

Destination
GIPPSLAND

WORKBOOK

A TOOLKIT FOR TOURISM MARKETING

SWOT ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

GOALS

GOALS	WHO?	DATES	BUDGETS	DESIRED OUTCOMES

MONTHLY CONTENT MARKETING TEMPLATE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Scheduled Media	Published Date
Content Creation	

Special Themes
National/Global Themes
Special Holidays/Recognitions

Social Media Posts	Status
Monthly Newsletter	Date
Newsletter 1	
Topic:	
CTA:	
Multimedia/Links:	
Newsletter 2	
Topic:	
CTA:	
Multimedia/Links:	

Notes

EXAMPLE MONTHLY CONTENT MARKETING CALENDAR

April 2020

ONLINE COMMUNICATIONS CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fools	2	3 <i>Here you can add the holidays you'll focus</i>	4
5	6 <i>...notes to yourself</i>	7	8	9	10 Easter	11 Easter
12 Easter	13 Easter	14	15	16	17 <i>...dates of blogs to be published</i>	18
19	20	21	22	23	24	25
26	27	28	29	30		

CONTENT

PUBLICATION TITLE/TOPIC	
Scheduled Media	Publish Date
Autumn 2020: Walhalla, Buchan; Autumnal colours	March -May
Content creation	
Town guides (eat, play, stay) - Omeo, Latrobe Valley	Kelly
Best towns for autumn colour	Kelly
Drives content to media content https://www.visitgippsland.com.au/do-and-see/dri	Kelly
Mothers Day weekend / gift ideas	Kelly
Waterfront dining	Kelly
Online shopping opportunities to assist small business	Ingrid
Where to buy your Gippsland wine online - who's offering some good deals	Ingrid
Town guide - Eat stay Play - Lakes Entrance	Ingrid
Town guide - Eat stay Play - Metung/ Paynesville/ Raymond Island	Ingrid
Famil itinerary - Food and wine experience East Gippsland	Ingrid
Famil itinerary - food and wine experience Central Gippsland	Ingrid
Social Media Posts	
3 x UGC per week	
1 x organic post	
social stories	
Monthly Newsletter	
Newsletter 1	
Topic:	
CTA:	
Mutimedia/links:	
Newsletter 2	
Topic:	
CTA:	
Mutimedia/links:	

SPECIAL THEMES	
Timely Campaign Topics/ Initiatives	
Easter festivals, school holidays , Tinamba, Autumn colour	
National/ Global Themes	
COVID-19 - social isolation & travel restrictions	
Special Holidays/Recognitions	
Date	Description
10-14 April	Easter
25-Apr	Anzac Day
27 March - 14 April - School holidays	
Notes	

THEMES + ANNUAL PLANNER (JAN—JUN)

	January				February				March				April				May				June			
	1-8	9-16	17-24	25-31	1-8	9-15	16-22	23-29	1-8	9-16	17-24	25-31	1-8	9-16	17-24	25-30	1-8	9-16	17-24	25-31	1-8	9-16	17-24	25-30
Monthly Themes																								
Public holidays/ Special days																								

THEMES + ANNUAL PLANNER (JUL—DEC)

	July				August				September				October				November				December			
	1-8	9-16	17-24	25-31	1-8	9-16	17-24	25-31	1-8	9-16	17-24	25-30	1-8	9-16	17-24	25-31	1-8	9-16	17-24	25-30	1-8	9-16	17-24	25-31
Monthly Themes																								
Public holidays/ Special days																								

MEDIA KIT TEMPLATE

BUSINESS NAME MEDIA KIT 2020	
HIGH QUALITY IMAGE	A very brief overview of what sets your business apart or your Unique Selling Point.
Your about section. Go into more details about your business story and facts about your business. A breakdown of each product and/or services Image or dot-points of your key statistics A breakdown of each product and/or services Image or dot-points of your key statistics A breakdown of each product and/or services Image or dot-points of your key statistics	
CONTACT DETAILS & SOCIAL MEDIA LINKS	