



## Yarmouth Special Events Grant Program MARKETING PLAN TEMPLATE (Attachment D)

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

### OBJECTIVES

The event's marketing objectives will be the following:

### MARKETING DATA

Please share marketing data from previous/current years that you have used to measure your event's success. Data may include, but not be limited to, social media, website, eblasts, online advertising and print distribution:

### STRATEGY

How will you achieve your objectives?

| Strategy                   | Timeline           |
|----------------------------|--------------------|
| Example: Print advertising | Date xx/xx – xx/xx |
|                            |                    |
|                            |                    |
|                            |                    |
|                            |                    |
|                            |                    |
|                            |                    |
|                            |                    |
|                            |                    |

### PARTNER ORGANIZATIONS

Please list any organizations you are partnering with on your event.

### BUDGET SUMMARY

Please provide an overall summary of your budget for each objective. Please be certain this information ties to the information in your overall budget.

| Outlet             | Cost |
|--------------------|------|
| Example: Radio Ads | \$   |
|                    | \$   |
|                    | \$   |
|                    | \$   |
|                    | \$   |
|                    | \$   |
|                    | \$   |
|                    | \$   |
|                    | \$   |
|                    | \$   |

**TOTAL: \$**