



Promotion & content plan

Red River BBQ / A fictional live-music campaign

The scenario: A fictional barbecue venue wants its food and live-music promotion to feel connected. This four-week example shows how to plan a campaign around a clear customer action. Dates, offers and performances require owner approval.

01 / START WITH THE DECISION

Audience: Local diners looking for a relaxed evening with food and music.

Message: Make a night of it: barbecue, friends and a live set.

Action: View the approved event details, then inquire or book through the agreed channel.

02 / MAKE THE PIECES WORK TOGETHER

Deliverable	Purpose and approval point
Campaign brief	Confirm the audience, message, offer, event details and next step.
Poster + social artwork	Keep the identity consistent. Approve dates, time, price and availability.
Short video + captions	Use permitted footage. Confirm performer and music permissions.
Landing / event information	Give customers current details and a working inquiry or booking route.

03 / BUILD MOMENTUM OVER FOUR WEEKS

Week	Focus	Example content
01	Introduce	Announce the event and the practical details.
02	Show the experience	Food, setting and a preview of the approved lineup.
03	Answer questions	Timing, menu, access and how to reserve or inquire.
04	Remind + review	Final accurate reminder; then gather questions and results.



Publish, measure, improve

Reusable worksheet / Adapt the plan to your business

Campaign: _____ Owner: _____

Customer action: _____ Review date: _____

01 / KEEP A SIMPLE CONTENT SCHEDULE

Date / channel	Content + customer action	Approval / status
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

02 / RECORD EVIDENCE BEFORE CONCLUSIONS

Measure	Starting point	Campaign period
Inquiries or bookings from the campaign	Record source + period	Record source + period
Clicks to the key page or action	Use the same method	Use the same method
Repeated customer questions	Note common themes	Note changes / gaps

Choose measures you can collect consistently. Record dates and the method used. Views and likes can offer context, but they do not on their own show a booking or sale. No sample performance results are claimed here.

What worked, and what evidence supports it?

What will we change next time? Who will do it?
