

Gateway Travel Disney Land Marketing Plan

Overall Campaign Slogan: #Embracenewmagic

Goal: Gain an additional 50 clients through campaign in 2018-2019

	Q2 2018		Q3 2018			Q4 2018			Q1 2019			Q2 2019		Q3 2019		
Target Segment	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Grandparents					Embrace Life											
Families	Embrace New Magic															
Young Adults and Families	Embrace Your Childhood															
Young Adults and Families	Embrace The Force															

Embrace Life

Focusing on Food and Wine Festival + Relaxation in Deluxe Resorts

																		Cost
Marketing Plans	Placemat Add at mom and pop Local Restaurant																\$300	
	Send current clients a collateral piece from Disney's collateral store via postmail about food and wine festival																\$100	
	All Social Media Outlets - Daily pictures and gift ideas about enjoying life and each other at Disney																\$100	

Embrace New Magic

New Disneyland Guests who have already been to Disney World - SoCal Tour

																		Cost
Marketing Plans	Send current clients a collateral piece from Disney's collateral store via postmail about trying Disneyland																\$300	
	Social Media Campaigns on all outlets																\$300	

Embrace Your Childhood

Pixar Fest

																		Cost
Marketing Plans	Billboard or Large Sign Graphic																\$200	
	Social Media Campaigns on all outlets																\$200	

Embrace the Force

Star Wars

																		Cost
Marketing Plans	Flyers in Gaming Shops and Board Game Shops																\$50	
	Board Game or Gaming Trade Show																\$300	
	Social Media Campaigns on all outlets																\$500	

Notes: Continue to put in the main campaign slogan through all these sub-campaigns #Embracenewmagic

Disclaimer: This marketing plan can be used at your discretion and is only a starting point for your own business to mold and create your own path. If you use this marketing plan, Gateway Travel does not guarantee you will gain any benefits or clients for your agency.