

Gateway Travel Universal Studios Marketing Plan

Overall Campaign Slogan: #Harrypotterspark

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
Young Adults and Couples No Kids	Halloween Horror Nights												Halloween Horror Nights			
Grandparents, Young Adults, and Families	Rock The Universe										Rock The Universe					
Young Adults and Families					MardiGras At Universal											
Grandparents, Young Adults, and Families	Holidays At Hogwarts												Holidays At Hogwarts			

Halloween Horror Nights

Enjoying Halloween in Universal with many different horror houses and mazes

																		Cost
Marketing Plans	Billboard or Large Sign Graphic																\$100	
	Radio Spots on popular young adult radio																\$250	
	Trade Show																\$300	
	Social Media Campaigns on all outlets																\$200	

Rock The Universe

Christian rock concert

																		Cost
Marketing Plans	Placemat Add at mom and pop Local Restaurant																\$150	
	Billboard or Large Sign Graphic																\$100	
	Radio Spots on popular Christian radio																\$300	
	Trade Show																\$300	
	Social Media Campaigns on all outlets																\$300	

MardiGras At Universal

Mardigras celebration at Universal Studios

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

Holidays At Hogwarts

Enjoy the holidays at Hogwarts and with Dr. Seuss

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

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

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.