

**INTRODUCTION**

[INSERT NAME OF CLIENT COMPANY] is a [INDICATE TYPE OF COMPANY]. To increase its sales productivity it has planned to create and organize a special event. Full details are provided for the reader of this marketing plan, as a means to market the company, the products and services and its brand.

[INSERT NAME OF MARKETING FIRM] is a company specializing in advertisement. In this project it will serve as a marketing agent for [NAME OF CLIENT COMPANY] for the event. The firm will be incharge of promoting and planning the special marketing event. The goal is to substantially increase the sale productivity rate of [NAME OF CLIENT COMPANY] for this year to 10% compared to last year’s productivity rate through a successful event strategically planned for marketing purposes.

**EVENT OVERVIEW**

Event Name : [Specify Event Name]

Event Date(s) : [Specify Date of Event]

Event Venue(s) : [Specify Venue of Event]

Event Times : [Specify Time of Event]

Event Details : [Provide a brief detail of the event]

**Event Mission**

To provide a fun-filled event capable of capturing the hearts of consumers and at the same time possibly increasing product sales. [Add Event Mission]

**Event Purpose**

To market the products of the company To introduce to consumers the products of the company [Add other purposes]

**THE STRATEGY**

**Event Activities and Timeline (Entries provided are samples only)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Activities** | **Time Schedule** | **Venue** |
| Day 1 | Trade Fair -  showcasing the company’s products and services, numerous booths will be strategically set up in the venue area | 7:30 AM to 11:30 AM and 1:30 PM to 6:00 PM | Trade Center, SM City |
| Concert  DJ Charging, DJ Jorge, DJ Boy | 8:00 PM to 1:00 AM | Concert Hall, Robinsons Galleria |
| Day 2 | DAY 2 of Trade Fair | 7:30 AM to 11:30 AM and 1:30 PM to 6:00 PM | Public Plaza |
| Singing Contests | 8:00 PM to 11:00 PM | Public Plaza |
| [ADD MORE DAYS AS NEEDED] | [Provide Activity] | [Specify Time] | [Indicate Venue] |

**The Products**

The following products are owned by Company 123 and will be marketed extensively during the event:

1. Tiger Lion Energy Drink

A sports drink fit for athletes, sports enthusiasts, caffeine freaks, students trying to meet their deadlines.

1. Cho chi Milk Chocolate drink

A unique blend of grass fed cow’s milk and ever famous Switzerland chocolate blend. Only 5% full milk.

[Add other products as necessary]

[Add brief description of each additional product]

**Target Audience**

1. Primary Target Audience [Note: Be specific as possible]
   1. Young Adults who are currently in College or Universities, between ages 20 to 25 years of age living in the area of the state of California, USA. Preferably 40% are men and 60% are women. Computer Savvy. Phone user.
   2. Millennials aged 25 to 30 year’s old living in the state of California, near the beach regions. Computer Savvy. Phone user. AT&T Subscriber.

1. Secondary Target Audience
   1. Young Adults who are currently in Colleges or Universities, between ages 20 to 25 years of age living outside the state of California, USA
   2. Locals of the area

**Event Objectives and Performance Indicators**

|  |  |
| --- | --- |
| **Objectives** | **Key Indicators** |
| To increase sales productivity to 10 % | Sales statistics after the event |
| To effectively promote the event through increased marketing activities both before and during the event | Statistics of the number of people attending the event. |
| To get proximately 10, 000 people to attend the event | Statistic of the number of people that registered for the event. |
| [Add as necessary] |  |

**Marketing and Promotional tools**

In order to increase attendance in the event, the following marketing mediums shall be utilized.

1. Radio Advertisement

Causing to be aired in radio programs a detailed announcement of the event. The radio advertisement should be done between the hours 5:00 pm to 2:00 am to target specific audience, young adults of the local area.

1. Email Marketing Campaign

Gathering email addresses of students from Colleges and Universities, and creating and sending an email with a content of the full details of the event; the name of the event, date of the event, place of the event, and a luring description of the event.

1. Social Media Advertisement

Utilizing social media accounts of the company (Facebook page, twitter account, Instagram, etc.) to post and promote the event. Creating livestreams and posting details of the event onto the newsfeed of the company page.

1. Posters and Print Material Paraphernalia

Causing to print posters, banners, flyers, and other printed form of advertisement. The printed material shall contain the full details of the event indicating therein the name of the event, date of the event, place the event, and how to register.

1. Text Message Marketing

For a more direct type of marketing strategy, hiring of telecommunication companies to deliver our announcements directly towards the phones of our target audience.

[Add other forms of marketing strategy and describe each]

**Marketing Activities in the Event**

Marketing activities in the event area is a means to interact and create relationships with target audience, to give the attendees a glimpse of the business, it helps in brand recognition, and it is an inexpensive way to market the business.

1. Product Information Booth

Strategically located in the event will be a product information booth. No sale actually takes place in this area, but pamphlets containing specifications of the company’s products shall be given to by passers.

1. Showcase Booth

A showcase booth shall be placed in the event area to exhibit the company’s products. This area aims to highlight the products we are trying to sell in the event.

1. Free Taste Booth [In case product is of the food category]

To let potential customers get firsthand experience and impression of the products the company is selling.

1. Survey Booth

To help the company assess itself during and after the event. This encourages company growth.

[Provide other ideas for marketing schemes during the event]

**FINANCIAL PLAN**

1. Marketing Budget

|  |  |
| --- | --- |
| **Marketing Tools** | **Cost** |
| Facebook livestreams and posts advertising the event | FREE |
| Poster, Banners, and other printed materials | $2, 000.00 |
| Radio Advertisement | $750.00 |
| Text Marketing | $40.00 |
| [Add as necessary] | $[INSERT AMOUNT] |
| **TOTAL** | **$[INSERT TOTAL AMOUNT]** |

1. Activity Costs

|  |  |
| --- | --- |
| **Event Resources** | **Costs** |
| Professional Fees  (DJs, Hosts, Promoters, etc.) | $ 3,000.00 |
| Equipment Rentals  (Speakers, Lights, Smoke Machine, etc.) | $2,000.00 |
| Venue Rental | $200.00 |
| Suppliers | $3,000.00 |
| Decorations | $300.00 |
| [Add as necessary] | $[INSERT AMOUNT] |
| **TOTAL** | **$[INSERT TOTAL AMOUNT]** |

1. Estimated Event Revenue

|  |  |
| --- | --- |
| **Revenue Source** | **Estimated Revenue** |
| Registration Fee ($10/person) | $80, 000.00 - $100, 000.00 |
| Product Sales | $50, 000.00 - $90, 000.00 |
| Vendor Fees (60 $ / 10ft booth) | $8, 000.00 - $12, 000.00 |
| [Add as necessary] | $[INSERT AMOUNT] |
| **TOTAL** | **$[INSERT TOTAL AMOUNT]** |

**STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS ANALYSIS**

[This is a sample only. Change to fit your needs.]

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| It’s a unique and fun-filled event that’ll surely interest young adults. | Potential for the weather to affect the event; the venue is situated at an open space | Venue is away from the city, hence it is quiet and there’s a huge space for the event. | Possibility of local events clashing with ours, decreasing expected attendance. |
| The event will be during summer break, convenient for targeted audience | Transportation might be difficult for audience | The event is a great way to market the products through set-up booths in the event premises. | Denial of necessary permits from local governance. |
| [Add as necessary] |  |  |  |

[PROVIDE AN ANALYSIS OF THE STRENGTH, WEAKNESS, OPPORTUNITIES AND THREATS TABLE AND GIVE POSSIBLE SOLUTIONS TO EXISTING HYPOTHETICAL PROBLEMS]

**APPENDICES**

1. **Registration Form**

[COMPANY LOGO]

[NAME OF EVENT]

[PLACE OF EVENT]

[DATE OF EVENT]

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| First Name: | |  | | | Middle Name: | |  | | Last Name: | |  |
| Signature: | |  | | | | | | | | | |
| Gender: |  | | | | Age: |  | | | D.O.B: |  | |
| Address: |  | | | | | | | | | | |
| College or University: | | | |  | | | | | | | |
| Contact Information: | | | |  | | | | | | | |
| Landline: |  | | | | | | Cell Phone: |  | | | |
| Facebook Name: | | |  | | | | | | | | |
| E-mail address: | | |  | | | | | | | | |

1. **Event Survey Form**

[COMPANY LOGO]

[NAME OF EVENT]

[PLACE OF EVENT]

[DATE OF EVENT]

In order to assess ourselves and to improve the audiences experiences in future events, we would appreciate your valuable feedback for the event. Indicate in the scale provided for, to rate your experience. (1 being the highest level of satisfaction; 10 being the lowest level of satisfaction)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Overall all event experience | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| The entertainment provided in the event | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| [Add as necessary] | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Please provide insights on the following questions.

Where did you learn about the event? (Friends, television, radio, posters, etc.)

|  |
| --- |
|  |

Did you buy anything from the event?

|  |
| --- |
|  |

Are you well acquainted with the product the event is trying to promote?

|  |
| --- |
|  |

[Add questions as necessary]

Thank you very much for taking the time to answer this survey form. We hope you had a fun experience with us!