

Demystifying Marketing

How to make your chapter rich and famous

Adapted for 2016 FWD Leadership
Academy

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Marketing, Promotion, Public Relations & Publicity

- If the circus is coming to town and you paint a sign saying, "Circus is coming to Fairgrounds Sunday," that's **Advertising**.
- If you put the sign on the side of an elephant and walk him through town, that's a **Promotion**.
- If the elephant walks through the Mayor's flower bed, that's **Publicity**.
- If 12 clowns show up in a VW to replant the flowers and the Mayor laughs about it and photographers record it, that's **Public Relations**.
- If you planned the whole thing, that's **Marketing!**
- -- *Author Unknown*



Recommended Activities:

- Form a committee to assist you in carrying out your responsibilities
- Create promotional materials
- Work with outside vendors such as graphic designers, printers and photographers
- Make sure all communications reflect the standards and mission of the chapter and society
- Prepare and distribute all communications/promotional materials:
 - News releases
 - Chapter/District bulletin stories as needed
 - Flyers
 - Posters



Recommended Activities:

- Attend Leadership Academy and, when possible, other training seminars
- Develop a public relations/marketing plan
- Build relationships between chapter and:
 - Media
 - Local community, civic organizations
 - Other society chapters



Components of a Basic Marketing Plan

- Executive Summary (prepare this last)
- Chapter Mission Statement (typically focused on present business scope -"who we are and what we do")
- Situational Analysis (where are you now?)
- Goals and Objectives
- Tactics to achieve the objectives



Information Resources

- Society (online) <http://www.Barbershop.org>
- Sign up for Livewire
- District <http://www.farwesterndistrict.org>
- People
- Internet Links
- Leadership Academy
- Harmony University
- Podcasts www.itunes.com



Build Your Marketing Team

Assemble talent to compliment your skills

- Consider the skills needed in your job
- Who in your chorus has those skills?
- Are there some outside the chorus that you can bring in?
- Make a list now of needs and possible team members



Tools of the Marketing Trade

You and your team are the chief money earning element of your chapter.

These are the people, materials and techniques that will help you do your job.



Tools of the Trade

COMMUNICATIONS - Developing a public presence

- WEBSITE - Outreach to the community and essential communications tool for the chorus.
- FACEBOOK PAGE - [Facebook](#) is a virtual afterglow for the chorus, your fans, family and friends. Post informal photos and invitations to events.
- EMAIL ADDRESS
- EMAIL information to your mailing list
- VOICE MAIL - Set this up for Singing Valentines, show tickets, and whenever demand would make this a good idea.



Tools of the Trade

What should be on your computer

- MS Office: Word processing, spreadsheets, PowerPoint
- Adobe Creative Suite: InDesign for page layout, PhotoShop for digital photo creation and processing, Illustrator for vector art, and Acrobat for creating PDFs.
- iTunes or other music library software for creating and duplicating learning tracks
- Helpful apps: Music Converter Pro, Pitch Pipe
- File sharing, backup Cloud-based apps Dropbox, Google Drive, iCloud



Social media overview

- [The Power of Social Media](#)
- [Top social media websites](#)



Social media tools

- Google+, Gmail, Drive, Forms, Calendar, Maps
- Dropbox: File backup and sharing
- Facebook: Social bonding and outreach
- YouTube: Video content deposits and withdrawals
- Twitter, build following
- Mailchimp, Acymailing: Free email blasts, ad
- Lynda.com: How-to instruction



Chapter websites

- **Public facing**
 - Contact us... find us... hire us... learn more
 - General image and recruiting
 - Publicity and ticket orders
- **Internal facing**
 - Internal communication, administration, chapter management functions



5 things a public-facing website should have

1. Faces!

- ◆ What's a good picture?
- ◆ Action (candid) vs. staged/posed

2. Value proposition: Why you should see us, hear us, sing with us

3. Come see us

4. Contact info

5. Map to meeting: create own or use MapQuest or others



Internal Communications

- Direct email
 - Maintain everyone in simple list - manage updates using Members Only (Groupanizer)
 - Best for small numbers
 - Email management applications
- Yahoo groups, etc.
 - Free... easy... members maintain themselves
- Weekly bulletin
 - Constant reinforcement of basics, schedule, changes
 - Chorus calendar (Google Calendar)
 - Links to website
 - Allows for notifications



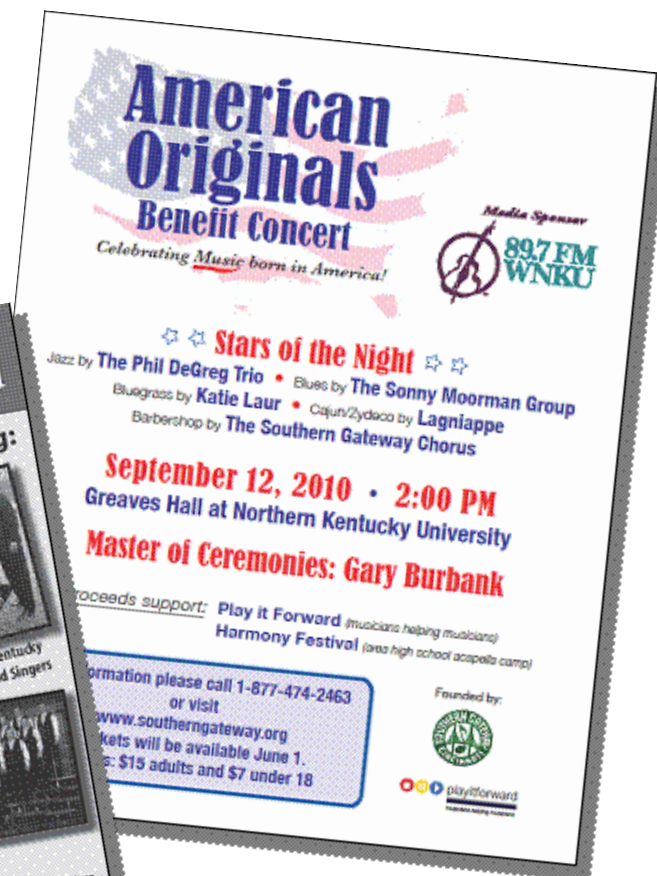
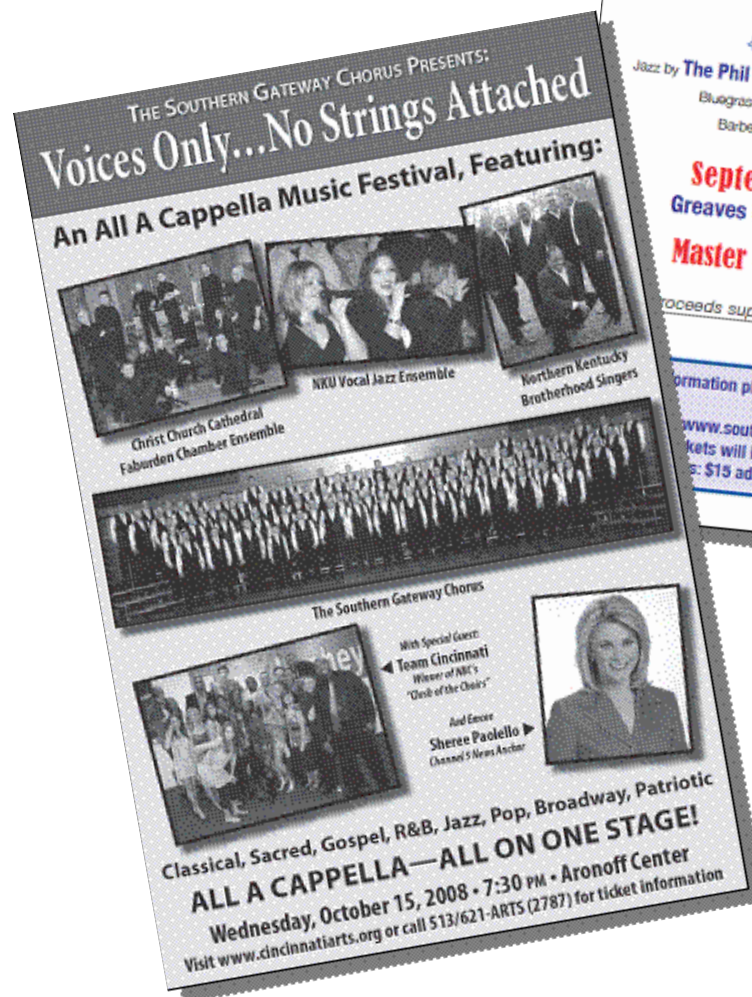
How Members can help Marketing

- Every member is an ambassador of your chapter
- Give them the tools to help promote your chapter
 - Show posters
 - Active Business Cards
 - Logowear or pins (I Sing)
 - Email promotions for their friends, co-workers, neighbors



Expand your public

- Partner with other arts groups
- Join your local arts council
- Help with charitable events



Get buy-in from schools

- Demo a public domain song or tag
- Use a young quartet
- Present the Chorus Director with copies



KEEP AMERICA SINGING
Barbershop Harmony Society Motto Song

The Society's motto is "Keep the Whole World Singing."
See word and note substitutions at bottom of next page.

Words, Music and Arrangement by
WILLIS A. DIEKEMA

all day long.

*Keep A - mer - i - ca sing - ing all day long.

all day long.

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This musical score is for the Barbershop Harmony Society Motto Song. It features a four-part harmony with staves for Tenor Lead, Bass Lead, Bass, and Bass. The lyrics are "all day long." and "Keep A - mer - i - ca sing - ing all day long." The score includes various musical notations such as notes, rests, and bar lines.

SMILE Tag by BOBBY GRAY

as sung by the New Tradition, 1976

modified version

A smile is still worth a while.

dam ya. smile!

A smile is still worth a while.

This musical score is for the song "SMILE" with a tag by Bobby Gray. It features a four-part harmony with staves for Tenor Lead, Bass Lead, Bass, and Bass. The lyrics include "Smile!", "dam ya. smile!", and "A smile is still worth a while." The score includes various musical notations such as notes, rests, and bar lines.

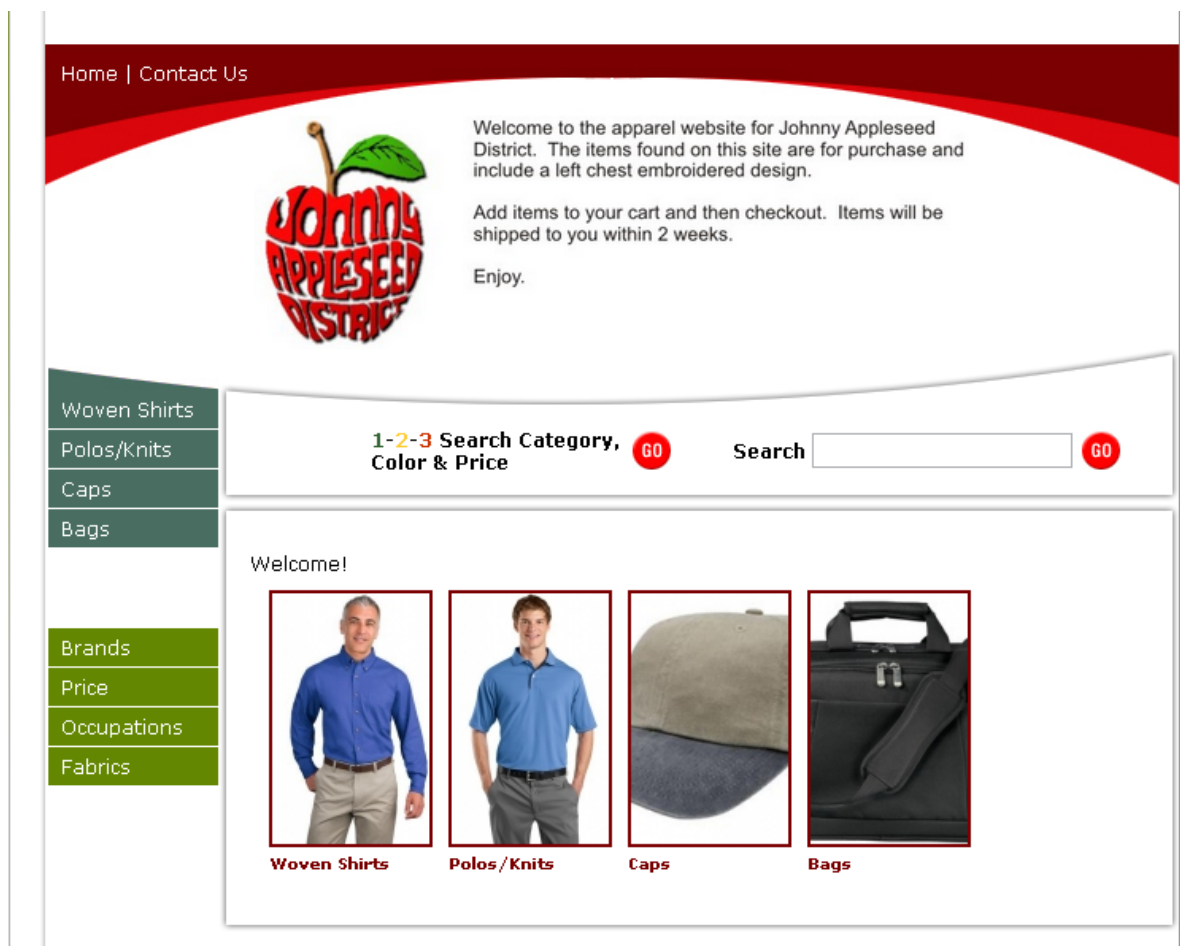
Active Business Card

- Two parts
 - Traditional business card information
 - Follow-up information for you



Give people a reason to ask

- Wear your chapter's logo
- Carry your music
- Sing in public (not just in the shower)



Arrange for Public Performances

- Surf websites
- Send a proactive email
- Follow-up with a phone call
- Follow-up with direct mail piece
- Join the Chamber of Commerce and/or CVB
- Seek highly visible appearances (national anthems)
- Encourage membership to help secure performances
- Develop relationships with talent agents in the area



Singing Valentines

Why?

- Easy source of funding
- Tried 'n' true methodology
- Community minded program
- Experience one-on-one
- Many chapters' sole fundraising project
- Novelty of performing in a business
- Total chapter involvement for short period of time
- Consider telephone messages vs. in-person



Donors & Sponsorships

- Chapters enjoying the most success in fundraising tend to be very involved in their community, ***operate with a purpose*** and are focused on serving others. A chapter with the single focus of singing well will have a harder time making their message resonate with potential funding sources.
- Create benefit package (promotions, bulletins, mailings, mention in news releases, etc)
- Guidelines for chapter fulfillment of benefits
- Start with chapter members and their employers
- Newspaper thank you ads for other donors



Performing Arts Grants

- Chapters enjoying the most success in fundraising tend to be very involved in their community. Potential grant resources will often be interested in the mission and vision of the chapter as well as an understanding of the chapter's budget and planning process.
- Researching in library
- Specific guidelines to follow
- Checking newspaper articles and other organizational funded
- Check newspaper thank you advertisements for donors
- Check or partner with Community Foundations



Tools of the Trade - Marketing

OTHER TOOLS

- Mailing lists (accurate and updated)
 - all past booking contacts
 - media contacts
 - Vocal music educators
 - Ticket buyers
 - Advertisers
 - Signing Valentines clients
- PRESS KIT- Design a slick PR kit that tells them who you are, what you do, and why they should hire you.



Customer Mailing Lists

Why?

- Easier on chapter members vs. one-on-one asking
- Can do more by mail than personal visits
- Exchangeable with symphony, theater, and other similar client mailing lists



Customer Mailing Lists

- Develop a special database
- Find someone other than a member to maintain
- Mailing lists (accurate and updated)
 - past booking contacts
 - media contacts
 - Vocal music educators
 - Ticket buyers
 - Advertisers
 - Signing Valentines clients



Public Relations - placing stories

What's Interesting To The Media?



Developing stories for the media

- Decide why you want the coverage
- Know what's newsworthy
- Develop a hook
- Define your approach
- Determine your targets



Human Interest Stories

- Youth
- Senior Participation
- Multigenerational stories
- Surprise
- Excite
- Significant milestones
- Feel Good - Human interest



Achievements By Locals

- Awards received
 - Successful contest participation
 - Grants & support received
- Performance at...
 - Interesting place
 - Interesting audience
- Events attended
 - Conventions
 - Contests
 - Educational experiences



Study the publications

- Learn what you can about publications
- Learn about the writers
- Learn about the mission of the publication



Print Media

- Free Papers & Newsletters
- Weekly Newspapers
- Daily Newspapers
- Magazines
- Direct Mail
- Posters & Flyers



Face-To-Face Meetings

- Hand them your material if you can
- If you cannot meet them to hand over material
 - Follow up by telephone
 - Follow up by email
- If you cannot meet the person sought, meet their associate or assistant
 - Harder to ignore submission if personal
 - Opportunity to ask and answer questions



Public Relations Tools

News release - How to write one

- Keep it to one page
- Contact information about your group at the top
- The who, what, when, where and why of your story
- The date this information is appropriate for release



Public Relations Tools

News release - How to write one

- A headline and summary of what this story is about
- A short bio on your organization
- Describe photo opportunities that may exist
- A “####” symbol at the end denotes the end of the release
- * press releases are routinely ignored by the media.



Public Relations Tools

Sending News Releases

- Who do you send a news release to?
 - City editor (Newspaper)
 - News editor or publisher (Community paper)
 - Assignment editor (TV)
 - News director (Radio)
- How to distribute
 - Email
 - Mail
 - In person (the best way)



Public Relations Tools

Media kit (only helpful after media has agreed to cover your event)

- **Components**
 - News release
 - Fact sheet or brochure
 - High res, quality digital photos with identifying captions and photo credit
 - Copies of previous articles written about your group
- **How to distribute**
 - In person, by email, on website



Best Ways to Approach the Media

- Determine Your Targets
- Tell the media what you're doing and why.
- Future stories, not accomplishments.
- You will not get very far without a creative or unique angle
- 5Ws & How



Explore Local Publications

- Collect papers sold in community
- Read articles about organizations like yours
 - Note names of writers
 - Note style of writing
 - Note content of articles
- Clip masthead from each publication
 - Note names of staff
 - Note names of publisher
 - Find them online and bookmark them



Partner with Organizations

- Chamber of Commerce
- Convention and Visitor's Bureau
- Other Fraternal Groups
- Community theatre, band, orchestra
- Music venues
- Coffee shops, bookstores
- Women's Barbershop groups
- Merchant associations



Advertising

Benefits of Advertising (Paid vs. PSA)



Public Service Announcements

- Known as PSAs
- Free
- Wide circulation
- Persistent



Paid Advertising

- Control of content
- Control of timing
- Negotiate cost & placement
- May lead to free coverage



Radio

- Commercial Radio
 - Formats deliver specific audiences to your ads
 - Create ads that deliver your selling point that includes the sounds of barbershop to a range of audiences
- Public radio
 - Grant announcements reach a cultural audience



Television

- Cable: community access stations, local stations on cable
- Broadcast - Local digital stations are an emerging market
- Established stations offer PSAs



Print Ads

- Daily newspaper
- Entertainment and “Milestones” sections
- Local, regional tabloids and mags
- Cost of print ads is high and readership is shrinking, so is it a good buy?
- Don’t forget school publications: monthlies, sports programs, concert programs



Internet Ads

- An emerging market
- Facebook ads
- Go Daddy, etc.
- [Groupon](#), [Living Social](#), [Here's the Deal](#), [Sudden Values](#), etc.



Other Advertising Channels

Internal

- Chapter Show Program
- FWD Westunes
- Harmonizer
- Direct mail
- Chapter Newsletter (print and/or electronic)



More Advertising Channels

External

- Chamber Directory
- CVB Directory
- Billboard
- Web Sites
- Posters
- Banners at appearances, rehearsal
- Coasters
- Bookmarks
- Business card ads
- Swapping ads

External

- Classified Ads www.craigslist.com
- Take-One box
- Flyers
- Email
- Movie Ads
- Postcards
- Media Releases
- Word of Mouth
- Brochures
- In kind advertising



Expectations

- We hope you now have a better idea of what is needed to plan and execute a marketing and PR program.
- **Check your “Things to do when I go home lists”**



End of this Class, but the
BEGINNING of your success as
a “facilitator of change”

Go back and make a difference

