COCA GRANT PROGRAMS MARKETING WORKSHOP

- COCA Cultural Grant Program
- COCA Cultural Tourism Marketing Grant Program
How to Create a Marketing Plan
Essential Elements of a Marketing Plan

• Data
• Goals and Objectives
• Target Audience(s)
• Marketing Strategies
• Budget
• Evaluation
Data

- Year-over-year program or event figures (attendance, ticket sales, etc)
- Who has attended your event or been a part of the program in the past?
- Website traffic
- Social media followers
- Surveys
- Metrics from previous campaigns – what’s working and what’s not?
Goals and Objectives

What do you hope to achieve?

• Event or program attendance
• Earned media coverage
• Advertising impressions
• Return on investment
Target Audiences

- Age
- Gender
- Geographic Location
- Interests
- Income
- Lifestyle and Life Stage
Marketing Strategies

How are people going to find out about your program or event?

- Advertising
- Earned Media
- Social Media
- Website
- Mailing Lists
- Partnerships
Budget

What do you have to spend and how are you going to spend it?
Evaluation

How are you going to measure success?
Questions and Discussion