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**Marketing Toolkit Worksheet**

|  |  |
| --- | --- |
| **Event Title:** |  |
| Date and Time |  |
| Place |  |
| Audience |  |
| Staff Contact |  |
| Type of Event |  |
| Event Description: |  |
| **Presenter:** |  |
| Contact Info. |  |
| Facebook Page |  |
| Media Links |  |
|  |  |
| **Partners:** |  |
| Contact Info. |  |
| Facebook Page |  |
| Media Links |  |
|  |  |
| **Sponsors:** |  |
| Contact Info. |  |
| Facebook Page |  |
| Media Links |  |

**Graphics/Tools**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Who does it?** | **Need by?** | **Notes** |
| Event Graphic with Sponsors & Information |  |  |  |
| Web Image |  |  |  |
| Web Image |  |  |  |
| 8.5x11 poster |  |  |  |
| ½ sheet flier |  |  |  |
| Bookmarks |  |  |  |
| Video Clip |  |  |  |
| Book List |  |  |  |
| Media List |  |  |  |

**Marketing**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Who Does?** | **Need by?** | **Notes** |
| Email Blast |  |  |  |
| Library display |  |  |  |
| Facebook posts |  |  |  |
| Facebook event post |  |  |  |
| Library Website |  |  |  |
| Library Twitter |  |  |  |
| Library Instagram |  |  |  |
| Library Newsletter |  |  |  |
| TV |  |  |  |
| NBC15.com/community |  |  |  |
| WI State Journal |  |  |  |
| WKNOW Calendar |  |  |  |
| Madison Times |  |  | [madisontimes.events@gmail.com](mailto:madisontimes.events@gmail.com) |
| Capital Times |  |  |  |
| Madison.com |  |  |  |
| Local newspaper |  |  |  |
| calendar@Isthmus |  |  |  |
| Madison365.com |  |  |  |
| iHeart Radio |  |  |  |
| WORT |  |  |  |
| Channel3000.com |  |  | When submitting, scroll down to find free button |
| WPR- event calendar |  |  |  |
| WKNOW.com |  |  |  |
| Eventbrite.com |  |  |  |
| Brava Magazine |  |  |  |
| UMOJA Magazine |  |  |  |

**Sample Facebook Posts/Tweets**

|  |  |  |
| --- | --- | --- |
|  | Text | Graphic Used |
| Facebook post #1  Linking to what? |  |  |
| Facebook post #2  Linking to what? |  |  |
| Tweet #1 |  |  |
| Tweet #2 |  |  |