

SET 2017: Get More Members Through Better Marketing

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Introduction: This class will cover topics such as "Who is your audience and how to reach them?," "What types of marketing are most effective?," "How do you inexpensively market your chapter?," and "Could you please explain this thing called social media?!?" Lots of time for Q&A, too.

Who is here and why: introductions

Who is your audience?

- What kind of members do you want to get?
- What's your chorus culture?

What types of singers might you be looking for?

- Competition oriented chapters
- Community driven chapters
- Social emphasis chapters

What are the most effective methods of marketing for each group of prospective members?

- Competition oriented
- Community driven
- Social emphasis

Most effective types of marketing (see page 3)

- **Social media**

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- **Website:**
- **Email groups**
- **Business cards**
- **Logo wear**
- **Face-to face**
- **Less effective and not recommended:** see chart

Q&A

Marketing tactics every chapter should...and shouldn't...do!

DEFINITELY	MAYBE	PROBABLY NOT
Social media (free)	YouTube	Search Engine Optimization (SEO)*
Website	Email groups	Search Engine Marketing (SEM)**
Email mailing list	Meetup / online calendars	Social media (paid)
Business cards	Online ticketing	Blogs
Logo wear	Posters / flyers	Print advertising
Face-to-face	Show program ads	Direct mail
	Public Service Announcements (PSAs)	Radio and TV advertising

Permission to use from Chris Rimple and his Marketing Your Chorus class at Harmony College Northwest 2017.

* SEO stands for Search Engine Optimization. It is the process of getting traffic from the “free” results on search engines. More information: searchengineland.com/guide/what-is-seo

** SEM stands for Search Engine Marketing and is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages, primarily through paid advertising. SEO is part of the broader area of SEM. More information: searchengineland.com/guide/what-is-sem