**Marketing Plan**

Please complete this form to outline the marketing plan for your Take Action LA event(s). If you are hosting multiple events, complete one form and include information for all events.

If you will not be utilizing a specific type of marketing, please leave that section blank. As a reminder, it is expected that the events will be advertised on each organization’s existing social media and website.

We understand that, even with the best intentions, plans outlined below may shift slightly. Unless a change is significant or will reduce attendance at your event, there is no need to seek CalMHSA approval.

**Organization Name:**

|  |  |
| --- | --- |
| **OVERALL MARKETING GOAL** (REQUIRED) | |
| 2-3 sentences outlining what you hope to achieve: |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Social Media** | | | | |
| Platform | Date(s) of posts to organization’s page | Date to Finalize Ad Buys | Ad Start Date | Ad End Date |
| Facebook |  |  |  |  |
| Instagram |  |  |  |  |
| X (Twitter) |  |  |  |  |
| TikTok |  |  |  |  |
| LinkedIn |  |  |  |  |
| Other:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_  (name) |  |  |  |  |

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| --- | --- |
| **Organization Website** | |
| Please describe how you will share information regarding the event(s) on your website |  |

|  |  |
| --- | --- |
| **Email** | |
| How many email blasts will be sent? |  |
| Date(s) of email blasts |  |
| Approximate total number of people reached |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Radio/TV** | | | |
| Platform | Date to Finalize Ad Buys | Ad Start Date | Ad End Date |
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| --- | --- | --- | --- |
| **Billboards/Publications** | | | |
| Location/Publication Name | Date to Finalize Ad Buys | Ad Start Date | Ad End Date |
|  |  |  |  |
|  |  |  |  |
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| --- | --- |
| **Flyers** | |
| Anticipated Quantity |  |
| Distribution Method |  |
| Distribution Date(s) |  |

|  |  |
| --- | --- |
| **Partnership/Word of Mouth** | |
| Briefly describe how you will work with partners or others to share information regarding your event(s). |  |

|  |  |
| --- | --- |
| **Other** | |
| Briefly describe other marketing activities |  |