**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11729&utm_source=integrated-content&utm_campaign=/content/event-marketing-plan-templates&utm_medium=Sample+Event+Marketing+Plan+doc+11729&lpa=Sample+Event+Marketing+Plan+doc+11729)EVENT MARKETING PLAN TEMPLATE EXAMPLE**

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|  |  | PHASE ONE | | | PHASE TWO | | | PHASE THREE | | | PHASE FOUR | | |
| CAMPAIGN TYPE | ADDITIONAL INFO | Wk1 | Wk2 | Wk3 | Wk4 | Wk5 | Wk6 | Wk7 | Wk8 | Wk9 | Wk10 | Wk11 | Wk12 |
| **Email Marketing** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Pre-launch |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Launch |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Early Bird Discount |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Discount Last Chance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Last Call to Buy Tickets |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Event Reminders |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Post Event Updates |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Social Media** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Pre-launch |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Webinars |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Early Bird Discount |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Discount Last Chance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Last Call to Buy Tickets |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Live Event Updates |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Post Event Updates |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Social Media Platforms** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |  |  |  |  |  |  |
| TikTok |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Facebook |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Partner Sponsorships** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Create Program |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Secure Sponsorships |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Finalize Sponsorships |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Local Marketing** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Web ads |  |  |  |  |  |  |  |  |  |  |  |  |  |
| News/Media |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **National Marketing** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Banner ads |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Web** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Development |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Website |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mobile App |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mobile Alerts |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Pay-Per-Click |  |  |  |  |  |  |  |  |  |  |  |  |  |
| SEO |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Market Research** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Surveys |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Campaign Type** |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Other** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Branding |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Post-event Outreach |  |  |  |  |  |  |  |  |  |  |  |  |  |
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