

# ACTIVITY MARKETING PLAN

**Instructions:** Successful event participation requires a well-prepared communication plan.

The event staff advisor and/or event chair will meet with the Marketing team 6 months prior to the event to complete a marketing plan.

The Marketing team will help identify appropriate communication channels and appropriate messages to maximize event coverage.

**Activity Name:** \_\_\_\_\_ **Activity Date:** \_\_\_\_\_ Marketing Plan Approved: \_\_\_\_\_

Staff Advisor: \_\_\_\_\_ Volunteer Chair: \_\_\_\_\_ Date: \_\_\_\_\_

Activity Description: \_\_\_\_\_

Target Audience: Age Group \_\_\_\_\_ Audience Roster: ☐ Email list from My.Scouting Notes: \_\_\_\_\_  
Unit Type \_\_\_\_\_ ☐ Own email list \_\_\_\_\_  
District \_\_\_\_\_ ☐ Mailing list from My.Scouting \_\_\_\_\_  
Council-Wide \_\_\_\_\_ ☐ Own mailing list \_\_\_\_\_  
Non-Scouts \_\_\_\_\_

Marketing Support Needed: Artwork/Graphics \_\_\_\_\_ Notes: \_\_\_\_\_  
Pictures \_\_\_\_\_  
Copy/Text \_\_\_\_\_  
Webpage \_\_\_\_\_

Calendar and Activity Registration Form completed (Due 3 months before event date): ☐ No ☐ Yes Action: \_\_\_\_\_

## Other Marketing Channels:

The council will use appropriate communication channels to effectively promote the event. These services are free. However, some events may wish to invest in other paid types of media. These channels will be charged to the event.

Social Media Ads: ☐ No ☐ Yes Project Code to charge: \_\_\_\_\_ Budget Allocation \$ \_\_\_\_\_ Start Date: \_\_\_\_\_

# Ads \_\_\_\_\_ Notes: \_\_\_\_\_

# ACTIVITY MARKETING PLAN

**KEY MARKETING MESSAGES** (Create activity marketing plan)

Activity Name: \_\_\_\_\_

| Week #                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                        | Date                                                                                                                                                                                                                                                                                               | Newsletter (Council or District)                                | Social Media                                          | E-Blast                | Press Release                 | Front Desk | Flyer Distribution |                   |                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                    |                                                                 |                                                       |                        |                               |
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| <b>Activity Date</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                    |                                                                 |                                                       |                        |                               |            |                    |                   |                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                    |                                                                 |                                                       |                        |                               |
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| <table border="1"> <tr> <td> <b>Guidelines</b> </td> <td> <input type="checkbox"/> Save the Date<br/> <input type="checkbox"/> Event Information<br/> <input type="checkbox"/> Registration Information<br/> <input type="checkbox"/> Key Messages (stories, pics)<br/> <input type="checkbox"/> Follow Up (story, pics)         </td> <td> <input type="checkbox"/> Save the Date<br/> <input type="checkbox"/> Event Information<br/> <input type="checkbox"/> Registration Information<br/> <input type="checkbox"/> Create FB event<br/> <input type="checkbox"/> Key Messages (stories, pics)<br/> <input type="checkbox"/> Follow Up (story, pics)         </td> <td>           Only 1 per month<br/><br/>           Target List to use on Constant Contact?         </td> <td>           2 weeks prior to event<br/><br/>           Follow up needed Y / N?         </td> <td>           4 weeks prior to event         </td> <td>           Flyer ready for 3 Roundtables         </td> </tr> </table> |                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                    |                                                                 |                                                       |                        |                               |            |                    | <b>Guidelines</b> | <input type="checkbox"/> Save the Date<br><input type="checkbox"/> Event Information<br><input type="checkbox"/> Registration Information<br><input type="checkbox"/> Key Messages (stories, pics)<br><input type="checkbox"/> Follow Up (story, pics) | <input type="checkbox"/> Save the Date<br><input type="checkbox"/> Event Information<br><input type="checkbox"/> Registration Information<br><input type="checkbox"/> Create FB event<br><input type="checkbox"/> Key Messages (stories, pics)<br><input type="checkbox"/> Follow Up (story, pics) | Only 1 per month<br><br>Target List to use on Constant Contact? | 2 weeks prior to event<br><br>Follow up needed Y / N? | 4 weeks prior to event | Flyer ready for 3 Roundtables |
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