



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/knowning-and-growing-your-audience/>

From Response to Recovery

<https://www.culturehive.co.uk/resources/fundraising-response-to-covid-19-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.