



Find out more: phone 379 2020 or visit www.aucklandcity.govt.nz

Marketing and Promotion Plan template

Market research and data

Strengths

Identification of strengths, opportunities, assets and advantages

Identification of unique selling point

Key audiences

Identification of key audiences/customer groupings

Preferred channels of communication

Marketing objectives

Marketing and promotion strategy

Overall approach

Brand proposition

BID presentation

Key messages

Tools and channels

Most appropriate channels to promote the BID

Risks



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