

GENERAL MARKETING PLAN TIPS

KEEP IN MIND

- There is no such thing as a standard marketing plan.
- Marketing plans must cater to your needs as an artist and cater to your audience (who are you trying to sell this marketing plan to?)
- Be creative in your marketing plan.
 - What makes you stand out from your competition?
 - What kinds of unique marketing strategies are you employing and how do you know these techniques will work for you?
- Do not put information in your marketing plan that you cannot back up. Always put the reason why and link it back to your past history or back to research you have done on your target market.
- Be reasonable - Remember that marketing campaigns cost time and money. What resources are at your disposal for this campaign? Are your objectives reasonable given the timeframe and budget?

HOW TO GET STARTED

- Brainstorm key points on what you are trying to achieve with this marketing campaign.
- Create an outline of what needs to be included in your marketing plan.
- Research your current audience. How do they know about you? Who else are you trying to reach out to?
- Research marketing and promotional strategies and their effectiveness. Figure out if these strategies will work well for you. NOTE: Many marketing outlets post their readership, viewership, run dates, listenership, etc. on their websites.
- Research the costs of implementing these strategies and prioritize. Is this strategy worth spending resources on and will it help you achieve your objectives?
- Much of the marketing plan can be organized into point and chart form to make it easier to read.

SAMPLE OF SECTIONS / SOME KEY QUESTIONS TO ANSWER

1) General Overview

- **Who** are you marketing to?
- **What** are you marketing?
- **When** are you marketing it?
- **Where** are you marketing it?
- Answer **Why** to each question above.

2) Artist Overview – Link who you are as an artist to the marketing campaign.

- Who are you and what are you trying to achieve as an artist?
- What are the factors that will help you achieve success in your marketing campaign?

3) Target Market – WHO & WHY - Identify your Target Markets (Primary and Secondary)

- Geographic location of your target market.
- Male or Female?
- Age Range?
- Level of education?
- Income Range?
- Lifestyle characteristics
 - What other types of art is your target market interested in?
 - Where does your target audience go to experience art?
 - When do they prefer to experience art?
- Why do you think this is your target audience?

4) Marketing Objectives – Include measurable goals.

a) **WHAT & WHY** – Details of what you are marketing and what you are trying to achieve.

- What are you marketing? A book, a film, an album, a play, a dance, etc.
- What are your objectives?

b) **WHEN & WHY** – Include short term and long term objectives for what you are trying to achieve.

c) **WHERE & WHY** – Where do you plan to market to your audience?

d) **MEASURES OF SUCCESS** - How do you know you have achieved your goals?

5) Marketing & Promotional Strategies – HOW? (in no particular order, and as applicable)

For each section, include how your strategy will help you achieve your overall objectives and why this is an effective strategy. Link the details to your past achievements or similar artists who have had success employing these strategies.

a) Live Performance

- Where are you performing?
- Are you performing in a festival setting with an established audience?
- Are the dates and venues confirmed?
- Do you have a booking agent?
- How will you market your live performances?
- Why are you going into these markets?

b) Radio

- Which cities and stations are you targeting?
- What do you hope to achieve on radio? Interview, On-air performance, Airplay?
- What factors allow you to succeed with a radio campaign?

c) Publicity

- Do you have a publicist?
- What are you sending out to the media, how will you send it out and why are you sending it out?
- Are you hoping for a review or a feature in certain publications? If so, why are you marketing it to these publications?

d) Viral Marketing / Online Strategies

- What is your current online marketing history (example: Facebook, Twitter, Youtube, and number of hits on websites, number of friends)?
- What is your online marketing strategy?
- What are your goals for your websites and street teams?
- How will you continue to drive traffic to your websites?

e) Advertising – print, online, television etc.

- Why are you running ads?
- Where and when do you plan on running the ads?
- How will the ads translate into new audiences for you?

e) Distribution

- Do you have distribution?
- How will you distribute to your audience?

f) Merchandise

- What types of merchandise do you have?
- Why do you need to sell merchandise?
- How will merchandise help you create your brand and your image?

6) RESOURCES

- Do you have any assistance in carrying out this campaign?
- What expertise do you or your team have in carrying out your objectives?

7) BUDGET – include a breakdown of all of your expenses.

- How much will your Marketing Campaign cost?
- How will you cover your marketing expenses?
- Are you applying to other funders?

8) CALENDAR OR SCHEDULE OF EVENTS

- Include a basic timeline of when you will carry out these strategies by highlighting key dates for deliverables.