

**Irish Walled Towns Network (IWTN)**

**Walled Towns Day Marketing Checklist**

Who are your target markets and why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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What are the best ways of reaching your target markets (see various methods below)? Please note: different market groups may require different media. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**N.B.** Please Note: for all brochures, posters, flyers, etc, a local graphic designer should be engaged. Student graphic designers have to create a portfolio and may be available to work for free.

**Websites**: Heritage Council Community Own Festival Heritage Week

Fáilte Ireland Discover Ireland Local Tourist Group Other \_\_\_\_\_\_\_

**Facebook**: Heritage Council Community Own Festival Heritage Week

IWTN Other \_\_\_\_\_\_\_\_

**Twitter Accounts Identified**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Mail Shot**:

Create email database.

**Press Release**: Local Press Free Local Newspapers Regional Newspapers

National Newspapers Community Newsletter

Make sure to know the timeline when papers accept press realises before publication.

**Press Event Launch:**

Use a photographer (create links with local photography club).

**Local Radio Community Listings and Ads**:

**Local Radio Interviews with Festival Organisers**:

**Flyers/Brochures:**

Make sure the flyers/brochures make the event seem exciting. Must be in colour, and use both sides. Use local sponsorship. Locate in: hotels, B&Bs, tourist offices, heritage attractions, bars, shops, hairdressers, doctor surgeries, train stations, supermarkets, etc. Make sure they clearly show the: festival name, date, location, a list of events, and a website address. Flyers/brochures must be colourful and vibrant. Make sure not to limit their distribution to your own town. Go to other neighbouring towns and villages and ensure that locals there know about the festival. Make a list of distribution locations and call to discover if more flyers/brochures are needed.

**Local Business Publicity Material (e.g. Supervalue special offers):**

Ask local businesses to place an ad about the festival in their publicity material as benefit in kind sponsorship. Companies Identified: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Large Scale Posters:**

Locate in the town and at major junctions within 25/30mile radius of site. Only have the: festival name, date, location, and website on it. Poster must be colourful and vibrant. Remember, as these posters are made for people passing in cars, less is more! Ensure no traffic sight lines are disrupted. Consult your relevant local authority engineer. Locations Identified: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Small Scale Posters:**

Locate in: hotels, B&Bs, tourist offices, heritage attractions, bars, shopfronts, hairdressers, doctor surgeries, train stations, supermarkets, etc. Make sure they have the: festival name, date, location, a list of events, and website address. Poster must be colourful and vibrant. Make sure not to limit the erection of posters to your own town. Go to other neighbouring towns and villages and ensure that locals there know about the festival. Remember to put them up yourself!

Locations Identified: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Event Day Signage**:

Does the signage on the event day clearly show where the entrance is and where parking is available?

**Event Day Press Photograph:**

Make sure that two or three high quality photos are sent to the national press by 3pm of the event day.

**Post Event Day Press Release:** Local Press Free Local Newspapers

Regional Newspapers National Newspapers Community Newsletter