Strategic Marketing Planning, additional resources

Thinking Big
https://www.culturehive.co.uk/resources/thinking-big/

This Way Up
https://www.culturehive.co.uk/resources/marketing-planning-3/

Knowing and growing your audience
https://www.culturehive.co.uk/resources/knowing-and-growing-your-audience/

From Response to Recovery

Remaining positive and resilient - Time to pivot
https://www.culturehive.co.uk/resources/remaining-positive-and-resilient-time-to-pivot/

We can do digital, can we do strategy?
https://www.culturehive.co.uk/resources/culture-in-lockdown-part-1-we-can-do-digital-can-we-do-strategy/

How to adapt your digital marketing strategy for Coronavirus
https://www.culturehive.co.uk/resources/how-to-adapt-your-digital-marketing-strategy-for-coronavirus/

Films
SMART objectives
https://www.a-m-a.co.uk/publications/smart-objectives/

The Marketing Mix
https://www.a-m-a.co.uk/publications/the-marketing-mix/

SWOT / TOWS / Strategy Sets
https://www.a-m-a.co.uk/publications/swot-tows-strategy-sets/

The Ansoff Matrix
https://www.a-m-a.co.uk/publications/the-ansoff-matrix/

The Impact Matrix
https://www.a-m-a.co.uk/publications/impact-matrix/

Dual Bottom-Line Matrix
https://www.a-m-a.co.uk/publications/dual-bottom-line-matrix/
Templates

Event Press and Marketing Campaign Plan Template

Museum / Exhibition Communications Campaign Plan Template

Marketing Campaign Plan Template

For more information and resources, please visit the CultureHive and AMA websites.