

Demystifying Marketing and PR -- How to make your chapter rich and famous

Those who answered my email last week said they want to know exactly what marketing is and how do they go about it. We'll try to give you the basics to help you get started. Questions on immediate topic OK plus Q&A at the end

-- You know more about Mktg/PR than you may think. Constantly bombarded.

You're basically the sales department for your chapter. We call it marketing because in the broad sense you are creating and developing a market for a product.

Marketing

PR and Advertising -- print, broadcast, Internet

Publicity -- Same, newspaper, radio, TV, posters, fliers

Communication -- Website, chapter bulletin eNews

Performance acquisition -- pay jobs for \$ and free ones for public awareness

Social media

It's a BIG job -- you can't do it alone. Build a committee from among your members and even non-members if you can find them.

M&PR goals (can vary by size of market and your resources)

1. Main job is to help chapter earn money to support itself
 - Paid performances
 - Show ticket sales
 - Program advertising
 - Donations
 - Grants
 - Sale of Barbershop merchandise
2. Help Membership committee attract prospective members
3. Find and arrange for paying performances beyond annual shows, Christmas, SV
4. Selling any chapter or BHS products you may have, CDs, T-shirts, ball caps
5. Develop communication with a variety of audiences.

What is your product? -- shows, SV, CDs etc.

Who is your market? 60+? 20+? All ages

Marketing tools

1. Website
2. Email Marketing
3. Facebook Advertising
4. Cause (charitable) Marketing
5. Twitter Marketing
6. YouTube
7. LinkedIn
8. Content Marketing
9. Advertising
10. Public Relations

Any promotion should include marketing through:

Word of mouth

Answering machine message

Email message to patrons, fans and followers

Chapter Website

Facebook and Twitter

Chapter bulletin

Flyers mailed and e-mailed to active and inactive members, guests and fans

Press releases and calendar listings to publications and radio and TV stations

Performances

Paid advertising

Resources:

BHS website: Barbershop.org > Resources > Marketing (on left-hand side)

There you'll find Audio files (radio PSAs) and Marketing and PR docs such as show posters, guest night flyers, SV flyers, Barbershop promo brochures

Videos -- Quartet champs, and promotion TV spots

FWD Website farwesterndistrict.org > Media > photo gallery, video gallery and social media

M&PR in the 21st century (website, E News, social media)

David – Website, Facebook and Internet

Social marketing

Are you in the Social Media World or just standing on the sidelines waiting?

Social Media has changed the world. Let's clarify that statement,

Social Media has changed YOUR world!

Whether it's

Facebooking

LinkedIning

Tweeting, or

YouTubeing

Social media has changed our way of communicating one on one or one to the world.

Social Marketing Overview

Social Media is a suite of online services that facilitate two-way communication and content sharing. These services can improve your organization's visibility with the world.

Here are some different types of Social Media channels:

Blogs: Websites designed to let you easily update or change content and allow readers to post their opinions or reactions.

Social Networking Services:

Facebook

My Space,

LinkedIn

Plaxo

and Twitter.

Social Media Sharing: Video –YouTube, Photos: Flickr, Audio –Podcast Alley

BRANDING is the process of building a positive collection of perceptions in your customer's mind or the community's mind.

BRANDING POSITION is establishing

What you stand for.

What do you stand for?

What is your purpose

BRAND EQUITY is the value of your brand as an asset, based on its qualities, reputation, and recognition as well as the commitment and demand it generates. A valuable brand results in customer relationships that secure future earnings by developing brand passion and loyalty.

Does my chapter need a website?
YES, but what kind?

Public Facing part of Website
Contact us, find us, hire us, and learn more
General image and recruiting
Publicity and Ticket orders

Internal facing
Internal communications, administration, chapter management function

5 Minute Marketing Plan

1.First Minute: Product:
What can you do right now to improve the quality of your product or services in the eyes of your customers?

2.Second Minute: Price:
What offers can you provide to encourage new customers to try your product or current customers to be more loyal?

3.Third Minute: Placement:
What new approach can you try to reach different customers?

4.Fourth Minute: Promotion:
What new ways of communicating with customers can you try right away?

5.Fifth Minute: People:
What can you do to make your customers feel more enthusiastic and thankful about your group and its product?