

2018 MARKETING SUMMARY

TACTIC	ACTIVITY	TIMING
TICKET SCHEDULE	Holiday Promotions with Discounted Pricing	December
	Early Bird Pricing	January
	General Ticket Sales	February - Event
TRADITIONAL PR & ADVERTISING	Launch & Run Traditional PR Campaign with media outreach, SLWFA18 preview event, regular press updates	November 2017 – Event
	In-Book and Digital Advertising with local and regional publications (Examples - - Ft. Bend Sun, Ft. Bend Star, Ft. Bend Independent, Ft. Bend Living, HomeHouston Press, Houstonian, Houston Chronicle, PaperCity, UpClose Magazine, etc.)	
	Radio Advertising & Promotions (Examples - - iHeartMedia, CBS Radio, FOX, NPR)	
	Out-of-Home (Billboards) – Clear Channel Outdoor	March
	Grassroots Activities – postcard mailing, poster placement in retail outlets, coasters and check presenter cards place in participating restaurants/bars, custom key cards for the hotel	March
SOCIAL & DIGITAL	Launch influencer campaign with up to 10 regional social media influencers Deploy social media advertising (Facebook, Instagram, etc.)	January – Event