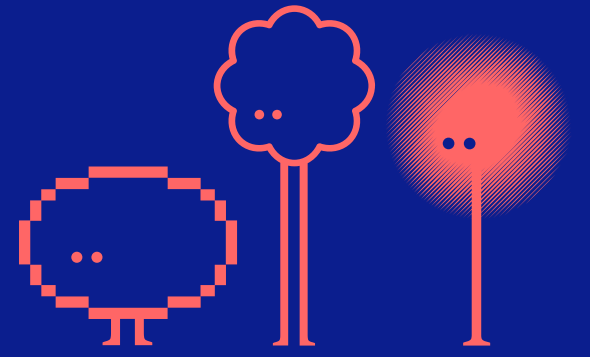


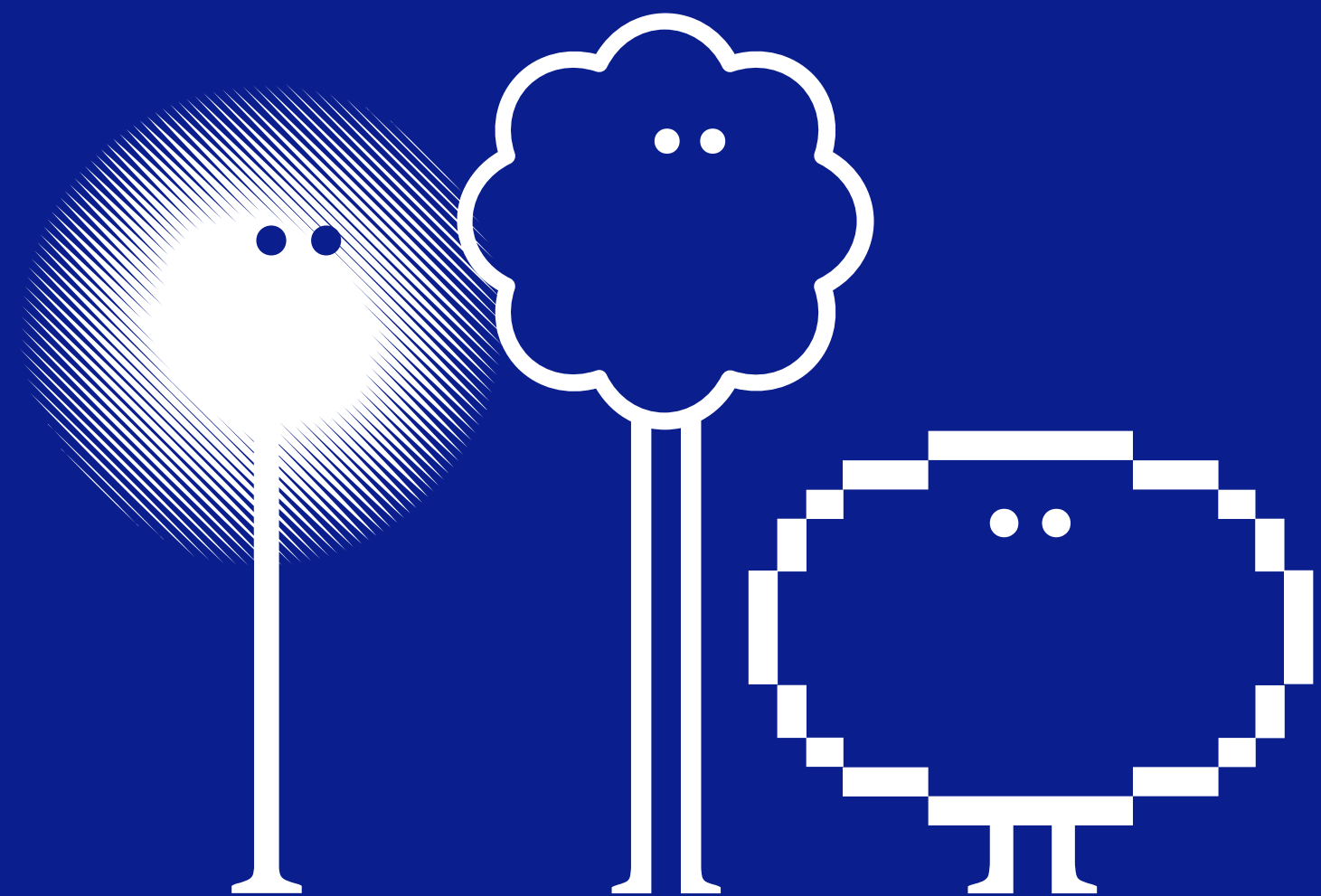
Project Audience Development and Marketing Plan Template



This document aims to help you to consider and plan for working with audiences within your Immersive Arts Project.

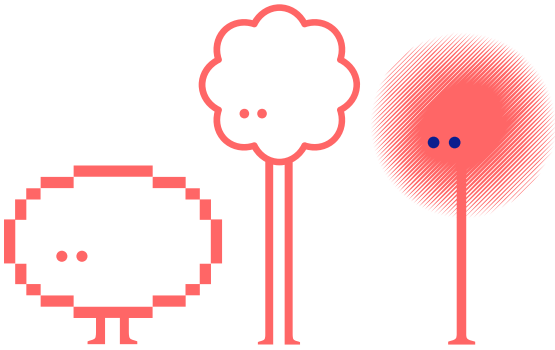
It should be used in conjunction with the [EXAMPLE _Project Audience Development and Marketing Plan](#)

We understand that this will be different for each artist on the programme and project specifics – hopefully, this is a starting point for you to consider audience engagement and marketing activity to reach your target audience(s).



**IMMERSIVE
ARTS** | **CELFYDDYDAU
YMDROCHOL**

INTRODUCTORY QUESTIONS:



DO YOU HAVE AN EXISTING AUDIENCE FOR YOUR PRACTICE? WHO ARE THEY AND HOW DO YOU USUALLY ENGAGE THEM?

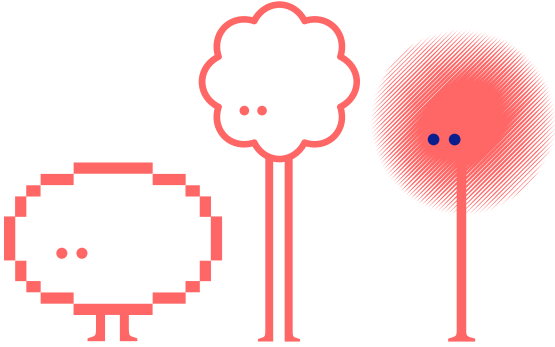
DO YOU HAVE A DIFFERENT TARGET AUDIENCE IN MIND FOR YOUR IMMERSIVE ARTS PROJECT?

IF YES, HAVE YOU CONSIDERED HOW YOU WILL REACH THIS TARGET AUDIENCE?

ARE YOU WORKING WITH ANY PROJECT PARTNERS WHO CAN SUPPORT YOU TO REACH TARGET AUDIENCES AND WITH MARKETING ACTIVITY?

WHAT ARE YOU HOPING TO FIND OUT THROUGH SHARING YOUR WORK WITH AUDIENCES?

PROJECT PLAN:



PROJECT NAME:

COMPANY / ARTIST:

PRODUCER:

PARTNER/S:

FUNDER/S:

KEY PERFORMANCE INDICATORS (KPIs): WHAT WOULD SUCCESS MEAN FOR YOU IN TERMS OF REACHING AUDIENCES? THIS COULD INCLUDE THINGS LIKE TARGET AUDIENCE NUMBERS, A PARTICULAR AUDIENCE GROUP REACHED, OR NEW SOCIAL MEDIA FOLLOWERS.

TARGET AUDIENCE(S): ADD DETAILS HERE OF WHO YOU ARE AIMING TO REACH. THIS MAY INCLUDE USER-TESTING OR MORE FORMAL SHOWCASING.

MARKETING OBJECTIVES AND RATIONALE: DO YOU HAVE ANY SPECIFIC MARKETING AIMS? ARE YOU KEEN TO RAISE YOUR PROFILE THROUGH GETTING PRESS COVERAGE, OR TO BOOST YOUR SOCIAL MEDIA FOLLOWER'S OR NEW NEWSLETTER SUBSCRIBERS? ARE YOU PLANNING TO MAKE ANY PROMOTIONAL VIDEOS TO DOCUMENT THE PROJECT? LIST ANY AIMS AND OBJECTIVES HERE:
