



## Twentynine Palms TBID Event Marketing Plan Template

### 1. Target Markets

- Describe the specific demographics and interest groups you aim to attract to your event. Consider factors such as age, location, interests (outdoor activities, culinary, arts, etc.), and any specific characteristics relevant to Twentynine Palms.

### 2. Marketing Methods

- Website: Detail how your event will be featured on your website. Include strategies for SEO to enhance visibility.
- Social Media: Outline your social media campaign, including platforms to be used (Facebook, Instagram, Twitter, etc.), content themes, and posting frequency.
- Mailing Lists: Describe how you will utilize email, text, or app-based communications to reach potential attendees.
- Radio/Podcasts: Plan for appearances or ads on local radio stations or relevant podcasts, especially those popular in Twentynine Palms or your target market.
- Press Release/PSA: Schedule and content strategy for press releases or public service announcements, focusing on local and regional media outlets.
- Television: If applicable, detail any television advertising or local TV appearances.
- Digital Marketing: Describe online advertising strategies, including paid ads on social media, Google Ads, or other platforms.
- Out of Home: Plan for billboards, posters, and other physical advertising in strategic locations.
- Event Calendars: List local and regional event calendars where your event will be featured.
- Participation in Other Events: Detail any participation in local events, fairs, or festivals to promote your event.
- Other Methods: Include any additional marketing strategies unique to your event or area.



### **3. Branding/Design**

- Provide an overview or examples of the event's branding, including logos, color schemes, and design themes.

### **4. Local Collaboration and Promotion**

- Outline strategies for collaborating with local businesses, organizations, and landmarks in Twentynine Palms for cross-promotion or sponsorships.

### **5. Community Engagement**

- Describe how you plan to engage with the local community in Twentynine Palms, including community events, local influencers, or community groups.

### **6. Tourism Synergies**

- Explain how your marketing plan ties in with promoting tourism in Twentynine Palms, especially focusing on the Twentynine Palms TBID's five key pillars. The five key destination pillars: Outdoor Recreation, Arts, Culture and History, Health and Wellness, Culinary Experiences, and Astronomy.