Marketing Plan Builder

Build your event marketing plan as you move through the four steps.

STEP 1. AUDIENCE

My Core Audience
Who is this event really designed for?

My Extended Audience
Who else might enjoy or benefit from the experience?

STEP 2. MESSAGE

My Working Elevator Pitch
What will make them want to come?

STEP 3. CHANNELS + TOOLS

Channels
Where can I reach my audience—online and in the community?

Tools
What will I use to share my message?

STEP 4. TIMELINE

When	Goal	My Action
6–8+ weeks out	Build Awareness	_____
3–6 weeks out	Build Excitement	_____
1–2 weeks out	Make the Ask	_____
Final Days	Last Call	_____

MY NEXT ACTION
What's the first thing I'll do to move my marketing forward? _____