

 Festivals &
EVENTS

 Things to
DO

 Drink,
EAT, SHOP

 Places to
STAY


Alberta

 Itineraries
ROADTRIPS

 Trip Ideas
STORIES

 Travel
GUIDE

 About &
INDUSTRY

It's Time to Go East of Edmonton



Fun starts here!

MARKETING + COMMUNICATIONS
ANNUAL PLANNING

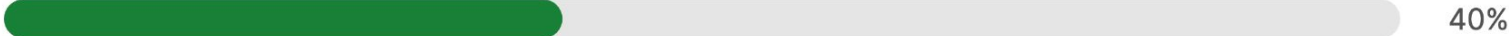
**Do you have an
annual marketing
communications plan?**



Do you have an annual marketing and communications plan?

Multiple Choice Poll 40 votes 40 participants

Yes - 16 votes



No - 24 votes



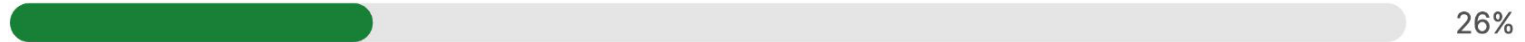
Do you follow the plan?



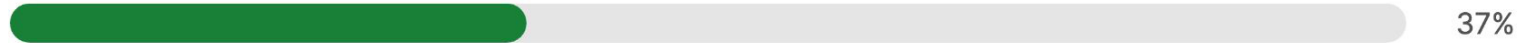
Do you follow the plan?

Multiple Choice Poll 35 votes 35 participants

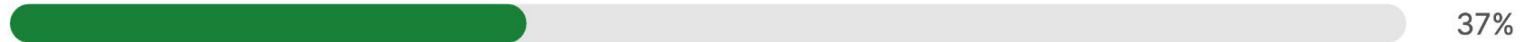
Yes - 9 votes



No - 13 votes



Sometimes - 13 votes



Overview

- Why is an annual marketing communications plan important
- How to develop a plan that is easy to create and follow
- What to include in your plan
- Build a plan together
- Q&A

Why is an Annual Plan important?

Marketing + Communications

Annual Planning

- Defines SMART Goals
 - Specific, Measurable, Relevant, and Timely
- Prioritizes budget(s)
- Creates a system where you are proactive vs reactive
- Leverages brand equity and consistency
- Evolves into a tool and resource
- Builds confidence + peace of mind



**What benefits of having
an annual plan appeal to
you the most?**



What benefit of having an annual plan appeals to you the most?

Multiple Choice Poll 40 votes 40 participants

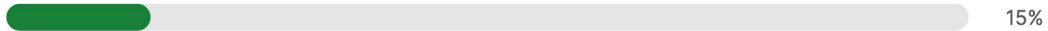
Having a defined and prioritized budget - 0 votes



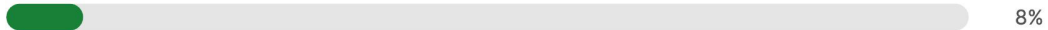
Being proactive instead of reactive - 6 votes



Having consistency in all marketing and advertising assets - 6 votes



Having a resource to understand what is and isn't working - 3 votes



Having the confidence and peace of mind that there is a plan in place - 4 votes



All of the above - 21 votes



How to create a develop that is easy to create + follow

- Schedule time in your calendar to:
 - Create your plan;
 - Review and update your plan regularly (monthly or quarterly); and
 - Create your plan for the following year.
- Define, prioritize and set:
 - SMART goals - Specific, Measurable, Relevant, and Timely
 - Reasonable budget(s)
- Use available resources and data
- Create resources and data
- Be kind to yourself



What to include in your annual plan

- SMART Goals
- Budget(s)
- Timeline/calendar
- Seasons/activity levels
- Promotions + sales
- Content + key messaging
- Industry/Product/Service Focus
- Worksheet of marketing and advertising options
- Final tactics + associated costs
- Reports/Analytics/ROI + KPI indicators
- Feedback + ideas for next year



Annual Marketing Communications Plan: Let's build one!

- **Perogy Factory:**
 - eCommerce + Storefront
 - B2C but want to expand their B2B customers
 - 2 types of Perogies- cheddar + potato and blueberry
- **Annual Revenue:**
 - \$1 Million
- **Target Market:**
 - 200 km radius + expand to all of Alberta
- **Target Audiences:**
 - B2C: General public (18+)
 - B2B: Restaurants, caterers, grocery stores
- **Average sale:**
 - \$50 (gross revenue)
- **Allocated Marketing Communications Budget:**
 - \$70,000 (plus gst)



Annual Plan Template



What are some marketing and advertising tactics?

Open text poll 57 responses 34 participants

- Anonymous
Just talking to people in places like grocery stores etc.
- Anonymous
Instagram
- Anonymous
Radio
- Anonymous
Face book
- Anonymous
My smiling face!
- Anonymous
Business catds
- Anonymous
Local paper
- Anonymous
Online festivals
- Anonymous
Door knockers
- Anonymous
Facebook
- Anonymous
Business cards
- Anonymous
Newspaper articles
- Anonymous
Facebook ads. Newspaper ads. Contests.
- Anonymous
Social media (paid and organic), print ads, influencers, partnerships
- Anonymous
Canva
- Anonymous
Signage
- Anonymous
Paid direct mailings
- Anonymous
Newsletters
- Anonymous
Highway signage
- Anonymous
Fliers

Q&A



Thank you!