

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: Take Action LA Grant Organization

OVERALL MARKETING GOAL (REQUIRED)

2-3 sentences outlining what you hope to achieve:	Reach 5,000 residents of South Central LA to achieve goal of 1,000 attendees. Primary outreach is to people living below the poverty level and with limited access to healthy food.
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Social Media

Platform	Date(s) of posts to organization's page	Date to Finalize Ad Buys	Ad Start Date	Ad End Date
Facebook				
Instagram	4/15/24, 5/1/24	4/1/24	4/20/24	5/15/24
X (Twitter)				
TikTok	4/15/24, 5/1/24	4/1/24	4/20/24	5/15/24
LinkedIn				
Other: _____ (name)				

Organization Website

Please describe how you will share information regarding the event(s) on your website	The event will be featured on our homepage from 4/25/24-5/15/24 and listed on our events calendar beginning on 4/1/24.
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Email

How many email blasts will be sent?	1
Date(s) of email blasts	4/30/24
Approximate total number of people reached	1,500

Radio/TV

Platform	Date to Finalize Ad Buys	Ad Start Date	Ad End Date
KIIS-FM 102.7	3/30/24	4/15/24	5/14/24

Billboards/Publications

Location/Publication Name	Date to Finalize Ad Buys	Ad Start Date	Ad End Date
Los Angeles Magazine	3/30/24	4/15/24	5/14/24

Flyers

Anticipated Quantity	25
Distribution Method	Post on available bulletin boards in local shops and libraries
Distribution Date(s)	4/10/24

Partnership/Word of Mouth

Briefly describe how you will work with partners or others to share information regarding your event(s).	Partners will be included in the eblast which goes out to our community network.
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Other

Briefly describe other marketing activities	
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