

## How to write a marketing plan

*Good marketing requires a plan. Regional Arts Victoria's Marketing & Publicity Manager Jessica Alice shares her tips for planning right.*

### Research

What is the state of the market – is there anything external that might work against your project? What about trends or products that you can take advantage of? For example, if video is booming on social media, consider using video footage in your plan.

Also consider any opportunities that neither you nor your competitors (fellow artists or companies) are exploring. This could be your chance to take a unique approach.

### Goals

What are you ultimately trying to achieve, and what do you need to do to get there? Set out each of your goals and lay out the steps required to achieve them.

Your objectives should be measurable and ambitious but achievable. For example, if you want to increase your social media followers and sell more tickets, set targets so you can measure the effectiveness of your strategy.

### Budget

All marketing activities ultimately cost money, whether that's in ad spend or the time your staff, volunteers or you will take to work on it.

Often artists and small arts organisations work with little to non-existent marketing budgets, but it's just as important to know how much time will be required to complete an activity. Planning for this will alert you to any activities that require too much time than you are able to spend.

### Tracking

Once you set off on delivering a marketing plan, don't forget to check in and monitor its progress. Scheduling reviews will allow you to keep on track and account for any adjustments that need to be made. Be prepared to make changes – if you notice that something isn't working very well, change the plan and observe its progress. Always keep the original plan and date and note all changes that are made.

## Review

Once your project is completed, review the marketing plan. What worked well? what didn't? How did your results stack up to the targets you set? Reflecting on the strategy will help you to develop increasingly effective marketing.