, dates and location.
- Event type and structure, i.e. conference, tradeshow, workshops, combination, etc.
- Attendee profile and number.
- Past results, benefits achieved, outcomes, challenges experienced, etc.

2. Objectives

Identify your groups' goals and objectives in hosting the event.

Goals:

Objectives:

- Why are you planning this event?

3. Target audience

Define who you are targeting to attend your event

- Students, certain areas on campus
- Faculty
- Community members
- Gender, age, language, demographics

You can target more than one group but ensure you describe and understand why certain demographics would want to attend your event.

- Include how many people you are hoping to have at your event

4. Key messaging/theme

Identify the key messages that you want people to receive when you advertise your event.

5. Geographic scope

The key locations that will be used for both your event and marketing

- Advantages and disadvantages of your venue including transportation and attractions
- Where will you place your advertisements?

6. Strategies/tactics (action plan)

What is your strategy in marketing your event? Describe which mediums and materials you will use for the process. Under tactics create a detailed list for each element.

7. Resources (financial & personnel)

Create a budget to list all financial resources and the forecasted cost of the event. In the budget in the forecasted revenues including fees, sponsorship and fundraising. Also include a list of human resources needed to support the event, both paid and volunteers.

8. Risks & concerns (SWOT)

This area is beneficial as it helps to highlight possible areas of concern.

- **Strengths:** characteristics of the business or team that give it an advantage over others in the industry.
- **Weaknesses (or Limitations):** are characteristics that place the firm at a disadvantage relative to others.
- **Opportunities:** *external* chances to make greater sales or profits in the environment.
- **Threats:** *external* elements in the environment that could cause trouble for the business.

Example of a Marketing Plan

1. Background:

Event Name: Royal Tea Party: A Toast to the Children's Wish Foundation!

Event Date: Saturday March 5, 2011, 12:00 – 4:00 pm

Event Location: Connaught Public School, 1149 Gladstone Avenue

The Royal Tea Party is a family event with 2 components. The first is a family tea party which will be held in one of our two gymnasiums. There will be buffet style food served and there will be volunteer servers passing by the tables with coffee and tea. There will be two separate times for the tea party. The second component to the event is an activities area which will be taking place in the other available gymnasium. In this area there will be a craft area set up, a silent auction table, story time, mini put, and games of low organization run by volunteers. This area will be open the entire time and will have both scheduled and ongoing activities.

Our attendees will be medium to high-level income families who enjoy excursions as a group. A large number of these people will be out friends and family but they will also be people who are looking to give back to the community while enjoying their Saturday afternoon. We are expecting to have 120 paying attendees plus 30 volunteers.

This is a first time event so the challenges are still to be confronted. However last year in the program a children's event was done which was very successful. They sold out their tickets and had to turn away people at the door. To avoid this we have searched for a larger venue.

2. Objectives:

Our main objectives for the event are to raise money for the Children's Wish Foundation as well as raise awareness for their cause. Our objectives to be achieved through media and marketing are as follows:

- 1) Through marketing and promotion, sell 120 tickets for event.
- 2) Through marketing and promotion sell 25% of all tickets in pre-sale.
- 3) Create awareness and interest in our event (75% of attendees heard about event through our marketing media)
- 4) To raise \$5000 through the investments that put in by sponsors and group members

3. Target Audience:

Our target audience comprises of two main groups, the children and their families. The children will be the main group enjoying the activities but the parents will be the ones spending the money and must also enjoy what is available. In detail we are looking for the following:

- Children aged 4-11
- Adults with family members (children, nieces, nephews etc.) identifying with the above
- Single or couple parents with children identifying with the above
- Families who identify with all incomes, with a focus on medium-high levels of income
- All genders and races
- Anglophones and Francophones with a focus on Anglophones
- 150 people
- Residents of the central Ottawa region
- Babysitters, nannies and au pairs

4. Themes/Key Messages:

The key messages and themes that we are looking to push while marketing our event are as follows. First and foremost we need people to understand that our event is a fundraiser/awareness for event for the Children's Wish Foundation and that all proceeds go directly towards granting wishes of children within the community suffering from life-threatening illnesses. With this being said we also want people to understand that it is a family event and that by attending there is a lot in it for them. It will be a fun filled time with activities for the whole family including food & beverage, crafts, story time, and games. We want to ensure our marketing suggests that what is included will be worth the price spent.

5. Geographic Scope

We will be holding our event in Ottawa centre at Connaught Public School (Parkdale and Wellington West intersection). It is easily accessible from the Queensway and the Ottawa River Parkway (Parkdale exit in both cases). It is on major O.C Transpo routes and has free parking on-site. It is also handicap accessible. This school was chosen because of its accessibility as well as for the fact it has two gyms, which will allow us to carry out multiple simultaneous activities.

Since our event is geared for children between the ages of 4 - 11 (Kindergarten to grade 5) and their parents. In order to maximize our donations and achieve our overall goals, we plan to promote our event at local community centers, all elementary schools, and on the event boards of major retail stores within the Ottawa-Carleton region. We believe that we have created something very unique and unusual. Promoting the event will be our biggest and most time consuming challenge.

We have generated a comprehensive list of specific places we plan on placing our creative poster, the list includes: community centres and pools, skating rinks, gymnastic clubs, department store event boards, and children specialty shops. We will have contacted the Catholic and Public school boards to get permission to have the event publicized in the elementary schools. We will place event notices in two of the large local newspapers (The Sun and 24) as well as small local newspapers. We will also access the on-line capabilities such as through our website. We will also post our event on our web site as well as on Facebook.

6. Strategies

Our strategy is to use an integrated marketing approach that will enable us to sell a minimum of 120 tickets to our target audience via our event website. We will be promoting the event by utilizing a variety of communication methods to direct traffic to the event website. One method of communication will be by word-of-mouth, enabling us to sell printed tickets to family and friends in addition to our online ticket sales. All pertinent event information will be posted on the event website, www.royalteaparty.ca, and all other communication methods will offer a preview of the event to attract the attention of our target audience and direct them to the website. The communication methods that we will employ include newspaper advertisements, public service announcements, posters, and a social networking site: Facebook. We also chose to keep our marketing materials gender neutral in order to stress that this is a family event, and there will be programming elements for both boys and girls.

Tactics (Action Plan)

The marketing materials will be distributed and utilized in the following manner:

Website:

- Will be the main marketing tool for selling tickets
- All marketing materials will direct the target audience to the website
- Will be live and fully functional to purchase tickets by January 24, 2011 (approximately one month and a half prior to the event date, March 5th, 2011)

Posters:

- Will contain visually appealing and attractive images for our target audience, children, in order to capture their attention, or their parents
- Will have minimal, but pertinent information, including event name, date, time, location, ticket prices and website URL where they will be directed to find out more information about the event and to purchase tickets

- Will be placed in the geographic regions where there is a strong community feel and many families with young children, in addition to schools, activity and recreational centres, and other areas where families with young children frequent
- The majority of posters will be placed at an adult's eye level, but some will be placed at a child's eye level so they may point it out to their parents (sometimes parents, who are often very busy individuals, do not pay attention to posters)
- Will print off 50 posters in colour (for a more appealing look) on 11X17 paper
- Will begin distributing posters one month prior to the event (i.e. February 5th, 2011)

Newspaper Advertisements:

- Sizing of the advertisements will be ¼ page : 5.083 in. wide x 5.714 in. tall
- The advertisement will contain minimal, but pertinent information, including event name, date, time, location, ticket prices and website URL where they will be directed to find out more information about the event, and to purchase tickets
- Two advertisements will be placed within the Ottawa Sun, and 24 newspapers; these advertisements will run once in each newspaper, 3 weeks prior to the event, and 2 weeks prior to the event
- The same advertisement will also be used in the local EMC papers in our target geographic regions, as well as in the Orleans Star, and the Glebe Report
- The advertisements will not be run too early (i.e. more than 3 weeks prior to the event) so that individuals do not forget to purchase tickets
- Print advertisements are to be ready by February 1st, 2011

Social Networking:

- Facebook will be the main social networking tool and will primarily be used to encourage friends and family to attend and/promote the event via 'word-of-mouth'
- Facebook group will be created and all team members will be administrators
- All team members will invite their friends and encourage participation in the group
- Team Members will add wall posts to update family and friends on the progress of the event including prizes obtained and activities planned
- A Facebook event will be created by January 24th and will be open to the public by the same date
- The Facebook picture will be the event poster
- Facebook group will have a link to our website for people to purchase tickets

Public Service Announcements:

- Public service announcements will be created and completed 1 month prior to the event date; they will include a brief 15-30 second preview of the event, including time, date, location, activities and ticket price, it will then direct listeners to the website for more information and to purchase tickets
- Public service announcements will be sent out 5-7 working days prior to the event

7. Event Resources

By creating our event budget we are able to see where donations and sponsorship dollars are needed in order to make our event successful. By looking at the numbers, we see that our estimated total amount of donations and sponsorship dollars needed are \$ 4,939.00. We are estimating the amount of \$2,940, will be donated in product, thus giving us about \$2,000 to require from sponsorship dollars.

The estimated amount of \$2,940 is from donated product from local stores in Ottawa providing our décor supplies, food and beverage, attire for volunteers, marketing supplies and miscellaneous items. The amount of \$2,000 is left for us to either fundraise ourselves or contact local businesses to support our event with sponsorship dollars.

For a more detailed budget please see appendix A.

8. S.W.O.T.

S-Strength

Culture

Our Strength in marketing that we have a great cause that appeals directly to our target audience because it deals with children. Another advantage we have is the past event that was held last year. They had huge success with marketing in the newspaper. A large number of their guests attended because of that advertisement.

Cost

Our cost is very family friendly with package deals and very reasonable individual ticket prices. This helps to ensure people will buy tickets in advance.

Market

By using newspapers, posters, and a website we are reaching our target audience through a variety of mediums. We have a very large market to draw from. Since our event is being held in a central location with parking we can draw people from across the city.

Name

The Children's Wish Foundation is a very good name to be tied with. It's a very well known organization in the community. Not only do we have the Children's Wish Foundation, but we are also tied with the Algonquin College. People will see this as to established names coming together for a great cause.

W-Weakness

Cost

We have no money to fund the marketing. We are relying on sponsorship. We do not get to appear in the newspaper as often as the previous group did.

Culture

Today's society is more and more busy. People are also swarmed by advertisements everywhere they go so it is difficult to have our noticed. We also now live in a culture where fundraising is an every day occurrence and we will have to work hard to make our cause and event stand out. We also live in a last minute culture which harms our chances of selling most of our tickets in advance.

Timeline

We have a limited time to get all of our marketing out there for the public's eye. Various marketing mediums must go out at different times.

Processes

Having to deal with pressure with newspaper deadline and only being able to get our ads in the paper on certain dates.

O-Opportunity

Partnership

This could be a great partnership for sponsors. This being a niche of families could very well appeal to companies with products/services geared toward children or companies who are trying to put a good face towards the community.

Awareness

The event gives the Children Wish Foundation the opportunity to increase awareness.

T-Threat

Partners

Some partners might see this as a good relationship but might also take advantage of the situation; might differ from the objective.

Staff

Loosing staff/volunteers is definite possibility because of our culture of working to much and too much stress.

Venue

Not being able to find a venue; who are willing to donate. This has caused a delay in the actual marketing.