Steps to Success – A Marketing Plan Made Easy

Event

* Is there a theme?
* Is it linked to an organisation eg. Cancer Council?

Situational Analysis

* What current marketing strategies exist?
* Weaknesses? Limitations? Challenges?

Goals/Objectives

* Be Specific, Measurable, Achievable, Realistic, Time limited (SMART)

Target Market/Audiences

* Internal (Rotary, Rotaract, RYLA)
* External (Workforce, Community, Uni)
* Target demographics/geographics?

Marketing Tools

* Print: flyers, postcards etc
* Online: website, Facebook etc

PR Strategy

* Media contact person?
* Target media organisations – local newspaper/radio

Strategy Implementation

* Assign deadlines/time frames
* Assign 'champions' to take on different tasks.
* What needs to be done 4wks prior? 2 wks prior? Wk of? Day before?