

MARKETING PLAN CHECKLIST



PROJECT NAME _____ PROJECT DATE: _____



PRINTED MATERIALS

- Posters/Flyers _____
- Printed Ad (Newspaper, Magazine, Brochures, etc.) _____
- Press Release or Quotes for one to be drafted _____



DIGITAL MARKETING

- Digital Version of Event Poster _____
- Newsletter blurb/paragraph for Community Calendar + Social Media _____
- Geo-Fencing/Range of Geographic coverage _____



RADIO, PODCASTS, TV, CTV (CONNECTED TV: STREAMING SERVICES)

- Radio: List of Stations + Dates of interviews/commercial spots _____
- TV: List of Stations + Dates of interviews/commercial spots _____
- Podcasts: List of Shows + Featured Episode _____



MARKETING STRATEGY

- Identify target audience + Call to Action _____
- Identify key strategy/goals _____
- Campaign Schedule (Planning, Announcement of Event + Deadlines) _____



SOCIAL MEDIA

- Facebook posts + Frequency Schedule _____
- Instagram posts + Frequency Schedule _____
- TikTok posts + Frequency Schedule _____