### Final Marketing and Business Plan - 2025

# Marketing Plan -

### 1. Main Objective

Transform Zakliczyn's Central Square into a vibrant and regionally recognized cultural hub through an annual season of cultural activities, with strong digital presence and local visibility.

### 2. Digital Strategy: Website & Social Media

a. Official Website

#### Content:

- Updated event schedule
- Blog with local stories and cultural articles
- Page dedicated to Penderecki's legacy
- Gallery of past events
- Interactive map of the bike route and bridge
- "Get Involved" form for volunteers and artists
- b. Social Media (Instagram, Facebook, TikTok)

Monthly editorial calendar with posts including:

- Behind-the-scenes content
- Short videos with local artists
- Throwback moments
- Community testimonials

Suggested hashtags: #HeartOfResonance #ZakliczynAlive #PendereckiLegacy

- c. Digital Launch Campaign
- Targeted Instagram/Facebook ads to:
  - Southeast Poland, cultural tourists, youth
  - Polish diaspora in Europe
- Partnerships with local cultural micro-influencers in cities nearby Zakliczyn
- More collaboration with universities for student engagement such as the BIP FUTURE LAB CAMP (via Erasmus+)

# 3. Outdoor Strategy: Local Advertising (Zakliczyn and Region)

a. "Zakliczyn Breathes Culture" Campaign

- Artistic posters at:
  - Bus stops
  - Schools and cultural centers
  - Churches and local shops
- Temporary street art installations inviting participation
- b. Informational Totems and Banners
- Digital or physical totems at city entrances and main square, with QR code to website
- c. Local Business Partnerships
- Distribution of flyers and cultural maps
- Thematic window displays during the event season

#### 4. Additional Promotional & Experiential Ideas

- a. Outdoor Cinema as Festival Preview
- Free screenings in neighboring town squares
- Films connecting culture and local traditions
- b. Cultural Cycle Tourism
- Campaign for launching the bike route: "Pedal Through History"
- Organized group bike tours
- QR code stations explaining historical landmarks
- c. Digital & Physical Postcards
- Illustrated postcards of the town
- Distributed during events
- Digital versions emailed after online sign-up

## 🔅 Enhanced Business Plan – Realistic Focus

#### 1. Revenue Models

- Sale of cultural souvenirs (online and on-site)
- Small fees for workshops and guided tours
- Brand licensing for local products

#### 2. Strategic Partnerships

- Neighboring municipalities for regional integration
- Music schools and conservatories for Penderecki tributes
- Local businesses as sponsors with visibility

# 3. KPIs (Key Performance Indicators)

# m Implementation Timeline – Priorities

Month | Activities

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July 2025 | Launch of website and social media August 2025 | Begin local promotion and ad testing September 2025 | Pilot events (outdoor cinema, artist market) October 2025 | Main Festival "Heart of Resonance" November 2025 | Impact assessment + planning for next year