

Marketing plan

basics



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supporters**

**WEBINAR
SERIES** **FOR ARTS**
PRESENTING



*Atlantic Presenters
Association*

ONTARIO
PRESENTS

Canada 

Webinar reminders

You can hear us, we cannot hear you!

Can't hear?

Try turning up your volume

Call in by phone or use your computer headphones

Have a question?

Use the chat box, any time. Will have time at the end and after the webinar.

Downloads

Slide Presentation, other materials and webinar recording will be available on Ontario Presents site in one week

We are so glad you are here!

This is the last webinar for Digital Marketing for Arts Presenters.

You can access the previous three webinars anytime, as they are archived on the Ontario Presents website.

Ask me any questions anytime via email at:

jfossitt@cityofkingston.ca

or on Twitter **[@juliefossitt](https://twitter.com/juliefossitt)**

or Instagram **[@juliefossitt](https://www.instagram.com/juliefossitt)**

Welcome to our special guest

Karen Scott-Gagné
Analytics & Special Projects
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Please introduce yourself

Please enter your name, position and geographic location in the chat box at this time. Knowing our audience will help us throughout our webinar.

Agenda for today

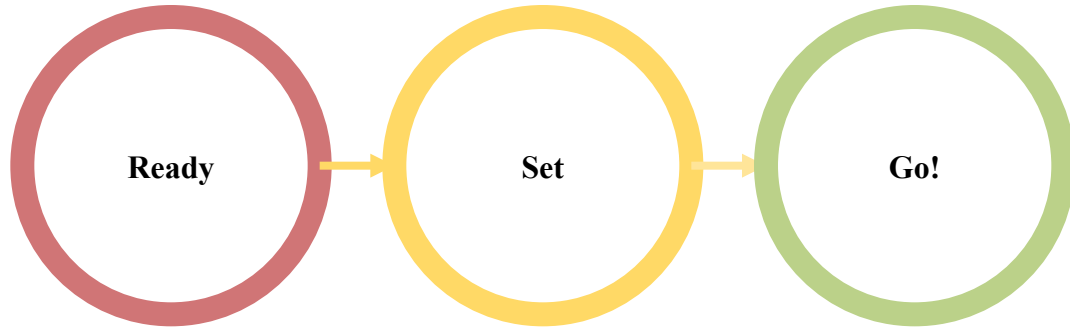
1. Before you begin
2. Know your audience
3. The 5 Ws
4. Goals vs. objectives
4. Components of your integrated plan
5. Writing a show / event plan
6. Questions
7. Survey

Poll

Do you have a marketing plan? Yes/ No

Before you begin...





If I had an hour to solve a problem and my life depended on it, I would use the first 55 minutes determining the proper question to ask, for once I know the proper question, solving the problem is easy.”

- Albert Einstein



“

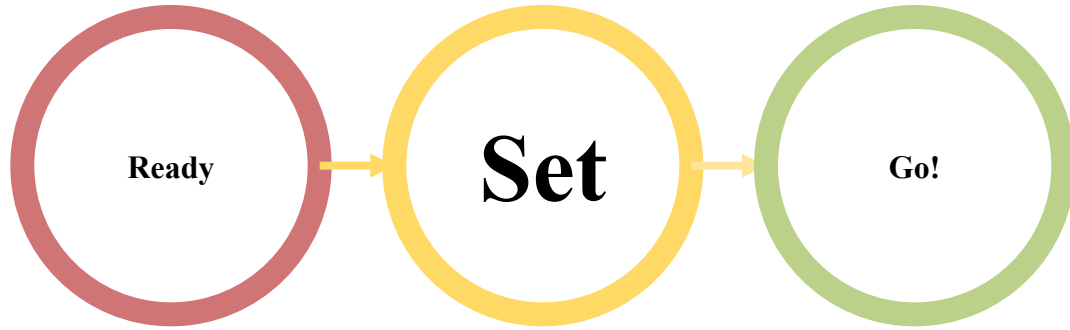


?



Know your audience








The 5 Ws

Planning your Plan



Questions to ask yourself

- What is our goal?
- What target audience can help us meet our goal?
- What valuable experience can we deliver?
- What makes our approach to delivering this value differently? What are we saying that's different?



Goals vs. objectives

Are you SMART?



1) SMART Goals

- ◉ Goals are broad things that you want to achieve - often from your mission statement
- ◉ Objectives should provide concrete steps to move you towards high level goals, be measurable, and be time bound

S – specific (tasks, outcomes and groups)

M – measurable (ability to measure outcome)

A – attainable (realistic, reachable)

R – relevant (directly related to higher level goals)

T – timebound (has end dates)

A large yellow circle is partially visible on the left side of the slide. A smaller yellow circle is positioned to the left of the main title. A thin horizontal line extends from the right side of the main title across the slide.

Components of a marketing communications plan

Your template

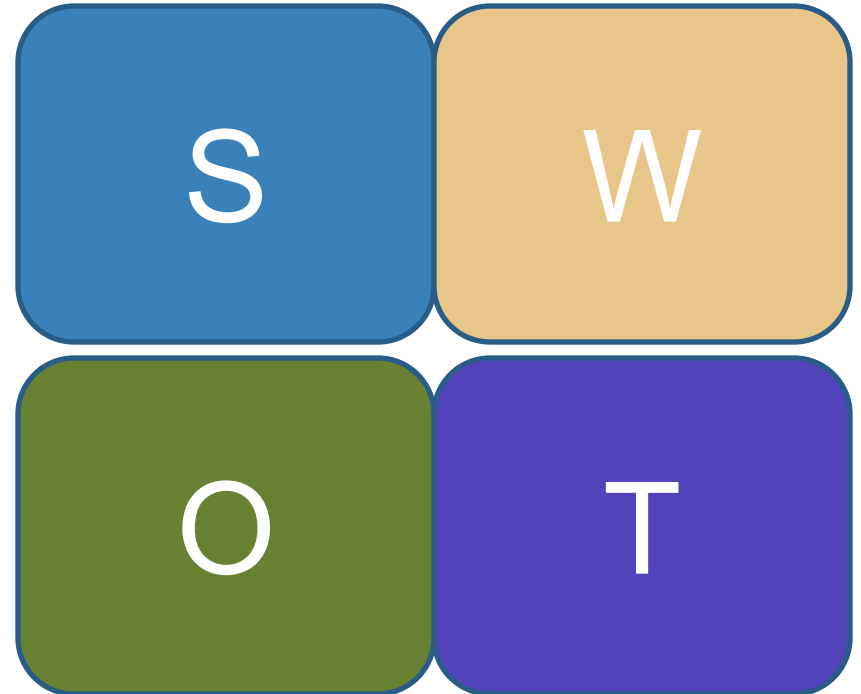
The Changing Landscape of Marketing Communications		
	Old	New
Target	Customers were the main target	Multiple audiences are the target now: customers, employees, suppliers, competitors, society, government, media
Customers	Passive. Accepted what they were given.	Active. Customers control and shape content and dissemination of the message using such means as the Internet.
Needs	To fit in	To stand out from the crowd, they want customized messages
Media Choice	Major networks, magazines	Virtually unlimited media choice due to the Internet, specialty channels and print media
Ads	Designed to appeal to a broad audience	Targeted to narrow market segments
Brands	Big, mass marketed brands such as Coca-Cola and Tide	Niche brands, mass customization
Communication	Fragmented	Integrated marketing communications
Objectives	Short term promotions	Long term brand health
Metrics	None or traditional metrics such as reach and frequency	Sophisticated metrics such as brand equity

Source: Ajay K. Sirsi: *Marketing: A Roadmap to Success*



2) Market analysis

- ◉ Key issues to be addressed by the marketing communications plan
- ◉ Key marketing communications strategies in place to address key issues
- ◉ Key expected outcomes for your organization





Poll

- ◉ Are you segmenting your audience to create different target markets?



3) Customer analysis

- ◉ What customer segments do we serve?
- ◉ What do those segments look like – personas
- ◉ What are the current and future needs of our customers?
- ◉ Are our customers satisfied?

What does our customer look like?


01 COSMOPOLITAN ELITE



U1 URBAN ELITE PROSPEROUS PARENTS **F8**

Very wealthy, middle-aged and older families and couples

04 SUBURBAN SUCCESS



S1 SUBURBAN ELITE PROSPEROUS PARENTS **F8**

Wealthy, middle-aged and older homeowners

17 EXURBAN WONDERLAND



E1 EXURBAN ELITE GROWING FAMILIES **F2**

Middle-aged, upscale exurban families

32 MINI VAN & VIN ROUGE



E3 EXURBAN FRANCOPHONE GROWING FAMILIES **F2**

Younger and middle-aged Quebec homeowners



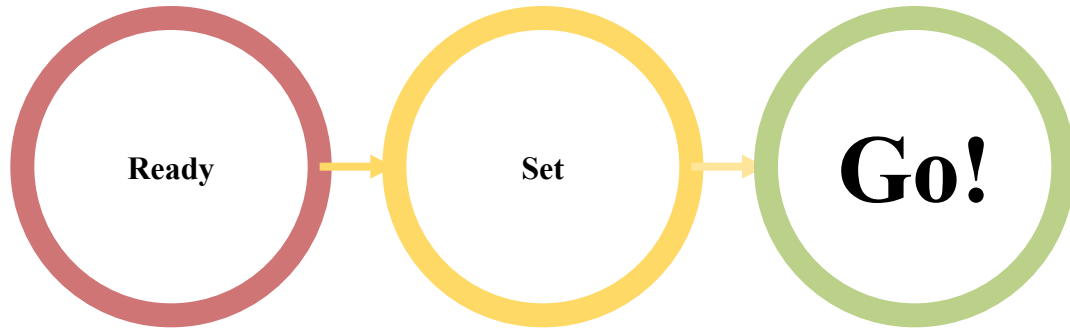
4) Key Issues Analysis

- ◉ Strengths and weaknesses of business to respond to opportunities and threats
- ◉ Analysis of past marketing communications effort
- ◉ What we did right last year
- ◉ What we did wrong
- ◉ Key lessons learned and implications for this year's marketing communications plan
- ◉ Analysis of last year's marketing communications strategy: what gaps exist in our strategy and implementation?
- ◉ Which marketing communications strategies from last year should we keep?



5) Objectives to be achieved

- ◉ Marketing communications objectives:
 - ◉ Brand awareness – Hi, I exist!
 - ◉ Brand identity – This is who I am
 - ◉ Brand equity – I am a trusted organization
 - ◉ Event marketing – Buy a ticket to this great show!
 - ◉ Other objectives





6) Marketing Communications Strategies

- ◉ Market segments selected and targeted – who are you talking to?
- ◉ Product benefits and customer value created – why should someone bother?
- ◉ Product positioning (how different from competition)
- ◉ Brand strategies



7) Marketing Communications Plan Implementation

- ◉ For each item identified in the previous section outline:
- ◉ What will be done (tactics)
- ◉ When will it be done (timeline)
- ◉ Who will do it (person or functional responsibility)
- ◉ What help will be needed (resources)
- ◉ Contingency plans in event of blockage of marketing communications plan



8) Key Outcomes

- ◉ Revenue and profit impact of marketing communications strategies
- ◉ Return on investment (ROI) – how much does it cost to get a bum in a seat?



9) Budget

- ◉ How much does each tactic cost?



10) **Marketing Communications Plan Control**

For key marketing communications objectives, identify:

- ◉ Goals to be achieved by period
- ◉ Information needed to track goals
- ◉ What mechanisms will be in place to test marketing plan assumptions, track progress toward goals, and make corrective changes?



Writing a show or event plan

- Goals
- Target Audience
- Offer
- Media Buy
- Workplan
- Metrics



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SHOW/ARTIST		Announce					
TITLE:		Tuesday, May 03, 2016					
GENRE:							
DATE:							
TIME:							
VENUE:							
ADDED VALUE		DETAILS					
Pre-Show							
TITLE							
DESCRIPTION							
TIME							
LOCATION							
PRICES							
Post-Show							
TITLE:							
DESCRIPTION:							
TIME							
LOCATION							
PRICES							
Marketing Materials							
Requested	Yes -						
Pictures							
Fun Facts							
Social							
Website							
Facebook							
Twitter							
Video							
Instagram							
Contract C1617							
Marketing Plan - Split % or Flat Fee	Flat fee						
promoter profit							
Permissions	All the expenses of complying with the provisions set forth in this Section 5 shall be at Presenter's sole cost and expense, unless otherwise specifically noted. 5.1 The form and manner of billing and credits in all advertising, programs and publicity shall be determined by Artist, and Presenter shall fully comply with said determination. In the event Presenter alters, omits, or does not print any of the billing, program copy or other copy as provided						
Print							
Major Newspaper ad: 502208	Material Date	Start of Run	End of Run	SPECS	SECTION	IMPRESSIONS OR SPOTS	Cost
Comm. Newspaper Ad - 502208	Material Date	Start of Run	End of Run	SPECS	SECTION	IMPRESSIONS OR SPOTS	Cost
Magazines - 502210	Material Date	Start of Run	End of Run	SPECS	SECTION	IMPRESSIONS OR SPOTS	Cost

Outside Printing - 502396							
Material Date	Start of Run	End of Run	SPECS	Number	Cost		
Brochures							
Rack Cards							
Posters - Internal Production, 8.5 x 11							
Posters - Internal Production, 11 x 17							
					Total Cost	0.00	
Digital							
Digital Ads - 502213							
MATERIAL DATE	Start of Run	End of Run	SPECS	IMPRESSIONS OR SPOTS	Cost		
Social Media - 502213							
MATERIAL DATE	Start of Run	End of Run	SPECS	REACH	Cost (if Paid)		
					Total Cost	0.00	
Radio							
Radio - 502213							
Material Date	Start of Run	End of Run	Specs	IMPRESSIONS OR SPOTS	Cost		
Boom 997							
Hot 89.9							
					Total Cost		
					Total Paid Media	0.00	
Owned Media							
E-BLAST SCHEDULE							
Start of Run	End of Run	PROMO DETAILS	SEGMENT	REACH			
Other LISTINGS							
Community							
Online							
Newspaper							
Radio							
Television							
Various							
EARNED MEDIA							
PRESS RELEASE							
PSA							
PITCH							
EDITORIAL							



Metrics

Percent Capacity Sold:

$$\frac{\text{\# of tickets sold}}{\text{\# of tickets available}}$$

Per Capita Revenue:

$$\frac{\text{Revenue from event}}{\text{Number of tickets/admissions}}$$

ROIs or ROAs
or both?



Thanks!

*Any **questions** ?*



Now it's your turn!

*Please fill out our feedback
survey*

*at [https://www.surveymonkey.
com/r/DTBCMM9](https://www.surveymonkey.com/r/DTBCMM9)*