

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