

**Summer School Promotion Planner 2018 – Term 3**

* **Based on Summer School scheduled for w/c 13th August**
* **See Razzources for Michael Berkin ‘Summer School Marketing’ slides**

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|  | **April May** | | | | | **June** | | | | | **July** | | | | **August** | | | |
| **Week Beginning** | | 23 | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 |
| Early Bird Eshot/Last Chance to book Eshot  (See MB Email Launch sequence) | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Update microsite with earlybird offer | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Update all Free Listings | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| F2F event (run competition, promote early bird booking) | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Posters up at local places of interest | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Display Pull Up Banner at Venue | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Primary Times advert ¼ page advert | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Facebook Campaign Early Bird/Last Chance to book  (See MB Email Launch sequence) | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| News and Star half page advert | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Carpark Banner | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| News and Star What’s on for kids banner | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 10000 postcards distributed to schools | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 10000 postcards distributed to households | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Advert in show programme | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Send PR to local paper and invite photographer | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **JAN** | | | | | **FEB** | | | | | **MAR** | | | | **APRIL** | | | |
| **Week Beginning** | | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 5 | 12 | 19 | 26 | 2 | 9 | 16 |
| New Term Newsletter  (Add to all subsequent newsletters) | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Announce dates on FB  (Also see MB Social Media Campaign) | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Announce dates on Eshot  (Also see MB email launch sequence) | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Update Free Listings | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Attach Summer School Postcard PDF to enquiries | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Announce dates on your microsite | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Include Summer School postcards in your welcome packs | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |