

Isle of Man Arts Council Funding Marketing Plan

Project summary:

Your name / your group or organisation name. Include any individuals with responsibilities in delivering the project / event and their responsibilities.

Goals:

Summary of your goals and how you'll achieve them.

Target Market:

Who are you trying to attract? What is your ideal target audience?

Digital Channels:

Which digital marketing channels are planning to use to reach your target audience? E.g. social media, paid sponsorship, email etc

Non-Digital Channels:

Which non-digital marketing channels are planning to use to reach your target audience? E.g. radio, newspapers, flyers etc

Timeline of marketing activities:

Where possible, please details a timeline of when your digital and non-digital marketing activities plan to take place.

Use of Isle of Man Arts Council Logo:

Use this space to detail how you will display the Isle of Man Arts Council logo as per the terms of funding.