

PLANNING YOUR CULTURE DAYS MARKETING CAMPAIGN

Next Steps Checklist and Culture Days Marketing Planner

.....

From the webinar *Marketing Your Culture Days Activity Like a Pro*
by Kelly Stahl, Senior Advisor, Creative Economy - City of Brampton

Presented with the support of the Canada Council for the Arts,
Culture Days National Engagement Partner



Canada Council
for the Arts

Conseil des arts
du Canada

culturedays.ca



CREATE, PARTICIPATE & SHARE

NEXT STEPS CHECKLIST

STEP	ACTION	CULTURE DAYS RESOURCES
1.	Write your Marketing Strategy: <ol style="list-style-type: none">1. Describe your target market.2. Detail event features & unique selling points.3. Define your goals & objectives.4. List marketing tactics to reach your audience.5. Fill out your marketing planner (excel spreadsheet).	Tips for Activity Descriptions What's in a Name
2.	Register your activity.	Register Here
3.	Create your marketing mix using Culture Days Tips, Tools & Templates and Bright Spots Schedule feature.	Marketing Materials Users Guide How to Use the Bright Spots Schedule
4.	Execute your plan leading up to your event.	Follow your Marketing Plan!
5.	During Culture Days Weekend: <ol style="list-style-type: none">1. Track your visitors.2. Share event activities and photos on social media.	10 easy ways to Promote yourself on Social Media
6.	Evaluate your success & follow up with participants!	Measuring Success Maximize your Experience