

Marketing Checklist

Determine purpose and goals of the marketing campaign

- Is it to promote an upcoming event?
- Is it to increase your exposure in the community?
- Is it to expand the number of participants or donors for your organization?
- Is it for a new program that you are launching?

Based on your goals, develop an adequate budget for the marketing campaign

- Do you need to hire someone to be responsible for all marketing needs?
- What types of marketing will you need? (print, digital, press etc.)
- How expansive do you want the marketing to reach?
- What communities do you need to engage through this campaign?
- How does this budget fit within your overall organizational budget?

Create a schedule/plan for social media posts, email blasts, media releases and print media distribution

Marketing Checklist

- Create a uniform graphic/logo/design and language that will be used across all promotional materials**
 - Digital Promotional Materials Include: Hashtags, Videos, GIFs, Stories, Social Media Posts, Email Blasts
 - Print Promotional Materials Include: Flyers, Posters, Newspaper Ads
 - Don't forget to include acknowledgements of any sponsors

- Write out language for event details, online media captions and press releases to include with your designs**
 - How to Write a Press Release
 - Don't forget to determine the frequency of posting within your schedule

- Build a website/page and social media platform (Facebook, Instagram, YouTube, TikTok, etc.) for the event or campaign (if needed)**

Marketing Checklist

- Set up ticketing links for the event**
- Identify local organizations/businesses in the community where opportunities for cross-promotion and/or partnership exist**
 - Distribute flyers/posters/emails out to community
- Submit event information to local community event calendars & websites**
- Submit a press release**
 - Press Contacts in Atlanta (See Press Contacts PDF)
 - Don't forget to submit your event to our [DanceATL Calendar](#)