

6 Week Marketing Plan

Re-usable for every event





Welcome

To your 6-week marketing plan -
Your life just got so much easier!

This plan is designed to help you
market consistently across your full
media range, raising valuable
awareness about your exciting event!

We will dive into the details to make
your marketing more potent to your
customer; rather than "Come to my
event, "we will promote each special
aspect of your event - the magic is in
the details!

Let's dive in...

Gilly





HOW TO USE THIS WORKBOOK

The next few pages are filled with 20 ideas for highlighting not just your event but each and every magical part. You will be devising a full, 6-week marketing plan that can be rolled out again and again in the future!

Here are the 3 steps to creating your 6 Week Marketing Plan:

Step 1: Choose an event/workshop you are ready to promote in the near future. Write it below:

Step 2: Use the following pages to distil all the elements that make up this event. You may like to set this up in a Google Doc or folder to ensure you have them ready next time you roll out your marketing strategy. Label your Google Doc [Event Name] 6-Week Marketing Plan.

Step 3: Plan your 6-week marketing plan using the scaffold provided, and get ready to fill your programs to capacity! Schedule these promotions ahead of time, and be sure to document all images and copy so that you can easily rinse and repeat them next time.

Step 2

Below you will find A1 - A20. Consider each of these elements in relation to your event and write your answers into a document labelled [Event Name] 6 Week Marketing Plan. Once you have filled in all these elements, you are ready for Step 3!

A1: Meet Us

→ Ask your team to each supply the answers to the following questions:

What do you cherish most about working with the clients at [your business]?

Tell us a fun fact about yourself!

→ Share their headshots with an engaging few lines focussing on what they shared to the questions above or invite your team to record short, engaging 'chat-to-camera' style videos from your team

A2: Here's what you'll be learning

→ Provide some detail about the way the event is structured, what elements are included, and specifically what they can expect eg: instead of 'Relaxing Meditation,' you might write, 'Delve into the depths of your mind. You'll be guided step by step until you reach places you've never reached before.'

A3: What to know before you come

→ Create a checklist of '5 things you need to know before you arrive.'

A4: Sneak peek at some of the content

→ Provide photos, a resource, a video or a vivid explanation of an element of the content. This could be a special activity, warm up routine or how to sit comfortably for long hours

A5: Behind the scenes

→ Share some pictures, and a brief explanation that draws back the curtain on the experience; photos of props or teacher brainstorming and planning sessions are fascinating to those on the outside!

A6: Here's what we'll be doing

→ A clear and exciting timeline of events. This may include what will be happening on each day of a retreat (alluding to 'surprises' works well here in amongst the structure!) eg Here's a sneak peek at the Day 1

Agenda!

A7: WHY you'll love it

- Think deeper than surface level. They may love learning to practice yoga inversions because it will give them confidence and a sense of achievement - feel the rush of exhilaration!.

A8: What others have loved about this event

- Interview customers who have participated in the past. What are the words they use? How do they describe the experience? Infuse this language into your website page and social media ads/posts.

A9: BONUS SURPRISE

- What tangible 'thing' could you offer to absolutely delight them? Perhaps a free t-shirt or a welcome pack

A10: Doing this event will give you [benefits]

- As well as technical skills in yoga, meditation or movement, what else will the students gain? Adaptability? Personal Excellence? Grit? Write a short paragraph describing the benefits of attending and add it to your website and promotional emails.

A11: Here's another special thing we have planned

- Holding back a special surprise to announce closer to opening is a fabulous marketing technique. They may be 'on the fence', and this special element is all it takes to confirm their decision to enrol. Perhaps you'll offer a matcha tea morning, so students can connect with you and each other. Ask yourself what would seal the deal.

A12: Get in quick to receive this bonus X

- Think 'bonus' as opposed to discount. What could you offer as an extra if they enrol by a certain date? A branded drink bottle, bonus workshop session or coffee voucher may be just the incentive that helps them make the decision early. Filming an 'unboxing' video showing the bonus works a treat too.

A13: Guess the [song/dance/guest etc.]

- Have some fun in the lead-up to your enrolment period. Hint at an element you will be revealing via a mini-competition on your Facebook group/page. Share a small segment or a scrambled version of a photo, song track or guest name and have your potential students build excitement by guessing!
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A14: Show photos from a previous event

→ Plaster your webpage, social media, and emails with gorgeous pics of a similar event from the past. Don't have photos? Make a point to take some this time around so that you can add them to your asset folder for next time.

A15: Testimonials

→ Bring out your most compelling testimonials, specifically related to the program or event you are promoting. Plaster these EVERYWHERE, from emails to your website to Facebook posts. There is nothing more convincing than proof that people have loved it in the past.

A16: The Big Reveal

→ Create anticipation with a series of countdown posts or an exciting lead-up to an announcement about the theme of your program this year. Bring urgency and anticipation by teasing and holding some information back! eg, the retreat location will be revealed in 3 days!

A17: Fun facts about X

→ Create a video, blog or list of interesting facts relating to your event eg, '7 things you never knew about...

A18: Short videos that relate to the event + pre-teach

→ Film a studio tour, dance warm-up or instructor demonstration to allow people access to the content immediately and leaving them wanting more. It's best if these are super casual, even you simply walking through the studio talking to camera sharing what you'll be covering in the event.

A19: Video testimonials

→ Choose your most articulate and energetic past students to speak about the program. I promise they will come up with phrases and words you hadn't even considered! Social proof is EVERYTHING when it comes to decision making so bringing these testimonials to your marketing plan will lift your credibility enormously.

A20: Why is this different from other times we've run this event

→ What's new this time around? How will past participants find this exciting and fresh? Is there a new theme, new music or new guest appearances? Ensure you are appealing to your existing members as they are many times easier to enrol than new customers.

Step 3

It's time to bring your event details into your Marketing Plan!

Add the relevant codes to each week and identify how you will communicate each element, eg, A6 Blog, A9 Facebook Ad video to run for 3 weeks, A3 social media post A10 Email to mailing list. An example is set out below, and a blank template is on the following page for you to complete.

6 WEEK PLAN: SAMPLE

<p>6 Weeks to go...</p> <p>1 A6 Blog</p> <p>2 A9 Facebook Ad (2 wks)</p> <p>3 A10 Mailing List Email</p>	<p>5 Weeks to go...</p> <p>1 A1 video as Social Media Post</p> <p>2 A17 Mailing List Email</p> <p>3 A4 Blog</p>
<p>4 Weeks to go..</p> <p>1 A12 Mailing List Email</p> <p>2 A12 Facebook Ad (3 weeks)</p> <p>3 A13 FB Live</p>	<p>3 Weeks to go...</p> <p>1 A20 Email to past customers</p> <p>2 A16 FB Live</p> <p>3 A2 Blog</p>
<p>2 Weeks to go...</p> <p>1 A3 Social Media Post</p> <p>2 A15 Made into a slideshow video for Social Media</p> <p>3 A8 FB Live interviews</p>	<p>1 Week to go...</p> <p>1 A7 FB Live</p> <p>2 A19 Drip fed into Socials all week</p> <p>3 A7</p>
<p>Week of the event...</p> <p>1 A14 Video to repurpose in socials, mailing list and blog, 2 days prior to event.</p> <p>2 A5 Social Media Posts</p> <p>3 A18 'Welcome in!' Video sent to enrolled students and inviting them to bring a friend.</p>	

6 WEEK PLAN

1 2 3	6 Weeks to go...	1 2 3	5 Weeks to go...
1 2 3	4 Weeks to go..	1 2 3	3 Weeks to go...
1 2 3	2 Weeks to go...	1 2 3	1 Week to go...
1 2 3	Week of the event...		

Congratulations!

Well done for putting in the work! I hope you find this 6-week marketing plan forever helpful.

Wishing you full and vibrant future events!

Gilly x



Thank you!

For weekly inspiration, follow us on IG
@ magnetic marketing_

