

Gateway Travel Walt Disney World Marketing Plan

Overall Campaign Slogan: #Embracethemagic

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						Embrace Life				Embrace Life						
Grandparents	Embrace Fun																
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 Life

Focusing on Flower and Garden 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 flower and garden festival																\$100	
	All Social Media Outlets - Daily pictures and gift ideas about enjoying life and each other at Disney																\$100	

Embrace Fun

Toy Story Land

																		Cost
Marketing Plans	Placemat Add at mom and pop Local Restaurant																\$300	
	Social Media Campaigns on Facebook																\$300	

Embrace Your Childhood

Toy Story Land

																		Cost
Marketing Plans	Billboard or Large Sign Graphic																\$500	
	Radio Spots on popular young adult radio																\$500	
	Trade Show																	
	Social Media Campaigns on all outlets																\$500	

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 #Embracethemagic

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.