

# POST MUSIC FESTIVAL DIGITAL MARKETING CHECKLIST

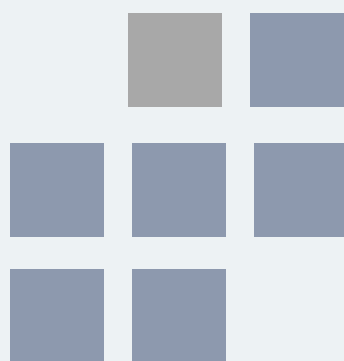
## 1. EMAIL BLAST

Send an email to all your fans thanking them for a great year and to save the date for next year.



## 2. PRESS RELEASE

Send a release to your media partners to report on the success of the year. Include some stats and highlights.



## 3. SOCIAL MEDIA

Thank your fans, recap the festival through videos and pictures, and tell fans to save the date for next year. Also ask your fans to share their experiences with you through social.



## 4. 301 REDIRECTS

If you're deleting or changing the URLs of your current year's content, be sure to redirect those URLs to new content to avoid drops in ranking.



## 5. SITE ARCHITECTURE PLANNING

Start to map out the site architecture for next year's festival. Follow SEO best practices to ensure discoverability.

