

Marketing Plan for Freedom Fest Mansfield by Klein Tools

The LOT Downtown will be promoting the Downtown Historic Mansfield Area heavily.

This will include but not limited to: Magazine Ads, Billboard Ads along Hwy 287 headed towards Arlington, Posters will be placed in businesses within a 20 mile radius (Burleson, Midlothian, Grand Prairie, Arlington, Venus, Rendon, Fort Worth, etc., We will be reaching out to our local newspapers, podcast etc. We will be working with our local downtown businesses and associations and helping to promote them alongside the event.

Marketing timeline:

1. Pre-event- Pre-event Page, Social Media Advertisements, Blog Post and Partner outreach.
2. Event Launch - Launch email Campaign, Press releases, blog and social media, Partnerships.
3. Day-to-day- Regular emails, social media and blogging, leadership and guest post, Paid Promotions
4. Last Call- Final Email Blast, Social Media and Blogging.
Attendee referrals, Text blast, and INFLUENCER OUTREACH.

See Attached Budget for Cost.