

Event Marketing Plan

Event Name: Amarillo Music Fest 2024

Event Date: September 14-16, 2024

Prepared By: Amarillo Music Fest Committee

Plan Focus: Marketing efforts targeting audiences outside a 50-mile radius of Amarillo

1. Marketing Objectives

- **Objective 1:** Increase awareness and attendance from non-local visitors (outside a 50-mile radius).
 - **Objective 2:** Drive hotel room bookings and overnight stays from out-of-town attendees.
 - **Objective 3:** Promote Amarillo as a destination for events, culture, and tourism to neighboring cities and states.
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2. Target Audience

- **Primary Audience:**
 - Residents in major Texas cities such as Dallas, Fort Worth, Lubbock, and San Antonio.
 - Residents in nearby states (Oklahoma, New Mexico, Colorado).
 - Demographic focus: Ages 18-45, interested in live music, festivals, travel, and cultural events.
 - **Secondary Audience:**
 - Music festival-goers who frequently attend similar events in neighboring regions.
 - Travelers looking for weekend getaway opportunities.
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3. Marketing Channels & Strategies

Total Grant Fund Allocation: \$20,000

Geographic Focus: All campaigns and activities funded by the grant will target areas **outside of a 50-mile radius** of Amarillo, ensuring funds align with grant guidelines.

A. Digital Marketing Campaigns (\$9,000)

1. **Social Media Advertising (Facebook & Instagram)**
 - **Budget:** \$4,000
 - **Targeting:** Texas, Oklahoma, New Mexico, Colorado cities outside the 50-mile radius. Specific focus on Dallas, Fort Worth, Albuquerque, Lubbock, and Oklahoma City.

- **Ad Format:** Carousel ads, video ads, and event-specific promotional posts.
- **Goal:** Drive event awareness, ticket sales, and encourage hotel bookings.
- **Metrics:** Impressions, clicks, conversions (ticket purchases).

2. Google Ads (Search & Display Networks)

- **Budget:** \$3,000
- **Targeting:** Search and display ads targeting keywords like “music festivals near me,” “Texas music festivals,” and “Amarillo events.”
- **Geography:** Locations outside the 50-mile radius from Amarillo.
- **Goal:** Direct traffic to the event website and increase online ticket sales.
- **Metrics:** Click-through rate (CTR), ticket sales, website traffic.

3. YouTube Pre-Roll Ads

- **Budget:** \$2,000
- **Targeting:** Music lovers in major Texas and nearby state markets who watch relevant music and event-related content.
- **Ad Format:** 15-second video ad highlighting key performers and festival attractions.
- **Goal:** Build awareness and interest for out-of-town visitors.
- **Metrics:** Video views, CTR, website visits.

B. Regional Print Advertising (\$4,000)

1. Texas Monthly Magazine

- **Budget:** \$2,000
- **Ad Placement:** Full-page ad in the August issue of Texas Monthly, which has a large readership throughout Texas, including areas outside of the 50-mile Amarillo radius.
- **Goal:** Increase visibility for the event among Texans looking for fall weekend activities.
- **Metrics:** Readership engagement, ticket sales.

2. Oklahoma Gazette

- **Budget:** \$1,500
- **Ad Placement:** Half-page ad in the September issue, promoting the event and nearby hotel packages.
- **Goal:** Drive attendance from Oklahoma residents, particularly Oklahoma City.
- **Metrics:** Readership engagement, ticket sales.

3. Lubbock Avalanche-Journal

- **Budget:** \$500
- **Ad Placement:** Quarter-page ad in the local newspaper to capture attendees from Lubbock, about 120 miles away.
- **Goal:** Encourage ticket sales from Lubbock residents.
- **Metrics:** Ad impressions, sales tracking.

C. Outdoor Advertising (Billboards) (\$3,000)

1. Billboards Along I-40 (Texas/New Mexico Border)

- **Budget:** \$2,000
- **Location:** Billboards placed along the Texas/New Mexico border on I-40, targeting travelers heading towards Amarillo.
- **Goal:** Promote the festival and drive awareness among regional travelers.
- **Metrics:** Estimated impressions, website traffic, and ticket sales.

2. Billboards on Highway 287 (Dallas to Amarillo)

- **Budget:** \$1,000
- **Location:** Billboards placed along the Dallas to Amarillo route to attract weekend travelers.
- **Goal:** Target out-of-town attendees driving in from larger Texas cities.
- **Metrics:** Estimated impressions, ticket sales.

D. Radio Advertising (\$2,000)

1. Radio Spots (Dallas, Lubbock, Oklahoma City)

- **Budget:** \$2,000
- **Stations:** Air 30-second spots on popular music and talk radio stations in Dallas, Lubbock, and Oklahoma City.
- **Goal:** Reach commuters and music lovers in key target areas, promoting ticket sales and overnight stays.
- **Metrics:** Reach, frequency, ticket sales tracking.

E. Influencer Marketing (\$2,000)

1. Texas Travel Bloggers & Influencers

- **Budget:** \$2,000

- **Influencers:** Partner with two Texas-based influencers who specialize in travel and events, ensuring they have a following outside Amarillo's 50-mile radius.
 - **Campaign:** Influencers will create blog posts, Instagram stories, and posts promoting the festival and available hotel packages.
 - **Goal:** Leverage influencers to build excitement and encourage followers to attend the festival.
 - **Metrics:** Engagement rates, website traffic from influencer links, ticket sales.
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4. Timeline

- **June – July 2024:**
 - Launch digital ads on Facebook, Instagram, and Google to build awareness.
 - Start influencer partnerships and outreach to regional influencers.
 - Secure billboard placements.
 - **August 2024:**
 - Ramp up print advertising in Texas Monthly and Oklahoma Gazette.
 - Begin radio advertising in Dallas, Lubbock, and Oklahoma City.
 - Continue digital ad campaigns to drive ticket sales.
 - **September 2024 (Event Month):**
 - Peak advertising period with a focus on digital retargeting ads, billboards, and influencer content.
 - Final push for ticket sales and hotel bookings through last-minute ad placements.
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5. Key Performance Indicators (KPIs)

- **Impressions (digital, print, radio, outdoor):** Goal: 1.5 million impressions
 - **Click-Through Rate (CTR) for Digital Ads:** Goal: 3-5% CTR
 - **Ticket Sales from Non-Local Attendees:** Goal: 3,000 tickets (60% of total sales)
 - **Hotel Room Nights Generated:** Goal: 3,500 room nights
 - **Engagement on Influencer Posts:** Goal: 5,000 engagements (likes, shares, comments)
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6. Budget Overview

Category	Amount
Digital Advertising	\$9,000
Print Advertising	\$4,000
Outdoor Advertising	\$3,000
Radio Advertising	\$2,000
Influencer Marketing	\$2,000
Total	\$20,000

Conclusion

This marketing plan leverages digital, print, outdoor, radio, and influencer channels to target audiences outside Amarillo’s 50-mile radius, maximizing the effectiveness of the \$20,000 marketing grant. The goal is to increase ticket sales, boost hotel room nights, and elevate Amarillo’s reputation as a top destination for cultural events.