**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)** |