

# Example Marketing Campaign Schedule

This example schedule lists common tasks by weeks out from the performance date

Weeks out	Task
<b>Up to 52 or more</b>	Include events in your package offers or subscription season
<b>12</b>	Organise print materials (poster, flyers); negotiate displays for posters.
<b>12</b>	Research marketing/promotional partnerships (eg bookshops, local cinema) and identify partners with appropriate customer bases. If targeting their e-news or hard copy newsletter, check timing with your dates.
<b>11</b>	Research local and regional media opportunities; if planning radio or TV ads, organise production of advertisements; cooperate with other venues on the tour to save money.
<b>10</b>	Write copy for direct mail and email, your e-news, etc; design email and direct mail campaigns.
<b>8</b>	Contact other tour venues to plan collaborative social media.
<b>6</b>	Send first email and direct mail (letter and flyer) campaign, with early bird offers if using. Monitor response.
<b>6</b>	Distribute posters for display. If using, distribute flyers for display. Remember to check with flyer display venues and top-up regularly.
<b>4</b>	Write media release. Contact local/regional media re editorial coverage.
<b>4</b>	Activate social media: post links to YouTube video teasers, artists, blogs, other tour venues Facebook pages, etc. Monitor response.
<b>3</b>	Reminder email/direct mail campaign to non-respondents.
<b>3</b>	Check posters are in place, replace if required. Top up flyer displays.
<b>2</b>	Check in with media contacts re what they plan to publish. Organise interviews with artists.
<b>2</b>	Post regular social media updates, links to interviews with artists, tour crew blogs, audience quotes and vox pops from other tour venues, etc
<b>2</b>	Monitor sales daily. Prepare to activate special offers via email and/or social media to specific groups if required; but remember many sales will come within the last 2 weeks. Hold your nerve if you already have a strong sales trend.
<b>1</b>	Activate special offers to specific groups if required to boost sales.
<b>Performance night</b>	Sit back and enjoy the show; have a drink at interval, you've earned it.
<b>Analyse/report</b>	Gather your response and sales tracking data and analyse which aspects of your marketing worked best, and note for the future.