

Making a Marketing Plan - Top Tips#1

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One of the most common complaints I hear about marketing is the time, energy and resources it takes.

Making a plan is a really good way to create some focus and help you make your marketing more manageable.

The top 3 things that helps with making a marketing plan are the **Why**, **Who** and **When**.

Then you can pick **What** you need to do.

Use the next worksheet to help you fill in your **Why**, **Who** and **When**.

Why - write down a **goal** or **focus** you are working on right now. If you have lots floating round your head then write them all down and then pick one that feels most important.

Who - write down the name of the **audience** you are trying to reach right now. Use the 'Who is my audience?' worksheets to help with this.

When - write down the **timeframe** this plan will cover and any key milestones or dates.

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TIMEFRAME

GOAL / FOCUS

AUDIENCE

KEY MILESTONES / DATES

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Now you have your goals, focus and timeframe the next thing is to choose **What Marketing Activities** you will do.

Could be a good time to review all the different options available and how they compare with the time, skills and resources you have available.

How much time, energy and resources do you have to dedicate to your marketing?

Give yourself a little star rating here by colouring in the stars ☆ is low, ☆☆☆☆☆ is high

Time	☆	☆	☆	☆	☆
Skills	☆	☆	☆	☆	☆
Resources	☆	☆	☆	☆	☆

The next worksheets will help you match your time, energy and resources to different marketing activities.

Once you've picked your marketing activities you can complete the following statement ready for your plan!

Marketing Match Up #3

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Piggy backing Audiences

Time ★★ Skills ★★. Resources ★★

What is it? When you borrow an existing audience from someone who shares the kind of people you are looking to engage. Who shares an audience with you that you could borrow? Maybe.....

- Contacting the leader of local creative group that is popular with your audience. Ask them to distribute your flyers and if you can share something back in return.
- Looking to engage people around your theme of cause? Talk to the local organisation and ask them to share your event info with their subscribers.
- Make a visit into the local schools to talk to the pupils and children about your event.

When does it work well?

Starting out and reaching new people. Could be good for you if you like to use word of mouth and talking to spread the word.

What about audience wise?

Works well will audience that don't trust you yet or need a bit more information to feel confident in buying what you are offering.

When not to bother?

This approach is one of the most overlooked yet effective. However, if you are limited on time and If you already have an engaged audience that you keep in touch with regularly you might want to give it a miss.

Marketing Match Up #4

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Posters & Flyers

Time ★★★ Skills ☆ Resources ★★★

What is it? A clear and engaging image and text which can be replicated easily and put in multiple places so your potential audience have repeated chances to be engaged by it. Good for the marketing rule of 7.

Top tips for good posters or flyers:

- Clear and concise - don't make it too busy. If you have an event or performance that needs explaining then consider making a double sided flyer.
- Avoid script fonts which make the text hard to read.
- Check what it looks like printed out before you make multiple copies. Guaranteed it looks great on your laptop in front of your face. Test how it works when you print it on A4 stick it on a wall and peer at it from 10 feet away - still legible?

When does it work well?

When you want to spread the marketing love! It's easy for others to display, share and distribute without having to be part of your company.

What about audience wise?

Works well with audience that are busy and active out and about in their communities.

When not to bother?

When you have confidently decided on a purely social media audience engagement strategy.

Marketing Match Up #5

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Talks & Interviews

Time ★★ Skills ★★★ Resources ★

What is it? The good old art of conversation, chatting and engaging with people face to face through a presentation or interview. The difference is that this has the purpose of selling your performance.

It could look like:

- A radio interview with a local presenter
- Guest speaker on an artist networking group.
- Live on Instagram

When does it work well?

When you have a love of connecting face to face rather than a desire to create content i.e. posters, social media etc.

What about audience wise?

Works well with curious audiences that like to learn things by listening, i.e. podcast and radio audiences.

When not to bother?

If you hate speaking or already have already built up an engaged audience and don't need to attract new interest.

Marketing Match Up #6

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Social Media

Time ★★★★★ Skills ★★ Resources ★★

What is it? Facebook, Instagram, Twitter, You Tube, Tic Tok - a platform where people are engaging with topics, people and influencers being social!

This could be:

- Traditional posts with text and images.
- Videos, Reels or Lives.
- Sharing others work on stories to build relationships

When does it work well?

When you have regular bits of varied, interesting and social information coming out consistently over a period of time.

What about audience wise?

Facebook can be great to connect in with groups and individuals who love to spread the word in their communities. Instagram can be great for connecting over topics, themes and mixing up traditional posts with live stories and action.

When not to bother?

If you are starting with a small target group who you are already engaged with through other marketing activities.

Marketing Match Up #7

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Newsletters

Time ★★★ Skills ★★ ★ Resources ★★★

What is it? Email marketing where you have gathered audience email addresses (with their permission) in order to keep them up to date with your work. This could be by using your private email address or a platform like Mailchimp.

When does it work well?

Depending on your audience it can work well when you make regular contact on a consistent basis or need to put out an emergency 'SOS come and see our show' notification!

What about audience wise?

A direct newsletter can be more effective in getting to the point 1:1. Great alternative for people who want to stay connected socially but are irregular social media followers - that could be you or them!

When not to bother?

If you don't monitor or look after your email list - if you are not going to reply or pick up their messages. People don't like to be ignored and it will lower their trust in your capacity to deliver.

Marketing Match Up #8

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Networking

Time ★★☆☆ Skills ★ Resources ★

What is it? A longterm marketing activity where you meet with likeminded people and share information about your work, values and company ethos. Can be face to face or online, social or perfunctory. Networking is a marketing activity that can be tailored to your own preferences.

When does it work well?

When you give it enough time and know why you are there. Don't network in order to sell, network to build relationships and understanding. Works well with Piggy Backing audiences (see above)

What about audience wise?

Networking is an indirect way to connect with your audience - see above for Piggy Backing. Give others the tools they need to spread the word for you.

When not to bother?

If you are short on time or don't want to put the investment in relationship wise - this is not a quick win marketing activity.

Marketing Match Up #9

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Paid Adverts

Time ☆ Skills ☆☆ Resources ☆☆☆☆

What is it? An advert, digital or through a publication that is read by your audience and tells people about your event.

This could look like:

- An ad in a local parish magazine
- Facebook advertising
- A paid ad in Cornwall 365 (online and in their guide)
- A leaflet distributed by a third party (Royal Mail or Cornwall Promotions)

When does it work well?

When your audience is a perfect fit for the publication - the more focused the better. You may even get a free editorial!

What about audience wise?

Can be an effective strategy when you need lots of audience for multiple shows or bigger venues, the reach from an ad can be substantial.

When not to bother?

If you have no budget.

Making a Marketing Plan- #2

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MARKETING ACTIVITIES

WHAT DO I NEED?

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WHEN DO I NEED IT?

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WHO ELSE WILL HELP ME DELIVER THIS PLAN?

The 'who's who' behind these resources

These worksheets have been created by Lisa Townsend, Change Your Badge.



Lisa has been working with artists and performers on their marketing since 2015. She loves to laugh really loudly, makes the BEST lemon sugar crepes and is an introvert who loves to network with strangers. You can find Lisa freelancing and mentoring for social enterprises at ChangeYourBadge.com, or working as Marketing Lead for intoBodmin.

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intoBodmin

They have been commissioned by intoBodmin

intoBodmin CIC runs an arts centre, The Old Library in north east Cornwall. IntoBodmin has regenerated the space as a performance venue, café, community garden, and co-working space for local residents.

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They have been delivered in partnership with Cultivator.

This workshop is delivered in partnership with Cultivator and supported by the European Social Fund (ESF), Arts Council England and Cornwall Council. Cultivator is a business development programme that supports the creative sector in Cornwall and the Isles of Scilly.