**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11729&utm_source=integrated-content&utm_campaign=/content/event-marketing-plan-templates&utm_medium=Virtual+Event+Marketing+Plan+doc+11729&lpa=Virtual+Event+Marketing+Plan+doc+11729)VIRTUAL EVENT MARKETING PLAN TEMPLATE**

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|  |  | PHASE ONE | | PHASE TWO | | PHASE THREE | |
| PROMOTION TYPE | ADDITIONAL INFO | Wk1 | Wk2 | Wk3 | Wk4 | Wk5 | Wk6 |
| **EMAIL MARKETING** |  |  |  |  |  |  |  |
| Pre-Launch |  | **X** |  |  |  |  |  |
| Launch |  |  | **X** | **X** |  |  |  |
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| **SOCIAL MEDIA** |  |  |  |  |  |  |  |
| Webinars |  |  |  |  |  |  |  |
| Live event updates |  |  |  |  |  |  |  |
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