## Easter Checklist marketing/communication

- ( ) Define your target demographic
- ( ) Choose your marketing method
- ( ) Create a budget
- ( ) Calendar your marketing
- ( ) Incentivise Easter attenders to connect
- ( ) Have an event planned to invite them back to
- ( ) Design your guest follow up strategy
- ( ) Post-Easter marketing (Keep the momentum going!)
- ( ) Evaluate your strategy and plan the next