

MARKETING



Local Event Content Checklist

Turn one store event into useful local content before, during, and after.

1 Plan the story before the event

Event: _____ **Date:** _____

Community partner: _____ **Content owner:** _____

Primary goal: ☐ Store traffic ☐ Fundraising ☐ Email sign-ups ☐ Community awareness ☐ B2B leads

2 Capture the moments people will care about

- | | |
|--|---|
| ☐ Partner announcement or collaborator post | ☐ Save-the-date or event reminder |
| ☐ Setup or behind-the-scenes photo | ☐ Employee, vendor, or partner spotlight |
| ☐ Day-of crowd and activity photos | ☐ One short vertical video |
| ☐ Results, amount raised, or attendance | ☐ Thank-you post tagging every partner |

DO NOT LEAVE WITHOUT: one wide photo, one close-up, one people photo, and one 10-second clip.

3 Publish, thank, and reuse

- | | |
|--|--|
| ☐ Post the final reminder 1-2 days before | ☐ Share day-of updates or Stories |
| ☐ Publish results within 48 hours | ☐ Tag partners and invite collaboration |
| ☐ Add photos to email or the website | ☐ Save the best images for next year |

Event link: _____

Photo folder: _____

ONE THING TO IMPROVE FOR THE NEXT EVENT

