**MARKETING PLAN TEMPLATE – PERFORMING ARTS**

*A Marketing Plan**is a map and to-do list for achieving success with your product(s) that outline your goals, and reflect your creative practice and business. A Marketing Plan is a valuable professional tool for you to use that is specific, detailed and focused. It is also a living document that should be updated and modified as your business grows and new products are launched, and be flexible to respond to changes in customer perceptions and demand.*

*This template is to help you understand what the basic elements of a Marketing Plan are. It is a flexible guide and you are encouraged to be creative and make yours unique!*

Theatre Company Overview

Provide a brief overview of the company that lists production history (produced or co-produced) accolades/awards, achievements/accomplishments and goals. Also include information about past marketing activity.

Production Details

Provide information about the production such as category (Drama, Comedy, Historical,

Improvisational, Musical, Puppetry, etc), run-time, number of acts, number of cast members, etc. Also include information such as is the playwright Canadian?; is the work new?; is it a modern interpretation of a classic?; etc.

Principal Listing

List the key personnel responsible for the development and mounting of the production.

* Producer(s):
* Director:
* Playwright:
* Musical Director:
* Librettist:
* Composer:
* Choreographer:
* Set designer:
* Lighting designer:
* Sound designer:
* Costume designer:
* Property Master:
* Production Manager:
* Technical Director:
* Dramaturg:

Principal Cast

List the names of all principal cast members.

Principal Crew

List the names of all principal crew/tech personnel.

Target Market(s)

Describe the target market(s) the production is geared towards (age, gender, location, culture, etc.). Explain how you will identify, reach, and develop this target market.

Marketing Team

Describe your team – who you will be or are currently working with. If any of the roles are done independently, explain how you successfully fill these “team” roles. Detail your organizational and managerial approach. You may also want to highlight the support network available to you.

Publicity

Provide details of publicity campaigns or strategies that have been planned or executed to support the production.

Print Advertising

If applicable, list publications you plan on targeting to promote the production. Indicate whether these initiatives are confirmed or proposed. Provide details such as the name of the publication, insertion dates, and the reach of the publication. Often this information is available on the publication’s website.

Radio & TV

Provide information about the type of radio/TV initiative (interviews, performances and or advertisement). Highlight any history in this area that will assist with the efforts to successfully execute your strategy.

Online & Social Media

Detail your online marketing and promotional initiatives. Highlight the type of advertisement and social network (exposure, frequency, reach, analytics, and impact of ad).

Email Based Promotion:

Provide detail on this approach whether it is executed in-house or by a hired third party.

Include information on how addresses are collected, the frequency of email blasts and how the results are tracked. Also include the current total of addresses, how the list has grown, and target goals.

Branding Tools

Branding is the process of creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme, in an effort to establish a significant market presence. List any tools you plan on using to create a brand for the product and promote it, also include information on when you plan to use them, and the impact on your promotional efforts.

These tools may include things like:

• Posters

• Flyers/Postcards

• Promotional items

• Stickers/Buttons

• Street Team

• Out of Home advertising (transit, billboards, etc)

Video

Outline any promotional video plans to support the production. Provide timelines for shooting, editing, and release. Explain how and where the video will be used and detail the anticipated impact.

Touring

Outline your plans, goals, and strategies for touring in support of the production. Useful details to include:

• Confirmed dates

• Proposed dates

• Theatres/Venues

• Regions (domestic/international) and why you have selected these regions

• Notable past touring successes

• Funding relationship with presenter or co-producer(s)