

Marketing your Quartet or Chorus

What is Marketing? It's not the same as Advertising. Instead, this is you - looking at your market, and figuring out how your group fits into it! Who is your audience? What can you provide to them? How do you engage with them to achieve a goal? Marketing is comprised essentially of these functions:

- **Reaching new contacts:** Marketing can help you get in touch with people who might join your group, help out, donate, volunteer, advocate or support you in some way.
- **Reaching new audiences:** A good marketing campaign can reach new audiences - for example, different age groups, multicultural groups, groups in certain geographic areas or areas of interest.
- **Staying in touch with former/existing contacts:** Marketing can help you stay in contact with current members, helpers, donors, audience members, etc. as well as lapsed or former contacts, whose interest in your group may be rekindled with good marketing.
- **Building public legitimacy, confidence or support:** As marketing gets you into the spotlight and your profile increases, public confidence in your group grows as a consequence. A heightened public profile also increases the legitimacy of your group in the public's eyes and that can increase the support you get from the public and your influence with decision-makers.
- **Brand differentiation:** Marketing can enhance the perception of your organization and set it apart from other, similar groups.

This might sound like it's more related to marketing a business than it is for a quartet or chorus. Surprise! The rules don't change! We're still trying to appeal to other human beings in the same way a business does. We want money or time from others, so we have to get their attention by essentially the same means.

Marketing Your Website

1. SEO
 - a. Keywords, concentration, placement
 - b. Domains, organic page titles, file names, long-tail word strings
 - c. Meta title, description, keyword tags (not Google, but others)
 - d. Inbound links from popular sources
 - e. AdWords (but then again, maybe not)
 - f. Google Local services
2. Actually register with the search engines! (don't experience the dot-bomb phenomenon)
3. Blogging (and guest blogging!)
4. YouTube / Video productions (easily embedded in many current platforms)

5. Social Media (Facebook, Twitter, other)
6. Analytics (free, targeted information) - Document before & after traffic!
7. Word of Mouth (forums, email signatures, blog conversations)
8. Keep your content current & relevant - regular updates to be fresh!

Email campaigns

1. Use a known entity like mailchimp, i-contact or constant contact for mailing lists
 - a. See Click-throughs & Opens
 - b. Guaranteed white-listed
 - c. Templates to be customized
 - d. End-user Opt In/Out
 - e. Different campaigns for different events/shows
 - f. Careful not to SPAM!! - Read up on how to avoid spam filters
 - g. Recognize that not EVERYONE uses email! Easily dismissed

Generate Publicity

1. Press Releases
 - a. Might work, might be a waste of time - Depends on the market & materials
 - b. Look into Media Magnet Pro and similar as possible tools
 - c. Local papers
2. Alternate Media
 - a. Craigslist (We're auditioning singers!)
 - b. The Evernet (not widely used)
 - c. EVG Facebook
 - d. Community Blogs / Forums (Mom's forums, etc)
 - e. Business cards / Postcards to be left behind
3. Consider volunteer work
 - f. Organize with quartet/chorus mates and wear the team colors!
 - g. Create visibility for your group by manning tables, singing on stage at festivals, etc
4. Facebook(ing)
 - h. Create a "club" FB page
 - i. Get everyone in your quartet/chorus to "like" and "friend" you
 - j. Create periodic (weekly?) Status Updates
 - k. Post images and stories about event (rich & relevant content)
5. Don't forget the best method... Face to face!
 - a. Consider singing at public events (where legal and approved)
 - i. Open markets (it's the season!)
 - ii. Open Mic events

- iii. Rehearsing in the park (probably more for quartets)
- iv. Street busking (again, where approved)
- b. Sing in afterglow suites - a lot of show planners are scoping out headliners!
- c. COMPETE! Many chorus show committee members are in the audience scoping for headliners!
 - i. Top scoring groups don't always get the gigs!
 - ii. Entertainment in a contest package suggests big entertainment for a chorus' show audience

Ultimately, marketing is a LOT of work, and needs to be owned and run by someone (or better yet, a TEAM) of people who have the time to dedicate to this task.

It requires an eye to detail, the ability to manage time and schedules and also having the right contacts to help deliver your needs. Get to know:

- Graphic artists (someone's child, friend, peer)
- Computer folks who can manage Craigslist, FaceBook, YouTube, analytics and other resources
- A web person to build / manage your website
- A printer who can produce business or post cards as needed

Many of these services may require that you hire a professional to some degree. This typically means a bit of money has to be spent, at least at first. Getting someone in your chorus to do it is fine, but it's almost guaranteed that at some point, they will become unavailable due to some life conflict, and having a paid professional to manage it for you helps guarantee you'll always have the media or services done as you need them. Be willing to spend the money.

Questions?

HCNW 2014

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