

SOUTH AUSTRALIAN TOURISM COMMISSION

# EVENTS MARKETING PLAN



Government  
of South Australia  
South Australian  
Tourism Commission

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## ACKNOWLEDGEMENT OF COUNTRY

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Aboriginal people have made and continue to make a unique and irreplaceable contribution to the State of South Australia.

The South Australian Government acknowledges and respects Aboriginal people as the State's First People and Nations and recognises Aboriginal people as the traditional owners and occupants of land and waters.

The South Australian Government acknowledges that the spiritual, social, cultural, and economic practices of Aboriginal people come from their traditional lands and waters, and that Aboriginal people maintain cultural and heritage beliefs, languages and laws which are of ongoing importance today.



Above Southern Cultural Immersion, Fleurieu Peninsula

Cover Tasting Australia at Stafford Orchards, Adelaide Hills

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## MARKETING YOUR EVENT

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When it comes to marketing your business to the masses, there are many aspects to take into consideration to ensure you're talking to the right audiences, at the right times, with the right messages. Not to mention providing a clear and concise path to purchase tickets, because we all love the ease of booking online. To help, we've broken down some of the key aspects of a marketing plan and provided some guiding resources to help make sure you're covering the basics when it comes to marketing your event.

### What is a marketing plan?

A marketing plan is a comprehensive document that outlines an overall marketing strategy and tactics for achieving an event objective within a specified timeframe.

It serves as a roadmap for guiding marketing activities and helps ensure that efforts are coordinated, targeted, and aligned with the event's goals.

### Why do I need a marketing plan?

Having a marketing plan can help you ensure you're talking to the right audiences, at the right times, with the right messages. It will help you raise awareness of your event and strategise how you can attract new and returning visitors.

### What are the South Australian Tourism Commission (SATC)'s expectations?

The SATC expects you to try and grow your visitation, especially your intrastate and interstate audience.

In your marketing plan, you should demonstrate how you are reaching out to visitors beyond your local area.

The following document aims to help you build your strategy.



## INTRODUCTION



### Event name

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### Key contacts

Include your key marketing team or external contacts

NAME AND TITLE	ROLE/RESPONSIBILITY	CONTACT NUMBER	EMAIL

### Owned digital platforms

DIGITAL PLATFORM (ie Website, Instagram, Facebook, TikTok)	SOCIAL/WEBSITE LINK

## BRIEF OVERVIEW



### Define the scope of the event

Event details including date(s), location, host, venue, organisation hosting/managing the event.

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Are there any key learnings from past event years, or marketing campaigns that should be taken into consideration?

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## KEY MESSAGES

Outline the key messages to be communicated and measured

Overarching

Event message, date announcement, key milestones

*Examples: 100 days to go, a month to go*

Why should they believe it?

What evidence do you have to verify or demonstrate what you are saying?

*Examples: Event track record, awards, reputation or previous attendance stats*

What should they do as a result? What are you asking them to do?

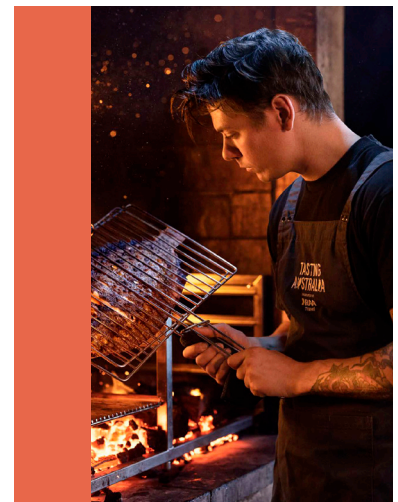
Insert call to action

*Examples: Book now, get your tickets, view the program*

Where can you purchase tickets?

Provide a link to the event website, the event program, or ticketing link to buy

Examples:



## MARKETING OBJECTIVES

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What are the key marketing objectives of this plan? How will these be measured?

Objectives should be:

- Concise, measurable, and include targets and benchmarks
- Specific and relevant to the event messaging
- Achievable - are they stretch targets, are there external/environmental factors that may potentially affect their success?

Consider what your communication needs to achieve to successfully deliver on key objectives?

*Examples of measurable objectives:*

- Achieve at least 10,000 attendees to the event, measured via ticket sales and scanning at the gate
- Achieve 30% interstate visitation during the event, measured through postcode collection in ticket sales platform and via post event survey
- Achieve event awareness to 70% of South Australia, measured via increased event awareness through social media/electronic direct mail (EDM), increase followers by 250, post-event survey or independent economic research

## TARGET AUDIENCE

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Outline your target audience groups, not just generically but by demographics, psychographics, attitudes, geographic locations, specific interest, etc. Be as specific as possible.

**Primary**

*Examples: interstate; foodies*

**Secondary (where applicable)**

*Examples: intrastate; event goers*

**Key stakeholders (where applicable)**

- Equity and access - Have you considered if your messaging is accessible by your target audience? (ie are you communicating via the channels that your audience can access or currently use)
- Have you previously collected any audience data (first party data) that you can use for target marketing purposes?

*Examples: Event surveys, social media subscriber data insights, regional specific insights*

**Demographics**

GENDER	AGE RANGE	LOCATION
<input type="checkbox"/> All	<input type="checkbox"/> 18+	<input type="checkbox"/> Adelaide Metro
<input type="checkbox"/> Female	<input type="checkbox"/> 18-24	<input type="checkbox"/> Regional South Australia
<input type="checkbox"/> Male	<input type="checkbox"/> 18-54	<input type="checkbox"/> Interstate
<input type="checkbox"/> Other (specify)	<input type="checkbox"/> 25-49	<input type="checkbox"/> Intrastate
	<input type="checkbox"/> 50+	<input type="checkbox"/> International

## COMMUNICATION TACTICS

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Outline communication tactics, this may include activities across owned, earned, and paid channels

### Owned

Refers to marketing content you own - content you can publish on your own channels.

- Direct marketing (email newsletters)
- Printed collateral - posters, flyers, event program
- Social media platforms

See our Content & Social Media support resources: [tourism.sa.gov.au/support/atdw/marketing/content-and-social-media](https://tourism.sa.gov.au/support/atdw/marketing/content-and-social-media) 

### Earned

Managing how others see, feel and interact with your brand, or company

- Sponsorships
- Community engagement
- Media/public relations
- Partnerships

### Paid

Any marketing that you can't execute for free

- Social media ads
- Radio/TV promotions
- Newspaper/print advertising
- Outdoor screens and billboards

### Further resources

South Australian Tourism Events can register on the Australian Tourism Data Warehouse (ATDW) free of charge. By listing a product on the ATDW database, events have the opportunity to be promoted on some of the 270+ tourism related websites that share the ATDW information, including [australia.com](https://australia.com), [southaustralia.com](https://southaustralia.com) and regional websites, and is the gateway to working with the SATC.

[tourism.sa.gov.au/support/atdw/getting-started](https://tourism.sa.gov.au/support/atdw/getting-started) 

OUTLINE EVENT TIMELINE/KEY MILESTONES/PHASES

KEY PHASES/MILESTONES	DESCRIPTION	DATE/EXACT DATES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Event date announcements														
Media release/media launch														
Launch ticket sales														
Launch socials/website/EDM														
Planned EDM #1														
Planned EDM #2														
Planned EDM #3														
Paid media advertising (Meta, outdoor etc.)														
Key announcement   1 month to go														
Media release/media call   1 week to go														
Post campaign report/evaluation														



## MARKET RESEARCH

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Detail any research that may have been undertaken or is available that has informed the strategy.

This may include:

- Research findings from previous campaigns
  - Primary Research – both qualitative and quantitative in nature
  - Secondary Research – existing data and published research by external organisations
  - Pre-campaign Research – detail learnings from the research that may have been applied to the strategy

## COMPETITORS

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Outline any competitors in the market/in your region

How can you differentiate your event, what is your point of difference, what makes the event/region unique?

## BARRIERS/CRITICAL SUCCESS

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Include any factors that are critical to the successful achievement of the marketing plan (likely to be beyond the scope of control of this plan) and any barriers to operational activity that may also be encountered

*Examples:*

- Event and marketing team structure in place
- Clear path to purchase tickets – website dates updated and good user experience on the website
- Event copy (and messaging) communicates value of the event
- Event pricing reflects the perceived value of the event

Consider if there are any key times of the year for actions/decisions/behaviours?

*Examples: Website to go live four months out to facilitate ticket sales, EDM sent out for first release ticket sales three months prior*

Consider how much lead time the event and program details are communicated (including line up and artists confirmed)

*Examples: Event line up, headlining artists, full program*

Consider other events/competitors going on sale at the same time

Are there any specific triggers that are aligned to the actions/decisions/behaviours?

*Examples: Changes in the weather, seasons, state-wide events calendar*



## CONTACT US

EVENTS SOUTH AUSTRALIA  
ACQUISITION & DEVELOPMENT TEAM

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### WEBSITES

[southaustralia.com](http://southaustralia.com)

[tourism.sa.gov.au](http://tourism.sa.gov.au)

