

# Marketing Plan Template

## How to use this template

Complete one Marketing Plan per hackathon edition. Fill in all [ bracketed fields ] with your specific details.

Share with the full organising team before the awareness phase begins (8–12 weeks before event).

Review and update weekly during the recruitment phase.

## SECTION 1 – Event Overview

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### Event Name / Edition

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*e.g. DigiCollab Hackathon 2026 – Germany Pilot*

### Event Dates

### Venue

### Target number of participants

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*e.g. 16–20 VET students, 4 teams of 4–5*

### Target age group

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*e.g. 15–25*

### Geographic catchment area

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*Schools / institutions within X km of venue*

### Key themes

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*e.g. Digital Literacy, Sustainability, Inclusion, Democratic Participation*

## SECTION 2 – Target Audiences

Define your primary, secondary, and tertiary audiences and what each needs to hear.





Audience segment	Key message	Primary channel	Owner
VET students (15–25)	No experience needed – come learn, build, win	Instagram, TikTok, WhatsApp	[ Name ]
VET teachers / trainers	Curriculum-aligned, supervised, free for students	Direct email, staff meeting	[ Name ]
School administrators	Erasmus+ backed, no disruption to curriculum	Official letter, email	[ Name ]
Parents / guardians	Safe, educational, free, meals included	School newsletter, letter	[ Name ]
Mentors / judges	Give back, scout talent, build network	LinkedIn, direct outreach	[ Name ]
Media	Youth innovation, EU partnership angle	Press release, journalist brief	[ Name ]

## SECTION 3 – Key Messages

Core message (adapt for each channel):

"DigiCollab brings together VET students to solve real-world challenges in digital literacy, sustainability, and inclusion through intensive, mentor-supported hackathons. In just two days, you'll develop new skills, build innovative solutions, and connect with peers and professionals – all while having fun and making an impact."

Supporting message pillars:

Pillar	Message examples
 Skills & Learning	"Develop in-demand digital and collaboration skills" · "Build a portfolio piece"
 Inclusivity	"All skill levels welcome – no coding required" · "Free to participate, meals included"
 Fun & Community	"Meet like-minded students from across the region" · "Games, prizes, celebration"
 Impact & Recognition	"Create solutions to real community challenges" · "Win awards and certificates"

## SECTION 4 – Communication Timeline

Start communications 8–12 weeks before the event. Fill in actual calendar dates below.

Phase	Timing (wks before)	Goal	Key actions	Owner	Status
Launch	Wk 12–10	Announce & build foundation	Website live, press release, social kickoff	[ ]	<input type="checkbox"/>
Awareness	Wk 10–6	Reach participants	Posters to schools, social campaign, info sessions	[ ]	<input type="checkbox"/>
Registration Push	Wk 6–3	Drive sign-ups	Email campaign, urgency posts, ambassador activation	[ ]	<input type="checkbox"/>
Preparation	Wk 3–1	Keep registrants engaged	Welcome email, logistics, pre-event survey	[ ]	<input type="checkbox"/>
Final Week	Wk 1–0	Ensure attendance	Daily reminders, last-chance posts	[ ]	<input type="checkbox"/>

## SECTION 5 – Channel Plan

Channel	Platform / tool	Content type	Frequency	Owner	Budget
Social media – students	Instagram	Posts, Reels, Stories	5–7×/week	[ ]	[ ]
Social media – students	TikTok	Short video	3–5×/week	[ ]	[ ]
Social media – professional	LinkedIn	Updates, partner spotlights	2–3×/week	[ ]	[ ]
Email – schools	Mailing list	HTML newsletter	Weekly	[ ]	[ ]
Print	School notice boards	A4/A3 poster	Once (update dates)	[ ]	[ ]
Media / PR	Local press	Press release	2× (launch + post-event)	[ ]	[ ]
Direct outreach	WhatsApp / Discord	Class group messages	As needed	[ ]	[ ]

## SECTION 6 – Budget

Item	Estimated cost	Actual cost	Notes
Social media advertising (optional)	€0–€200	[]	Only if organic reach insufficient
Print materials (posters, flyers)	€20–€80	[]	Use institutional printer where possible
Graphic design (if external)	€0–€300	[]	Use Canva free tier to reduce cost
Video production	€0	[]	Smartphone quality acceptable
TOTAL	[]	[]	

## SECTION 7 – KPIs & Success Metrics

Metric	Target	Actual	Notes
Applications received	25–30	[]	To fill 16–20 places
Website unique visitors	[]	[]	
Social media reach (total)	[]	[]	
Email open rate	>35%	[]	
Registration conversion rate	[]	[]	Applications ÷ event page visits
Media placements	[]	[]	
School reach	[] schools	[]	

### Next steps after completing this plan

1. Share with the organising team and assign all owner fields
2. Create the social media content calendar (see Annex\_2.4.1\_Social\_Media\_Calendar)
3. Prepare all promotional materials (Poster, Flyer, Email Newsletter) – see Ch. 4.1 templates
4. Brief teachers and school contacts 8–10 weeks before event date