**Marketing plan template**

**Objectives**

*Example:*

*To sell a total of 500 tickets across the season, with 25% sold before the season starts.*

**Target audiences**

*Example:*

*Group: Undergraduate university students studying an arts-related course*

*Demographics:*

1. *Age: 18 - 25*
2. *Gender: Female*
3. *Location: inner north/west of Melbourne (Footscray, Preston, Coburg)*
4. *Income level: Low to average*

*Consumer behaviours:*

1. *x*
2. *x*
3. *x*
   1. Demographics
   2. Behaviours
   3. Demographics
   4. Behaviours
   5. Demographics
   6. Behaviours

**Key messages**

*Example:*

*Ab Fab is an award-winning experimental dance piece by up and coming director Joan Smith which ...*

**Tools and tactics**

*Example: Collateral*

* *Event poster (A3 and street poster)*
* *Event flyer (300 x DL flyer, half distributed to Fringe, half to local cafes and venues)*

**Budget**

|  |  |  |
| --- | --- | --- |
| Tool/tactic | Supplier | Spend |
| *Posters* | *Plakkit* | *$250 + gst* |
|  |  |  |

**Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| Tool/tactic | Activities | Responsibility | Timeline |
| *Collateral (posters)* | * *Photography for poster* * *Design poster* * *Distribute to Fringe* * *Distribute through Plakkit* | *Producer*  *Artists* | *July - September* |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Evaluation**