

KAMAPALA INTERNATIONAL THEATRE FESTIVAL

10TH EDITION

From the Producers of Man To Man

#KITF@10

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Digital Marketing Plan for KITF:

Goal: Build a strong online presence, engage the target audience, and promote the festival effectively on social media and YouTube channels within 60 days.

Week 1 - 2: Pre-Festival Preparation

1. Audit and Optimize Channels:

- Evaluate the existing social media and YouTube channels.
- Ensure profiles are complete with updated information.
- Create visually appealing banners and profile pictures.



2. Audience Research:

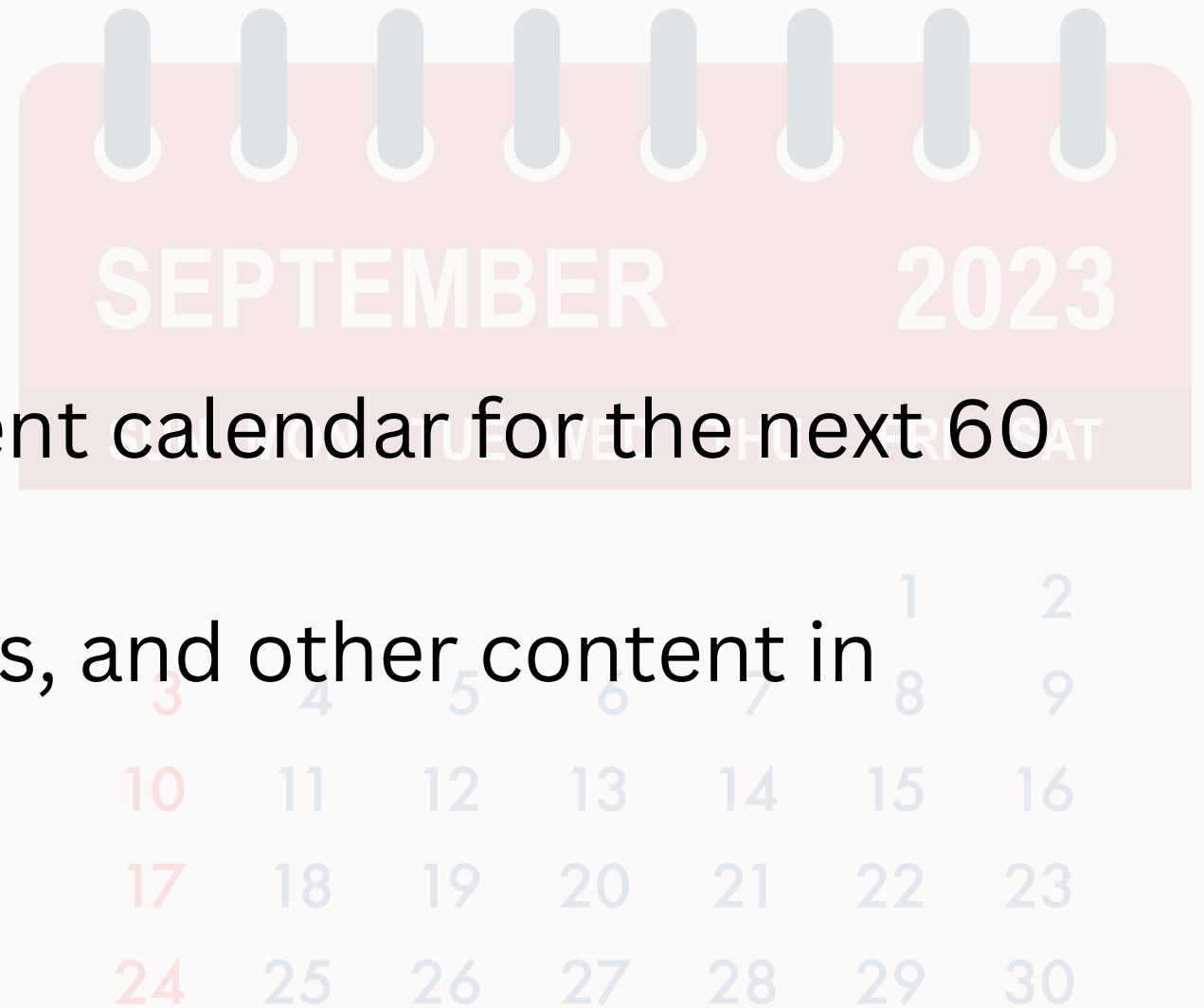
- Identify the target audience for the festival.
- Understand their preferences and interests related to theatre.





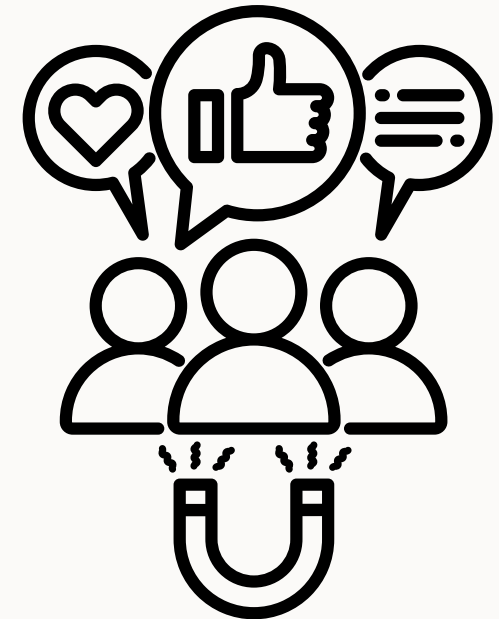
3. Content Calendar:

- Develop a detailed content calendar for the next 60 days.
- Plan posts, video releases, and other content in advance.



4. Engagement Posts:

- Share engaging theatre-related trivia, quotes, and behind-the-scenes content.
- Encourage discussions and debates around theatre topics.



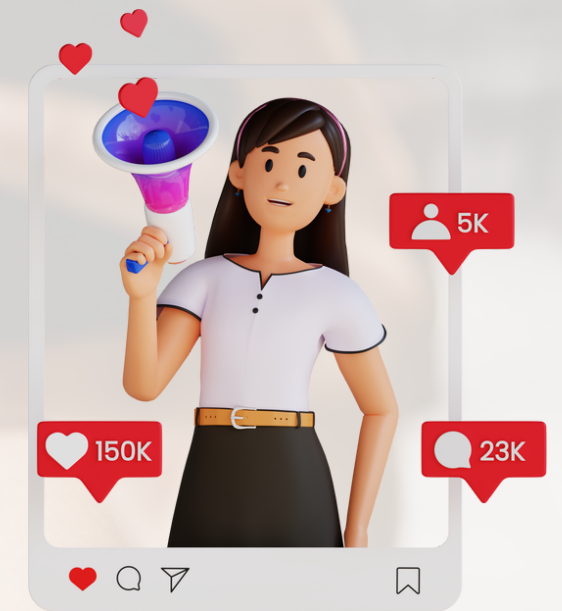
Week 3 - 4: Promotions and Partnerships

1. Teaser Campaign:

- Release teaser videos or posts about the festival's highlights.
- Use suspense and curiosity to generate interest.

2. Influencer Partnerships:

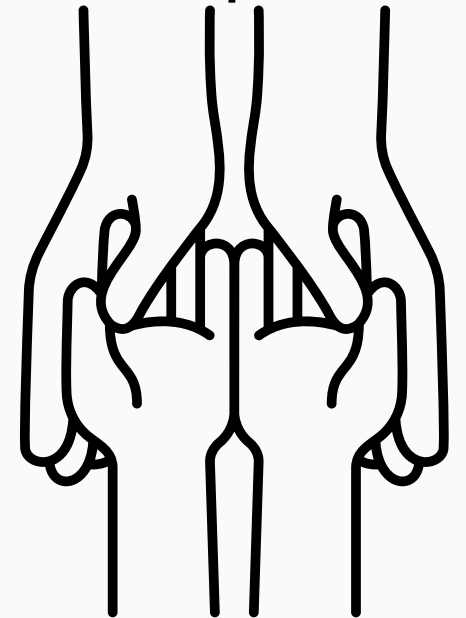
- Collaborate with local theatre enthusiasts or influencers to promote the festival.
- Conduct interviews or feature them in festival-related content.





3. Partnership Announcements:

- Highlight any partnerships with local businesses, theaters, or sponsors.
- Showcase the mutual benefits of these partnerships.



Week 5 - 6: Countdown to Festival

1. Daily Updates:

- Begin a daily countdown with engaging posts.
- Share sneak peeks of performances, artist profiles, and venue information.

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2. Ticket Sales Promotion:

- Offer exclusive discounts or early-bird ticket sales.
- Run contests for free tickets or merchandise.

Week 7 - 8: Festival Preparation

1. Live Streaming:

- Live-stream snippets of rehearsals, workshops, or interviews with artists.
- Promote real-time engagement with the festival.

2. User-Generated Content:

- Encourage attendees to share their experiences using a festival-specific hashtag.
- Feature user-generated content on social media.

3. Daily Highlights:

- Share daily recaps with highlights, reviews, and memorable moments.
- Keep the excitement alive throughout the festival.

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Post-Festival

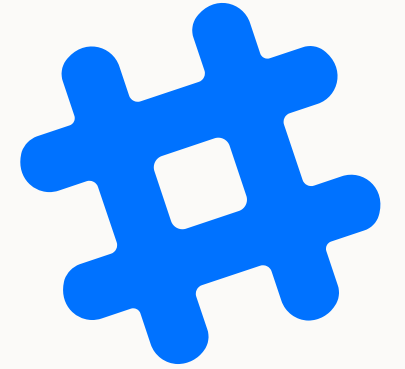
1. Thank You Messages:

- Express gratitude to the audience, performers, and sponsors.
- Share post-festival videos and photos.



2. Feedback and Surveys:

- Gather feedback from attendees to improve future festivals.
- Share positive comments and testimonials.



3. Sustainable Engagement:

- Continue to engage the audience with behind-the-scenes content, artist interviews, and theatre-related discussions.
- Promote upcoming events and maintain a regular posting schedule.

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Performance Results by Year

Periods	Profit (M)
2010	11
2011	15
2012	9
2013	14
2014	
2015	
2016	
2017	
2018	

Region



Monitoring and Analysis:

1. Monitor social media and YouTube analytics daily to assess engagement, reach, and audience growth.
2. Adjust the content strategy based on real-time data and feedback.
3. Collaborate with the festival team to ensure alignment between offline and online activities.

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By following this plan, KITF can create a buzz around the festival, engage its **target audience**, and build a strong online presence within 60 days. Remember that **consistency**, creativity, and timely responses to trends and feedback are key to a **successful digital marketing campaign**.

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