**The Marketing and Event Partnership Program - Final Report**

The final report is your opportunity to evaluate the success of your marketing plan, identify successes and challenges, and make recommendations for the future. Below are the base criteria to include in your submission. If you wish to include more information, you are encouraged to do so.

This final report will assist you in developing your next marketing plan. Please keep a copy of this document for your records and future applications.

1. **Summary**

Provide a summary of your marketing plan and results.

1. **SMART Goals**

Based off your Specific Measurable Attainable Realistic Timely (SMART) Goals, what were the outcomes? Include details such as dates achieved, any unexpected challenges or opportunities that arose. This can be showcased through a chart. An example is below.

|  |  |  |
| --- | --- | --- |
| **Expected Goal** | **Actual Outcome** | **Notes/Extra Context** |
| *Example:*  Increase packages purchased from 6 in 2023 to 10 by July 2024. | 14 packages purchased by July 2024. | Accomplished our goal by June, with the last 4 packages purchased by end of July. |
| *Example:*  Increase organic traffic from to 50 monthly unique visitors in summer of 2023 to 100 monthly unique visitors to the newly designed website by August 2024. | 65 unique users per month | Development of website was delayed by 3 months. The actual average of 65 is based on 2 months of data. |
| *Example:*  Increase revenue from $200K in 2023 by $25K by November 2024. | $140K in revenue by November 2024 | $20K of increased revenue is attributed to new sales from Alberta. |

1. **Marketing Budget**

Update your overall marketing budget to include actuals (MEPP allocation and your direct contribution). An example is below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Marketing Activity** | **Budget** | **Actuals** | **MEPP** | **Your Contribution** | **Notes** |
| *Example:*  Website Dev | $5,000 | $4,995 | $0 | $4,995 | Project was on time and on budget. |
| *Example:*  Meta Ads | $3,500 | $5,000 | $2,500 | $2,500 | Meta was our high-performing ads, so we re-allocated budget to get more bang for our buck. |
| *Example:*  Google Ads | $5,000 | $3,500 | $3,500 | $0 | We saw Meta performing better, so we moved budget over. |
| *Example:*  Trade Magazine Ads | $7,500 | $7,500 | $0 | $7,500 | See attached performance report |
| **Total** | **$21,000** | **$20,995** | **$6,000** | **$14,995** |  |

1. **Revenue**

|  |  |  |  |
| --- | --- | --- | --- |
| **Projected Gross Revenue** | **Projected Tourism-Related Revenue** | **Actual Gross Revenue** | **Actual Tourism-Related Revenue** |
| *Example:* $150,000 | $80,000 | $157,000 | $90,000 |

*Notes:*

* Use the projected amounts that you included in your application.
* If you have not completed your current fiscal year, please enter your current year-to-date revenues.

1. **Project Takeaways/Key Learnings**

Things to think about in this section include:

* What went well? What didn’t? What needs to change for next year?
* Did you need do adjust anything while in market?
* Which marketing activities performed the best/worst? Was there certain content or mediums that performed better than expected?

1. **Recommendations for Future**

Things to include in this section:

* General recommendations based on the above takeaways and learnings.
* What did you learn about your target market(s)?
  + How will you apply this to future marketing activities?

1. **Supplier Review**

Things to think about in this section include:

* What went well? What didn’t? Any changes needed for next year?
* Do you plan to work with them again?

1. **Marketing Samples**

Provide examples of the final marketing product.