



1. EVENT DETAILS

DATE:

TIME:

LOCATION:

TICKET PRICE:

• Gather details for upcoming gigs, events, or rollouts

2. WHO IS YOUR AUDIENCE?

AGE RANGE:

LOCATION:

INTERESTS/HOBBIES:

- Where do your fans hang out?
- Where do your fans find new music and live shows?
- What kinds of promotions will attract your fanbase?
- Stay specific! Narrow down your target audience

3. PROMOTIONAL MATERIALS

	HAVE	NEED	WHO? HOW? PLAN TO COMPLETE
BAND PHOTO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
EVENT FLYER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
EVENT PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
SOCIAL CONTENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
OTHER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

• Stick to your image. Keep your brand consistent across all promotional materials

• Mix it up! Use a variety of mediums to create promotional materials

• Get people talking! Create unique materials that will spark everyone's interests

4. PROMOTIONAL OUTLETS

ONLINE:

OFFLINE:

- Balance online and offline outlets
- Identify where your target audience spends the most time both online and off
- Network! Face-to-face interaction is the most powerful marketing tool

PUT IT TOGETHER!

TELL US ABOUT YOUR MARKETING STRATEGY. LIST SPECIFIC ACTIVITIES TO PROMOTE YOUR UPCOMING EVENT. BE CREATIVE AND HAVE FUN WITH YOUR IDEAS ON HOW TO ENGAGE YOUR FANS. TAKE YOUR MUSICAL PRESENCE TO THE NEXT LEVEL WITH THIS PLAN OF ACTION.

WHAT'S HAPPENING

WHEN

WHO