

EVENT MARKETING STRATEGY TEMPLATE

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CATEGORY	DESCRIPTION
MARKETING STRATEGY	
MARKETING OBJECTIVES	
COMPETITIVE ADVANTAGE	
BUDGET	
BUYER'S BUYING CYCLE	
UNIQUE VALUE PROPOSITION	
BRANDING	

MARKETING MIX

CATEGORY	DESCRIPTION	COST
EVENT		
PRICE		
PLACE		
PEOPLE		
PROMOTION		

MARKETING CHANNELS

CATEGORY	DESCRIPTION	COST
SEARCH ENGINE OPTIMIZATION (SEO)		
DIGITAL PARTNERSHIPS		
SOCIAL MEDIA MARKETING		
EMAIL MARKETING		
OTHER		

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