

AMA resources

Marketing Campaign Plan
template



This **Marketing Campaign Plan template** has been kindly shared by an AMA member and provides a step-by-step guide to planning a typical marketing campaign.

It is a sample plan and aims to help you develop your own marketing campaign plan.

1. Where are you now?

Product	
<ul style="list-style-type: none">— What do you provide?— Where do you provide it?— When can people access it?— Where can they buy tickets for it?	
Income	
<ul style="list-style-type: none">— What do you charge for the things you sell?— How have they changed in the last three years?— How does the income you receive from your audiences relate to your income targets?— What other sources of income do you have?— What proportion of your income comes from your audience and what comes from other sources?	

Your existing audience	
<ul style="list-style-type: none"> — How many tickets, artworks, other products do you sell? — How many people attend or visit at the moment? — Do you have a small core audience attending frequently or a large audience base attending occasionally? — How does this relate to your targets? — Where do your audiences come from? — How often do they return? — How many new people come each year and how many previous attendees don't return? — Are there peaks and troughs throughout the year? — What types of people make up your audience? — How has the make-up of your audience changed over time? 	

Marketing resources	
<ul style="list-style-type: none"> — Budget — Staffing — Other internal resources — Other external resources 	
Competition	
<ul style="list-style-type: none"> — Who are your main competitors? — How does their position in the market compared to yours or simply what makes them unique and different to you? — What other arts activities do your audiences go to? 	
Current marketing activity and approaches	
<ul style="list-style-type: none"> — What marketing activity do you currently undertake? — What promotional activity do you do now? — What is the level of your marketing budget? — Can you get any help for free? — What people are available to work on marketing activity and for how many hours? 	

2. SWOT analysis

Strengths What do you do well? What resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as your weaknesses?
Opportunities What opportunities are open to you? What trends can you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?
SWOT summary	

3. SMART objectives

Increasing audience size	
Increasing income	
Developing new audiences	
Extending reach	
Increasing loyalty	
Increasing engagement / involvement	
Other	

4. Target Audiences

	Name	Existing or new?	What are they like?	How many people?	Where are they based?	Barriers to attend?	Easy to reach?
1.							
2.							
3.							
4.							
5.							

5. Benefits


Main benefit	
Other key benefits	
1.	
2.	
3.	
4.	
5.	

6. Communication Tools

Communication tools	
1.	
2.	
3.	
4.	
5.	
6.	

7. Target Audiences / Benefits Matrix

Target groups 

Benefits 					

10. Evaluation

Objective	KPI to be measured	Performance againsts KPI (to be filled in at end of project)	Comments (to be filled in at end of project)

Summarise your activity and results	
-------------------------------------	--

