

The background features abstract, overlapping green geometric shapes in various shades, including lime green, forest green, and olive green, set against a white background. The shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel.

# Marketing Your Chorus

Chris Rimple

President, Voices Incorporated

# Class Information

- ▶ Name: Marketing Your Chorus
- ▶ Length: 1 session of 90 minutes
- ▶ Size: Unlimited
- ▶ Participants: Any, but targeted to chapter leaders
- ▶ Prerequisites: None
- ▶ Materials: PowerPoint slides
- ▶ Description: Creating awareness for your chorus, whether to attract members or an audience, is no longer effective with just an advertisement in the local paper. Changing communication habits require that a chorus utilize a wide variety of marketing methods and tools. We'll examine your chorus persona, the "public face" that you present in your marketing, and how that helps (or hurts) your efforts. We'll also review the options available and their effectiveness, including social media, email marketing, SEO/SEM, and more traditional forms such as print ads, direct mail, and others.

# Objectives

- ▶ Provide participants with information and tools to become more effective chapter leaders
- ▶ Provide participants with an understanding of customer groups and how to best reach them
- ▶ Provide participants with an understanding of their chapter's “product”
- ▶ Provide participants with an understanding of marketing methods and techniques

# Participant Expectations

- ▶ Basic knowledge of the barbershop world and terminology
- ▶ Basic knowledge of chapter operations

# Instructor - Chris Rimple

- ▶ Barbershopper since 2003
- ▶ Former chapter VP Music and VP Marketing, District VP Marketing, BHS Marketing instructor
- ▶ President of Voices Incorporated chapter, HCNW instructor, Harmony U instructor
- ▶ Disciple of Chuck Greene and J.R. “Digger” MacDougall - focus on generational/societal impacts to barbershop
- ▶ 51, married, no kids, work in high tech - in our “target market” for recruiting
- ▶ First barbershop experience at 18, but didn’t join for 20 years - plant the seed, it will grow
- ▶ Email - [chrisrimple@yahoo.com](mailto:chrisrimple@yahoo.com)

# Agenda

- ▶ Logistics
- ▶ Class Demographics
- ▶ Marketing Defined
- ▶ Customer Groups
- ▶ Your Product
- ▶ Reaching Customers
- ▶ Marketing Methods
- ▶ Summary
- ▶ Q & A

# Logistics

- ▶ Class is 90 minutes with no breaks
  - ▶ If needed, step out and rejoin quietly
- ▶ Ask questions at any time
  - ▶ Please raise hand and be acknowledged
  - ▶ There is also 10 minutes at end for general Q&A
- ▶ Silence the noisemakers
  - ▶ Phones, pagers, etc. can be on but in silent mode

# Logistics

- ▶ Talk about it

- ▶ Post to social media using #HCNW2017

- ▶ Video recording

- ▶ Class is being recorded for later viewing online

- ▶ All materials available

- ▶ Slides, recordings, and all materials can be accessed online



# Class Demographics

- ▶ How many in BHS? SAI? HI?
- ▶ How many years in barbershop?
  - ▶ 1-10? 11-20? 21-30? 31-40? 41-50? 51+?
- ▶ How many chapter administrative leaders?
- ▶ How many chapter music team members?
- ▶ How many at HCNW for the first time?

# Marketing Defined

- ▶ If the circus is coming to town and you paint a sign saying "Circus coming to fairgrounds Sunday," that's **Advertising**
- ▶ If you put the sign on the back of an elephant and walk him through town, that's **Promotion**
- ▶ If the elephant walks through the Mayor's flower bed and the local paper writes about it, that's **Publicity**
- ▶ If you can get the Mayor to laugh about it, that's **Public Relations**
- ▶ If you planned the whole thing, that's **Marketing**

# Customer Groups

# What Is A Customer?

In the context of Marketing Your Chorus, a customer is...

Any person, group, or entity that has, or could develop, an interest in a chapter

# Summary Of Customer Groups

- ▶ Existing Members
- ▶ Potential (new) Members
  - ▶ Including former members
- ▶ Barbershop Fans
  - ▶ Including families/friends of members
- ▶ Public (not yet barbershop fans)
- ▶ Performance Opportunity
  - ▶ Including individuals, organizations, and media
- ▶ Chapter Leadership
  - ▶ Not exactly a “customer group” but with needs to consider

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Your Product

## What's Attractive?

To attract customers, you need to be delivering a product that they want.

For each customer group, the properties of an attractive chapter include...

# Potential Members - Affiliation

- ▶ Rehearsals are all about **Fellowship**
  - ▶ Loosely structured with plenty of breaks, chatter, and socializing
  - ▶ Lots of variety: chorus time, quartet activities, recognition, etc.
- ▶ **Performance** is for fun and connection
  - ▶ Frequent singing - holiday carols, valentines, arts in the park, etc.
  - ▶ Most are free - senior living facilities, schools, churches, etc.
- ▶ No interest in **Competition** except as hosts
- ▶ Membership has limited or no audition standards
  - ▶ Dues and chapter costs are intentionally low
- ▶ Families participate in non-singing social activities



# Potential Members - Achievement

- ▶ **Fellowship** is only a small part of rehearsals
  - ▶ Very focused, with few or no breaks, and strong riser discipline
  - ▶ High attention to singing quality - music is learned at home
- ▶ **Performance** is for practice and income
  - ▶ Infrequent and usually paid, for audiences with high expectations
  - ▶ Rarely perform with other groups, except for relationships
- ▶ **Competition** is the goal - measures quality/progress
- ▶ Membership has extensive auditions
  - ▶ Dues are high to cover coaching and other chapter costs
- ▶ Families not involved in chapter activities

# Barbershop Fans

- ▶ Frequent news
  - ▶ Show dates and events, headliners, coaching, etc.
- ▶ Opportunities to see the chapter perform
- ▶ Quality that is worth paying for
  - ▶ Moderate entertainment value, not “singing for fun”
- ▶ Known, popular headliners/guests
- ▶ Mostly barbershop
  - ▶ Limited non-barbershop repertoire and guests
- ▶ Afterglows
  - ▶ Opportunity to interact with chapter and guests

# Public (Not Yet Barbershop Fans)

- ▶ Awareness and image/reputation
  - ▶ Chapter uses a wide range of media for outreach
  - ▶ Chapter presents itself well online and in person
  - ▶ May be associated with one or more known, local charities
- ▶ Opportunities to see the chapter perform
  - ▶ Holidays and special events get the most attention
- ▶ Quality that is worth paying for
  - ▶ High entertainment value to ensure repeat purchase
- ▶ Pricing options for a range of budgets
- ▶ Variety of repertoire
  - ▶ Familiar songs from the 1950's and later

# Performance Opportunity

- ▶ Awareness and image/reputation
  - ▶ Chapter uses a wide range of media for outreach
  - ▶ Chapter presents itself well online and in person
  - ▶ May be associated with one or more known, local charities
- ▶ Availability to be hired
  - ▶ Holidays and special events get the most bookings
- ▶ Quality that is worth paying for
  - ▶ High entertainment value to ensure repeat purchase
- ▶ Pricing options - full chorus, VLQ, quartets, etc.
- ▶ Variety of repertoire with broad appeal
  - ▶ Appropriate to the audience and event

# Chapter Persona

Group Discussion - 10 Minutes

# Chapter Persona

How is your chapter perceived by...

Existing Members

Potential (new) Members

Barbershop Fans

Public (not yet barbershop fans)

Performance Opportunity

Chapter Leadership

Are the perceptions aligned between groups?

If not, how can you change the perceptions?

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# Reaching Customers

## How Can They Be Reached?

To reach customers, you need to be communicating in a manner, and with messaging, that is appropriate.

For each customer group, the best ways to reach them include...



# Existing Members

## ▶ Traditionals and Boomers

- ▶ Many lack technology skills, so prefer face-to-face, telephone, and printed communication - announcements at rehearsal, printed newsletter

## ▶ GenX

- ▶ Grew up with email and prefer it - mailing lists

## ▶ GenY, Millennials

- ▶ Comfortable with mobile devices - text message, social media message

# Potential Members - Affiliation

- ▶ Attracted primarily to **Fellowship**
  - ▶ Interested in a chapter that is social - charity volunteerism also helps
- ▶ Communicate to and look for members
  - ▶ In senior living facilities, churches, fraternal/social organizations, etc.
  - ▶ In softball leagues, bowling leagues, etc., and friends of members
  - ▶ In college fraternities/sororities, university clubs (chess, gamers), etc.
  - ▶ In the audience at public performances - teach tags afterward
- ▶ Messaging
  - ▶ Focus on interest in singing, not ability - free singing lessons, etc.
  - ▶ Use “anyone can do it” and similar messaging
  - ▶ Face-to-face is best, but online video conveying “fun” is also good

# Potential Members - Achievement

- ▶ Attracted primarily to **Competition**
  - ▶ Interested in a chapter that is goal-oriented
- ▶ Communicate to and look for members
  - ▶ In college/university music programs, orchestras, and professional groups
  - ▶ Among the members of garage bands, singer-songwriters, and other groups
  - ▶ In the leadership ranks of non-profit organizations
  - ▶ Among high achievers in business, sports, and other activities
- ▶ Messaging
  - ▶ Chapter's focus on product quality, past achievements, and future goals
  - ▶ Looking for ability, desire to sing well, and care about accomplishment
  - ▶ Online video that conveys "quality" and "accomplishment" can be effective

# Barbershop Fans

- ▶ Attracted primarily to barbershop performances
- ▶ Look for them
  - ▶ Among purchasers of tickets to prior chapter shows
  - ▶ Among members of other chapters
  - ▶ Among purchasers of tickets to barbershop shows by other chapters
  - ▶ At senior living facilities, senior centers, bingo halls, and other locations where Traditionals congregate
  - ▶ In social media groups for local barbershop communication, activities, etc.
- ▶ Messaging
  - ▶ Focus on headliners, afterglows, coaching, show dates, and other news
  - ▶ Keep a chapter email mailing list, but also post to social media groups for local barbershop communication, activities, etc.

# Public (Not Yet Barbershop Fans)

- ▶ **Attracted primarily to entertainment**
  - ▶ Group (seniors) and value-add (family pack) pricing increase attraction
  - ▶ “Local” connection and charity volunteerism can also help
- ▶ **Look for them**
  - ▶ In senior living facilities, churches, fraternal/social organizations, etc.
  - ▶ At choral events, school/university concerts, and church concerts
  - ▶ At outdoor events where music is present, particularly radio-sponsored
  - ▶ In social media groups for local activities, as well as arts fans
- ▶ **Messaging**
  - ▶ Focus on “fun” and “familiar” - holidays/special events are best
  - ▶ Online promo video that conveys “fun” can be effective

# Performance Opportunity

- ▶ Attracted primarily to entertainment value
  - ▶ Pricing options - full chorus, VLQ, quartets, etc.
  - ▶ “Local” connection and charity volunteerism can also help
- ▶ Look for them
  - ▶ Through chapter members and families, particularly for employers
  - ▶ In the audience at chapter public performances
  - ▶ Through a booking agent, chamber of commerce, visitors bureau, etc.
- ▶ Messaging
  - ▶ “Entertaining” and “appropriate for all audiences” - repertoire variety
  - ▶ Holidays and special events get the most bookings
  - ▶ Online promo video that conveys “entertaining” is essential

# Alliances

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are primarily located on the right side of the frame, creating a dynamic, layered effect. The left side of the image is mostly white, providing a clean space for the text.

# What Is An Alliance?

In the context of Marketing Your Chorus, an alliance is...

Any relationship between a chapter and an individual or group, that benefits both, at little or no cost to either



# Common Alliances

## ▶ Barbershop chapters

- ▶ Share a show - reduce hosting, reduce repertoire, grow audience, improve ticket sales, etc.

## ▶ School choral programs

- ▶ Invite onto show - grow audience, potential singers

## ▶ Senior living facilities and hospitals

- ▶ Perform in exchange for free rehearsal space
- ▶ Perform at no charge and bring a reporter - free publicity

## ▶ Sports teams

- ▶ Perform national anthem - free publicity, grow audience

# Uncommon Alliances

- ▶ Non-barbershop choruses
  - ▶ Invite onto show - grow audience, potential singers
- ▶ Musical theater, symphony, etc.
  - ▶ Be singers for a production that includes a chorus
- ▶ Local non-profits, school groups, etc.
  - ▶ Perform a fundraising show with 50% or more to the charity - free labor, free publicity, grow audience, potential singers
- ▶ Schools/colleges/universities
  - ▶ Provide experience and possibly school credit to students - free expertise, free labor, free publicity, potential singers
  - ▶ Examples include choral directing, vocal coaching, script writing, stage management, costume design, makeup, logo/flyer/program design, event photography/videography, website design

# Uncommon Alliances

- ▶ Fraternal organizations
  - ▶ Perform in exchange for free rehearsal space - grow audience, potential singers
- ▶ Owner of empty office/warehouse space
  - ▶ Provide “occupancy” in exchange for free rehearsal space
- ▶ Chamber of commerce, city council, etc.
  - ▶ Perform national anthem - free publicity, grow audience
- ▶ Businesses that provide arts funding
  - ▶ Perform a free show for community in exchange for grant money - free publicity, grow audience

# Marketing Methods

Online

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# Search Engine Optimization (SEO)

- ▶ Increases traffic by promoting a website in search engine results through free means
- ▶ Requires specialized knowledge, website customization, and a number of months to become effective
- ▶ A poor-to-fair method for most chapters - customer groups unlikely to be searching online so low ROI

# Search Engine Marketing (SEM)

- ▶ Increases traffic by promoting a website in search engine results through paid means
- ▶ Requires specialized knowledge and use of tools, but can be effective quickly
- ▶ A poor-to-fair method for most chapters - customer groups unlikely to be searching online so low ROI

## Social Media - Paid

- ▶ Increases awareness by promoting pages and posts through paid means
- ▶ Moderately easy to learn and operate, but cost and effectiveness will vary considerably depending on content and target customer groups
- ▶ A poor-to-fair method with low ROI for most chapters, except when targeted to specific social media groups/demographics with an offer that will offset costs, such as when promoting show ticket sales



## Social Media - Free

- ▶ Increases awareness through page updates and posts, but no control of reach or guarantee of being seen
- ▶ Very easy to learn and operate, but effectiveness will vary considerably depending on content and post locations
- ▶ A fair-to-good method for all chapters - low cost and medium ROI

# YouTube

- ▶ Increases awareness through video posts, but no control of reach or guarantee of being seen
- ▶ Very easy to learn and operate, but effectiveness will vary considerably depending on content
- ▶ A fair-to-good method for all chapters - low cost and medium ROI

# Email Groups

- ▶ Delivers content directly to customer groups with an effective guarantee of being seen
- ▶ Very easy to join and post, but may be difficult to find appropriate groups
- ▶ A poor-to-fair method for all chapters - low cost and medium ROI

## Meetup & Online Calendars

- ▶ Increases awareness through event listings, but no control of reach or guarantee of being seen
- ▶ Easy to learn and operate, but effectiveness will vary considerably
- ▶ A fair-to-good method for all chapters - low cost and medium ROI

# EventBrite & Online Ticketing

- ▶ Increases awareness through event listings, but no control of reach or guarantee of being seen
- ▶ Easy to learn and operate, but only effective when customer is directed there
- ▶ A poor-to-fair method for all chapters - low cost and low ROI

# Website

- ▶ Increases awareness through content, but no control of reach or guarantee of being seen without SEM
- ▶ Very easy to create and update using online tools
- ▶ A required method for all chapters that is expected by all customer groups - low cost and medium ROI

# Blog

- ▶ Increases awareness through content, but no control of reach or guarantee of being seen without SEM
- ▶ Very easy to create and update using online tools
- ▶ A poor-to-fair method for all chapters - low cost and medium ROI

# Email Mailing List

- ▶ Delivers content directly to customer groups with an effective guarantee of being seen
- ▶ Very easy to create and update using online tools
- ▶ A required method for all chapters - low cost and high ROI



Offline

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are primarily concentrated on the right side of the image, creating a dynamic, layered effect. The left side of the image is mostly white, with a few thin green lines extending from the geometric shapes on the right.

# Posters & Flyers

- ▶ Increases awareness through distribution, but limited control of reach or guarantee of being seen
- ▶ Easy to prepare and implement, but effectiveness will vary with the members involved
- ▶ A poor-to-fair method with low ROI for all chapters, except with targeted distribution such as at music events, in show programs, etc.

# Business Cards

- ▶ Increases awareness through distribution, but no control of reach
- ▶ Very easy to prepare and implement, but effectiveness will vary with the members involved
- ▶ A fair-to-good method for all chapters - low cost and medium ROI

# Show Programs

- ▶ Increases awareness through distribution, but reach limited to show patrons
- ▶ Moderately easy to prepare and implement
- ▶ A poor method for all chapters - medium cost and low ROI

# Print Advertising & Direct Mail

- ▶ Increases awareness through distribution, but limited control of reach or guarantee of being seen
- ▶ Moderately easy to prepare and submit
- ▶ A poor-to-fair method for all chapters - moderate cost and low ROI

# Public Service Announcements

- ▶ Increases awareness through radio announcements, but with limited reach
- ▶ Easy to prepare and submit, but effectiveness will vary considerably
- ▶ A poor-to-fair method for all chapters - low cost and low ROI

# Radio & TV Advertising

- ▶ Increases awareness through distribution, but limited control of reach or guarantee of being seen
- ▶ Difficult to prepare and submit, and effectiveness will vary considerably
- ▶ A poor method for all chapters - high cost and low ROI

## Logo Apparel

- ▶ Increases awareness through in-person visibility, but no control of reach or guarantee of being seen
- ▶ Very easy to prepare and implement, but effectiveness will vary considerably
- ▶ A poor-to-fair method for all chapters - low cost and low ROI



## In-Person

- ▶ Increases awareness through in-person communication, but no control of reach
- ▶ Very easy to prepare and implement, but effectiveness will vary with the members involved
- ▶ A fair-to-good method for all chapters - low cost and high ROI

# Methods Summary

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, abstract geometric pattern.

# What Every Chapter Should Do

## DEFINITELY

Social Media - Free

Website

Email Mailing List

Business Cards

Logo Apparel

In-Person

## MAYBE

YouTube

Email Groups

Meetup & Online  
Calendars

EventBrite & Online  
Ticketing

Posters & Flyers

Show Programs

Public Service  
Announcements

## PROBABLY NOT

SEO

SEM

Social Media - Paid

Blog

Print Advertising &  
Direct Mail

Radio & TV Advertising

# Marketing Specifics

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# Social Media - Free

- ▶ Ensure that your page/profile is complete
- ▶ Focus on your target customer groups
  - ▶ Facebook and maybe Instagram - probably not Twitter, Pinterest, etc.
- ▶ “Like” or “Friend” everyone
  - ▶ Members, other barbershoppers/chapters/districts/regions, BHS/SAI/HI
  - ▶ School music programs, arts/fraternal organizations, visitors bureau, etc.
- ▶ Post at least 2x/month - content that will get “shared”
- ▶ Include content for your target customer groups
  - ▶ Potential Members & Barbershop Fans - rehearsal, performance, or tag
  - ▶ Public - “fun” videos, particularly with holiday/special event focus
  - ▶ Performance Opportunity - short videos of performances

# Email Groups

- ▶ Join email groups that are appropriate
- ▶ Focus on your target customer groups
  - ▶ Barbershop, a cappella, singing, arts, etc.
  - ▶ Local only - remote aren't really customers
- ▶ Post when appropriate, but no more than 2x/month
- ▶ Include content for your target customer groups
  - ▶ Upcoming event news - headliner, afterglow, show dates, etc.
  - ▶ Links to videos on social media and YouTube

# Website

- ▶ At a minimum, ensure that it looks good, provides basic information, and is mobile-friendly
- ▶ Include a few “action shot” photos and perhaps a video (can be linked from YouTube)
- ▶ Not necessary to update it regularly if using social media and other means for primary communication with customer groups

# Email Mailing List

- ▶ Ensure that users can subscribe/unsubscribe via an email
  - ▶ Include subscribe link on social media page/profile, email group signature, website, etc.
- ▶ Post when appropriate, but no more than 2x/month
- ▶ Include content for your target customer groups
  - ▶ Upcoming event news - headliner, afterglow, show dates, etc.
  - ▶ Chapter news - repertoire additions, recognitions, etc.
  - ▶ Links to videos on social media and YouTube



# Posters & Flyers

- ▶ Best for high-traffic areas that target specific customer groups
  - ▶ Senior living facilities, senior centers, churches, bingo halls, fraternal/social organizations, etc.
  - ▶ School/university music programs
  - ▶ Choral events, school/university concerts, and church concerts
  - ▶ Outdoor events where music is present, particularly radio-sponsored
- ▶ Focus on events and recruiting
- ▶ Include “action shot” photos and contact details (website, social media)

# Business Cards

- ▶ Focus on in-person recruiting and performance opportunities
  - ▶ Most effective when carried by all members
- ▶ One side “action shot” and one side contact details - email, website, social media, and possibly phone
- ▶ Do not include information that may change - member names, rehearsal dates/times, location, etc.

# Logo Apparel

- ▶ Only appropriate if your chapter has an interesting/“cool” name and logo
  - ▶ If not, seriously consider changing them
- ▶ Must be available for purchase by family and barbershop fans, not just members
- ▶ Most effective when worn regularly, and in photos posted to social media

# In-Person

- ▶ The most effective recruiting method, and appropriate for all customer groups
- ▶ Particularly good in public settings
  - ▶ Senior living facilities, senior centers, churches, bingo halls, fraternal/social organizations, etc.
  - ▶ Choral events, school/university concerts, and church concerts
  - ▶ Outdoor events where music is present, particularly radio-sponsored
  - ▶ Softball leagues, bowling leagues, etc.
  - ▶ In the audience at performances - teach tags afterward
- ▶ Critical that the member has a business card or other information to hand out

# Summary

The background features a white space on the left and a complex, abstract composition of overlapping green triangles and polygons on the right. The green colors range from light lime to dark forest green, creating a layered, geometric effect.

## What Have We Learned?

- ▶ Other chapters have the same issues - share your good ideas and copy theirs
- ▶ Customers are more than just the people who see your show
- ▶ You are marketing your chapter's "product"
- ▶ There are many marketing methods available, but only a small number are truly effective

# Additional Resources

- ▶ Harmony College Northwest

- ▶ <http://www.harmonycollege.org>

- ▶ EVG Regional Leadership Academy

- ▶ <http://evgadmin.org/members/Calendar.php>

- ▶ BHS Healthy Chapter Initiative

- ▶ <http://www.barbershop.org/education/healthy-chapter-initiative>

- ▶ BHS Education (Harmony U / HU Online)

- ▶ <http://www.barbershop.org/education>

Questions?

The background features a white space on the left and a complex, abstract design on the right. The design consists of overlapping, semi-transparent green polygons in various shades, ranging from light lime green to dark forest green. These shapes create a layered, geometric effect that resembles a stylized leaf or a modern architectural structure. The overall aesthetic is clean and contemporary.