**Final Marketing Activity Plan**

Completed by Tom Hitchen, Marketing Manager

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| **Week Commencing** | **Actions** | **Who** |
| **02/03/15** | **02/03/15-****Poster/ Production Images finalised.****02/03/15-****Use ‘polaroids’ to distribute and tease the show.** | **Tom, Mark, Sophie****Company** |
| **09/03/15** | **09/03/15-****Continue to tease out material using images and social media.****13/03/15-****Marketing Resource Pack to be given to Lincoln Performing Arts Centre.** | **Company****Tom** |
| **16/03/15** | **19/03/15-****All marketing information to Lincoln Performing Arts Centre.** | **Tom** |
| **13/04/15** | **13/04/15-****Posters/ Flyers Ordered****15/04/15-****Posters/Flyers Distributed****18/04/15-****Busking event organised through Lincoln BIG.** | **Tom****(Company to distribute)****Full Company** |
| **27/04/15** | **27/04/15-****Press Release to be sent to local newspapers.** | **Tom** |
| **04/05/15** | **05/05/15-****Launch #WhenYouSeeIt competition on social media, asking people to share and tag their favourite image to win 2x show tickets.****05/05/15-****List event on online sites, Remote Goat, Visit Lincoln.****06/05/15-****Upload company favourite images daily to act as show countdown.** | **Mark (Company to promote)****Tom****Mark (Company)** |