

Marketing

Getting the people of your community (your potential members, audience and donors) to know who you are.

1. What's in a name? Do the people of your community know you? Is your name an acronym....if so, you are excluding the market % of people who don't know what those letters mean. Sure, you do, and your chorus members do, but acronyms can be deadly to promotion.

2. Stretching the boundaries. We all have our traditional audiences, but how do we capture the attention of new/different people in the community? Collaborations (especially with children's groups--parents come, grandparents come, etc), taking the concerts to the people...shopping malls, churches (before or during services), schools, and taking part in community events are a few ways to broaden the audience base.

3. Taking advantage of free opportunities to get your news to the public. We are all on tight budgets, but there are many effective marketing opportunities that require minimal time and money.

Free Marketing Opportunities for Community Choruses:

Public service announcements on TV and radio stations

Most stations now have email addresses for submitting items, so you can keep a database or email group of the addresses and send to all of your local stations in the click of a button. Most stations need the info at least two weeks prior to event. (initial set up time, 1 hour; time to send out concert notices, less than 5 minutes)

Facebook

It's free, it can connect to your chorus email, and someone in your choir is a junkie. You can establish "fans" of your group (rather than friends) and send audition notices, performance notices, and fundraising events to an audience you can't even fathom. This is a "viral" marketing tool. Check out the ND ACDA page at

<http://www.facebook.com/profile.php?ref=profile&id=1389489823#!/group.php?gid=68078335914&ref=mf><<http://www.facebook.com/profile.php?ref=profile&id=1389489823#!/group.php?gid=68078335914&ref=mf>>

or

the Bismarck Mandan Civic Chorus page at

<http://www.facebook.com/profile.php?ref=profile&id=1389489823#!/pages/Bismarck-Mandan-Civic-Chorus/273640136048?ref=ts>

(Get a chorus member to set up and maintain the site, encourage all members to become fans and to forward event notices to their facebook pages)

Local and State Arts Councils

You probably get money from them, and they probably have either a newsletter, a web page, or both. Make sure they are on your list of contact when you send out any info. In addition to the free advertising, you want them to know how busy you are promoting their investment.

Area events calendars

Check out regional listing for arts events in SW North Dakota:

<http://southwestnd.culturepulse.org/org/detail/16>

Web pages

It's expected that you have a web page. If people want to find out about you, they don't check the yellow pages, they "google." A web page can promote your events, let people know who you are, and sell tickets. Expect a small annual fee to host your site.

Check out this page created by one of our chorus members:

www.bismanchorus.com<<http://www.bismanchorus.com>>

Twitter, I don't tweet, but many people do, and chances are someone from your chorus does. Empower them to start writing about rehearsals and performances. Blog, same as "Twitter," and it can be an effective tool to post rehearsal notes. Chain emails.

I send out members a concert notice about 1 week prior to our concerts. They forward them (and personalize them) to people in their address books, and hopefully the chain continues.

Another "viral" marketing tool.

Swap program ads

Join forces with other non-profit groups, and swap ads in each other's programs. Take it a step further and sell tickets to your event during the intermission of their event, or display posters in the lobby during their event. Granting organizations love any hint of collaboration.