

# North by Northwest Presents Marketing Overview 2020





# BethAnn Bock

SAI Region 13 Marketing  
Coordinator



**Contact me anytime!**  
360 773-5638 Mobile  
bockbethann@gmail.com

- ❖ Member Northwest Harmony Chorus, Vancouver WA
- ❖ Joined SAI in 2006 with Alaska Sound Celebration Chorus
- ❖ Proud to be a Bass
- ❖ NWH Chorus Management Team Leader

## NxNW Region 13 Mission Statement

North by Northwest Region 13 is a cutting-edge group of diverse women singing, performing, and championing *a cappella* music.

The Region 13 Regional Management Team's mission is:

- Visioning
- Developing Leaders
- Creating pathways for achieving regional goals

# Marketing Resources and Tools

- ❖ Resources from Region 13 and SAI Handout #1 A "roadmap" BethAnn Bock SAI
- ❖ What IS Marketing Handout #2 Larry Osterman HSB
- ❖ Getting More Members Through Better Marketing Handout #3 Sue Middleton SAI
- ❖ Marketing Barbershop on Social Media Handout # 4 Duncan Gilman BHS
- ❖ Selling Our Product Handout #5 Sandi Wright Harmony University 2020
- ❖ Coming in July from Harmony University!
  - Barbershop in Our Changing World Chris Rimple BHS
  - Grow Your Audience Chris Rimple BHS
  - Grow Your Chapter Chris Rimple BHS
  - Fostering Diversity and Inclusion Kathleen Hansen SAI
  - Purposeful Inclusion Chris Rimple BHS

# MARKETING BARBERSHOP ON SOCIAL MEDIA

*Duncan Gilman*

HARMONY COLLEGE NORTHWEST 2017



# AGENDA

*1. What works*



*2. How to do it*



*3. Shared ideas*



# AGENDA

*1. What works*



*2. How to do it*



*3. Shared ideas*



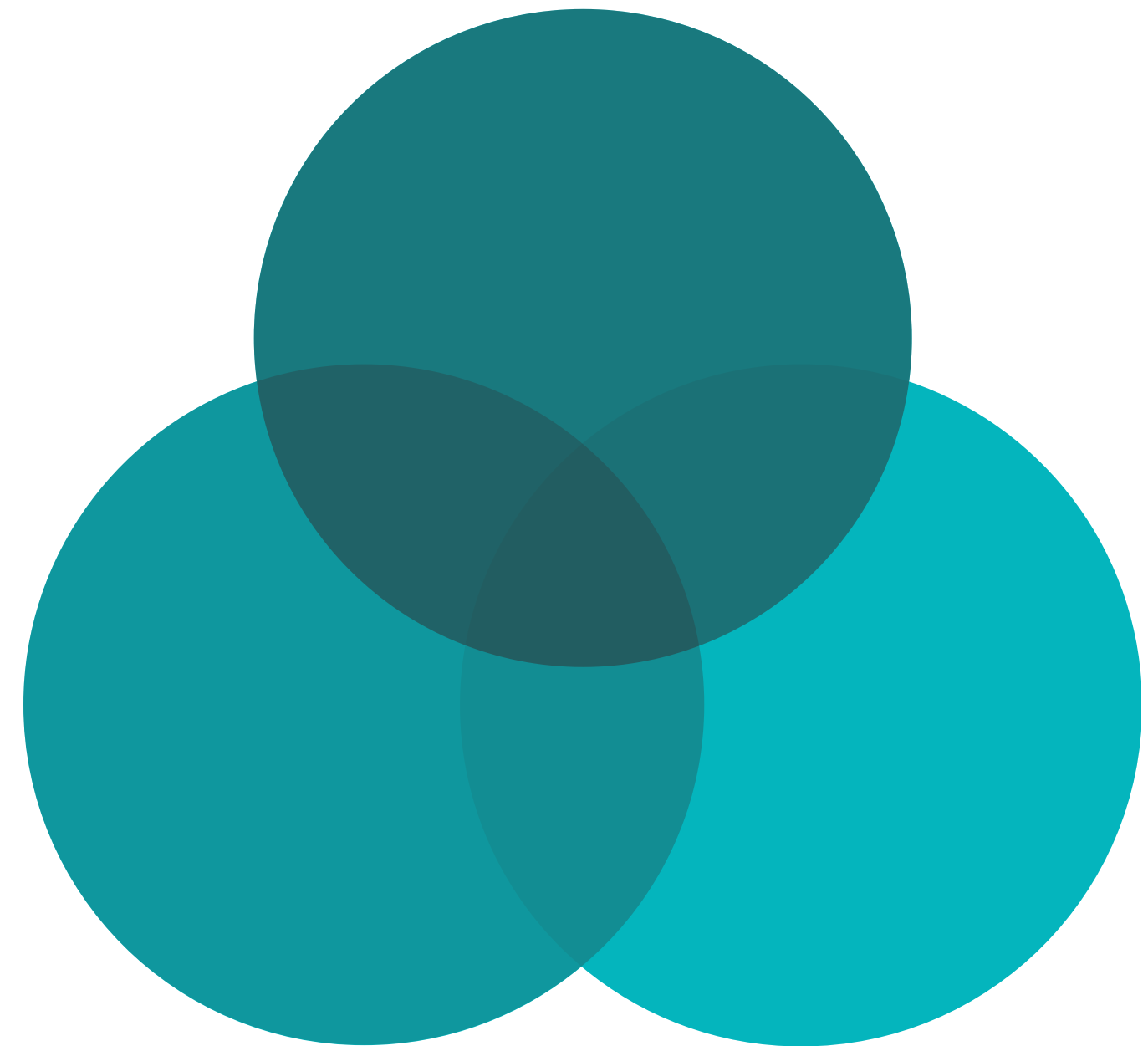


# WHAT WORKS

spon·ta·ne·ous  
spän'tānēəs  
*adjective*

rel·e·vant  
'reləvənt  
*adjective*

vis·u·al  
'viZH(ōo)əl  
*adjective*






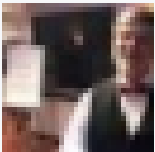




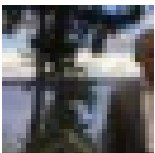








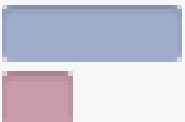





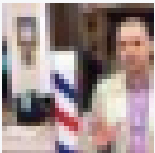




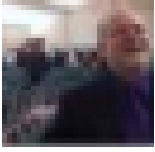



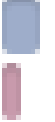
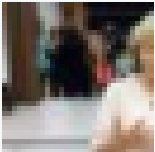



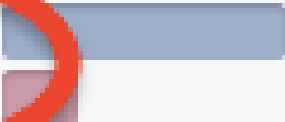


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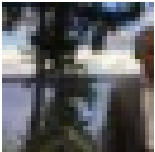


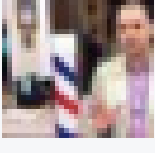





# WHAT WORKS

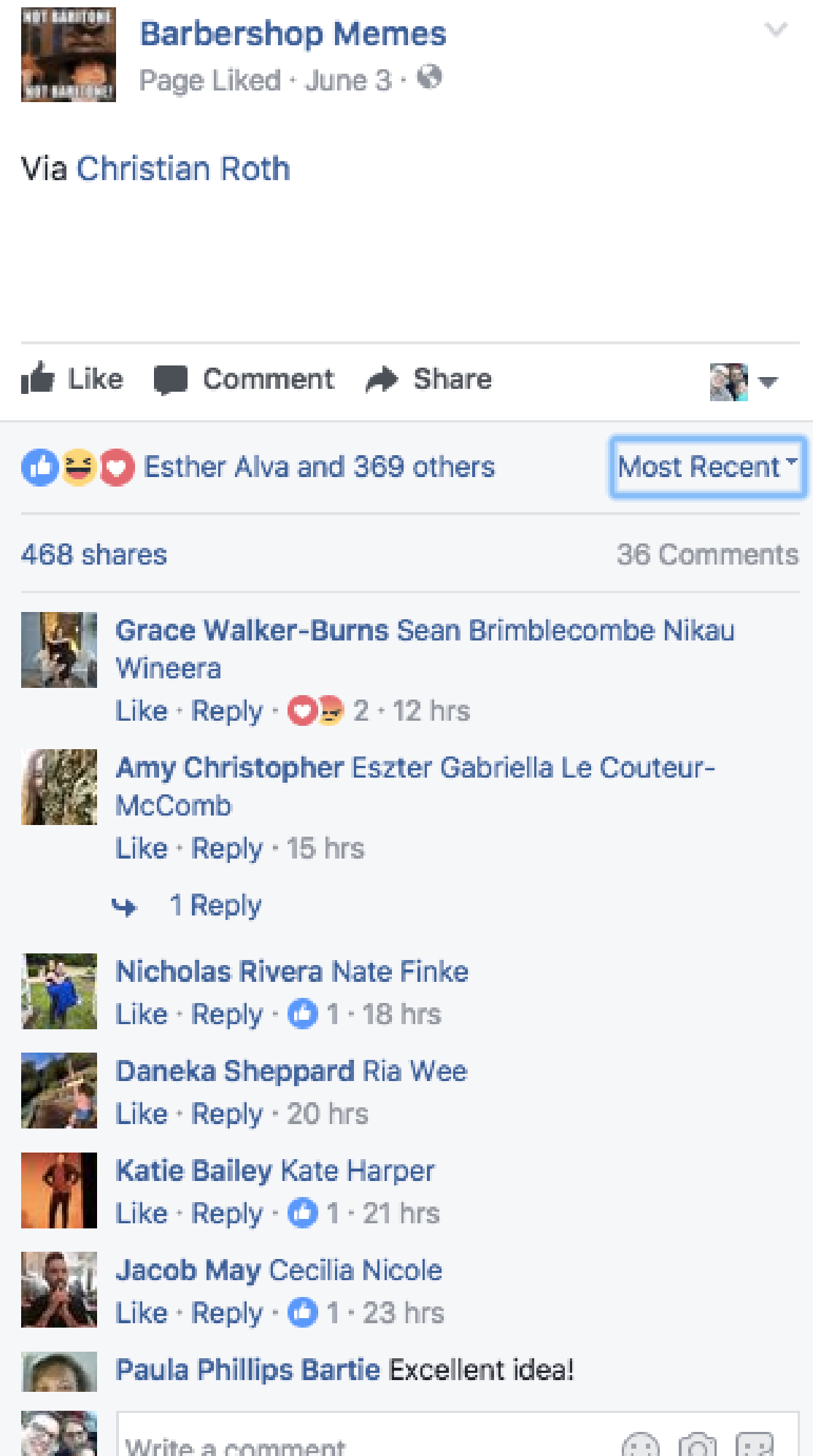
04/23/2017 2:58 pm	 <a href="#">There are 3 choruses coaching at HCNW this year! The Kitsap Chor</a>			329		23	
04/24/2017 9:51 pm	 Ready to start sight-singing or arranging? Harry Buerer, director of			2.3K		30 15	
04/20/2017 8:00 am	 There's something a little odd about this member of Frenzy Quartet,			3.8K		234 53	
04/17/2017 8:26 am	 Marsha Kelly (bass in Pride of Portland Chorus and Esprit Quartet			1.3K		208 82	
04/14/2017 2:23 pm	 If this stuff really gets you going, our Arrangers WorkShop is for yo			288		54 9	
04/12/2017 10:16 am	 We know you're registering for HCNW just to learn from Pride of P			1.2K		98 38	
04/03/2017 9:23 am	 Every time a tag rings, an angel owes Darwin twenty bucks. And by			746		45 23	
03/27/2017 9:01 am	 Sandy Cahill from Cascade Harmony Chorus and Pride of Portland			2K		325 92	

# WHAT WORKS

04/25/2017 2:58 pm	 <a href="#">There are 5 choruses coaching at HCNW this year! The Kitsap Chor</a>			329		25 23	
04/24/2017 9:51 pm	 Ready to start sight-singing or arr anging? Harry Buerer, director of			2.3K		30 15	
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# WHAT WORKS



# WHAT WORKS



VOCAL MAJOR  
*Pure Harmony*

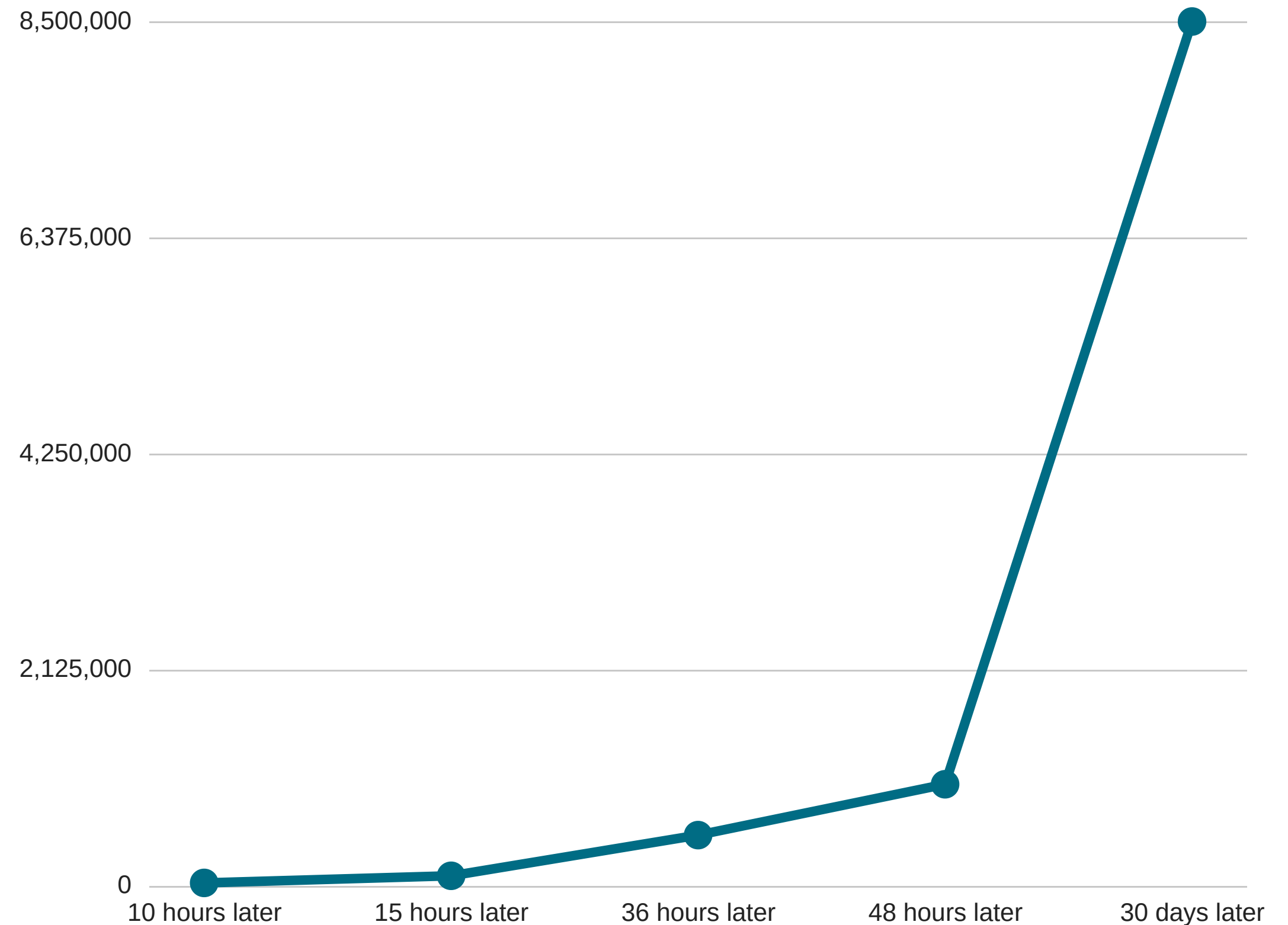


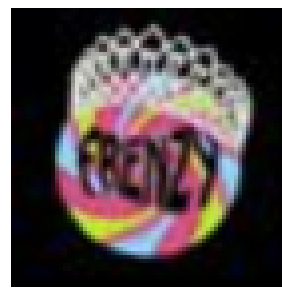
# WHAT WORKS

*6,300 to 25,000  
Facebook fans  
by New Year's*

*Website traffic  
blew up by 5x*

*4 sold-out  
Christmas shows*





**Frenzy Quartet**

12 hrs ·

Our Germany adventure begins today! Anne and Nikki fly out today, Melissa flies out tomorrow and Judy is currently in the UK and will be meeting us in Germany on Wednesday! Can't believe we're going to GERMANY!!

Like

Comment

Share

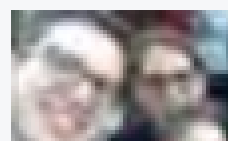


John Burri, Ted C Chamberlain and 95 others

Chronological ▾

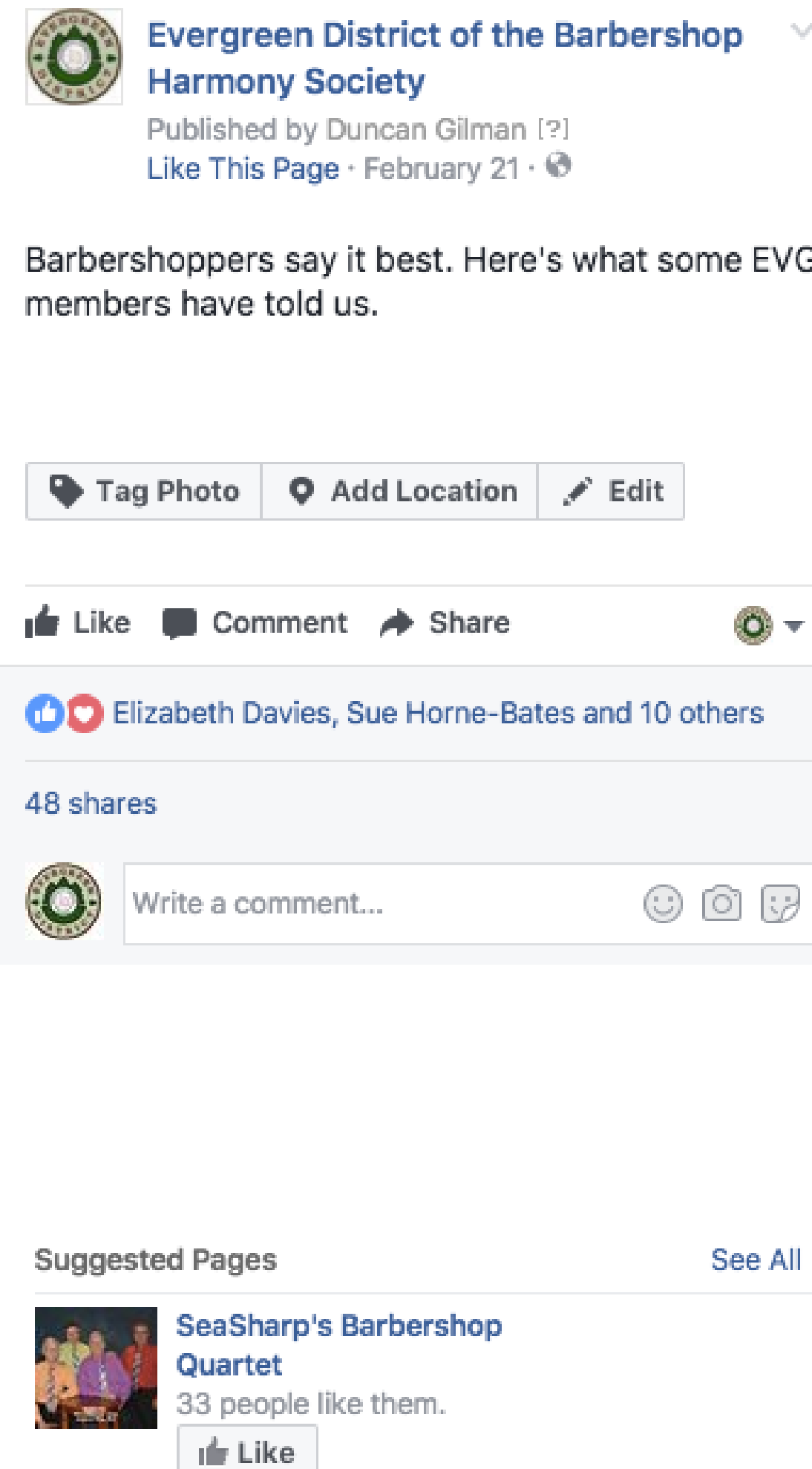
1 share

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Write a comment...

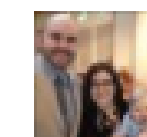








# HOW TO DO IT



**Anthony Bartholomew**

June 1 · 🧑🏻

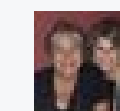
I'm on a truck.

Vocal Majority — at 📍 Shawnee Trail Church of Christ.

👍 Like 💬 Comment

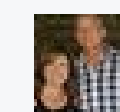
👍❤️👉 You, John Burri, Carlos Aguayo and 110 others

View 19 more comments



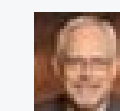
**Pat Romano Naulty** Yay for you! !!

Like · Reply · 👍 2 · June 2 at 12:43pm



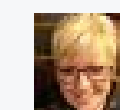
**Kayla Sanders Fuller** I found Waldo!

Like · Reply · 👍 2 · June 2 at 2:13pm



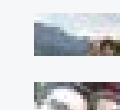
**Nick Alexander** How many wheels on a big rig?

Like · Reply · 👍 1 · June 2 at 8:45pm



**Rhonda Rogers Crawford** I see my nephew on this truck! Kime Benton Rogers

Like · Reply · 👍 1 · June 3 at 7:23am



**Judy Clancy** You are on the move, Anthony!;)

Write a comment...



# SHARED IDEAS

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*duncangilman@gmail.com*  
*facebook.com/duncangilman*



# SELLING OUR PRODUCT

Sandi Wright

[www.sandiwright.com](http://www.sandiwright.com)

[wright@primary.net](mailto:wright@primary.net)

Marketing is the planning and implementation of a strategy for the sale, distribution, and servicing of a product or service.

What is your PRODUCT? \_\_\_\_\_

What is your PROXEMIC/PLACE (location)? \_\_\_\_\_

What does your PACKAGE look like? \_\_\_\_\_

Who are your PERSONNEL? \_\_\_\_\_

What is the PRICE (in time and money)? \_\_\_\_\_

PROMOTION ideas: \_\_\_\_\_

*Public Relations is being good and getting credit for it.*

Creating Your Position Statement:

(name) \_\_\_\_\_ Chorus is a nonprofit, community singing ensemble providing, (product) \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ to (location) \_\_\_\_\_ singers. The chorus, under the direction of (personnel) \_\_\_\_\_, holds regular rehearsals at \_\_\_\_ p.m. on (day) \_\_\_\_\_ evenings at (location) \_\_\_\_\_. For more information, visit [www.\\_\\_\\_\\_\\_](http://www._____.).

## BRANDING YOUR PRODUCT:

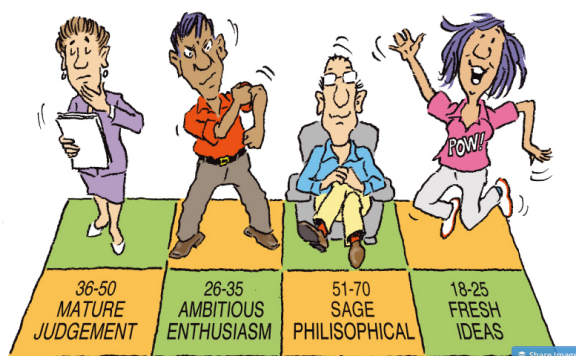
- First Impressions Count – The importance of your product and packaging.
- What does your community think “barbershop” is?
- Are they right?

## POSITIONING YOUR CHORUS;

- What makes your chorus different than other choruses, choirs, or arts groups in your town?
- What makes your chorus a place singers might want to go to relax and recharge, or be stimulated and revved up?

## TARGET AUDIENCE:

- Who do you want to talk to?
  - Men
  - Women
  - Mixed
- Singers and Performers
- Age Demographic
- Economic Demographic
- Racial Demographic
- Religious Demographic



## **TARGET MARKET SEGMENTATION - AGE:**

### **World War II/Depression Survivors =**

#### **Traditionalists: Born 1922-1945 (Age 75-98)**

- Appeal to their traditional values.
- Social time is important.
- Information is power.
- They plan to stay young forever.
- They have brand loyalty.

#### **Baby Boomers: Born 1946-1964 (Age 56-74)**

- They shaped policy and changed rules (activists).
- They like glitz and glamour (women: Barbie generation).
- They like to look cool (men: GI Joe and Ken generation).
- They are used to getting their own way.
- They are competitive risk takers.
- They have no brand loyalty - smart consumers – will go to another chorus if needs and satisfiers are not met.

#### **Baby Busters – Gen X: Born 1965-1980 (Age 40-65)**

- Independent generation
- They join for “me” time.
- They want applause/praise for being good (self esteem).
- They may be juggling careers and families.
- They are comfortable with electronic gadgets.
- They want no-nonsense rehearsals. Fast food generation.
- They have a high sense of entitlement.
- They want to be in on decisions, but will allow others to do the work.
- They have no brand loyalty – will leave the organization.

#### **Millennials – Generation Y: Born 1981-2000 ( Age 20-39)**

- They want social time with their own age group.
- They work for praise and recognition.
- They have traditionalist values.
- Very aware that their school friends may not think it is “cool” unless there are many of their own age group.
- They want fast-paced, intense and compact rehearsals.
- High energy- High tech.

- Time and money is a problem.
- They work for praise and recognition.
- May have an attitude of entitlement.
- Prefer flexible schedules in a casual atmosphere.
- Dream of being stay-at-home moms with large families.
- Friends ARE family. They run in groups. If you have several, you’ll attract more.
- Riser talking with waste their time.
- Being there (eventually) is more important than being on time
- Prefer fast-paced, intense and compact rehearsals. They learn super-fast.
- Short attention span – expect what you want and you’ll get it.
- Friends ARE family.
- Highly independent as 27% were raised in single-parent households.
- They may have tattoos and pierced body parts – they want to be accepted for who they are.
- They are fearless on stage.
- They are high energy and high tech.
- They don’t want paper music – they read it electronically on smart devices.
- Reach them on Twitter, Snapchat, Instagram, and TikTok.
- They communicate via text messages
- They NEED barbershop for role models, wisdom and structure.
- 

#### **Generation Z – Born 2001-2011 (Age 9-19)**

- To Gen Z, millennials are old people.
- Totally inclusive friend group – age, race, religion, socio-economic status is unimportant.
- They are hyper-connected. Information is a click away. Internet and smart device Saavy.
- They believe college isn’t necessary because everything they need to know is available on their computers.
- Expert multi-taskers – but to some it might seem unfocused – they can text and listen at the same time.
- To this age group trends evolve fast – what’s in today will be out tomorrow.

- They are entrepreneurial and inventive, and they learn from their mistakes.
- They are the largest generation.
- They are active in local and world politics and environmental issues, because they know it will effect them.
- They have never known a world without smart phones and electronic devices.
- They are confident, organized and entrepreneurial.
- They like collaboration and are willing to share what they know
- This generation moved from “self” to “selfies” – Their world is very public.
- Prefer pictures over text.
- They don’t answer their phones or read emails.
- Reach them via text messaging.
- Become familiar with Snapchat, TikTok, Instagram and What’s App.
- Chorus needs to promote the “experience” in order to keep them.
- They want to work from home.
- They could get everything they need from a one-hour rehearsal.
- They converse in emojis.
- A Cappella is cool, and they will sing music of any generation.

#### **Alpha Generation or iGen - Born 2012-2025 (Age birth-8)**

- They will grow up with computers and electronic devices.
- 90% handle an iPad by age two.
- They will be targeted through computer ads generated from what they watch online.

- They will create live streams, Vlogs, and edit videos on TikTok.
- They will consume floods of information each day and filter out what doesn’t interest them.
- They will decide in a few seconds what they want to do, try or buy.
- To this generation, the real and online world is vague.
- They are close to their millennial parents and share the same interests.
- They are used to getting their information online.
- Artificial intelligence will take some of their jobs.
- They are flexible because they’re used to instability. They are mobil and resilient.
- Many will live to be 100 years old or higher.
- They are aware of the environment and will be active in politics.
- They will shop online and will have more free time than other generations.
- They will need friends and human contact because they are disconnected from real human companionship (screen-agers).
- They have high moral standards.
- They are conscience consumers and will switch brands if their trust is lost.
- They will be a leadership generation and excellent decision makers because information and is available to them within a few seconds.
- TikTok keeps them creative.
- They will build a world with no borders and greater flexibility.



This is a QR (Quick Response) Code. To get one free, go <https://www.grstuff.com> and drop your website address, Facebook page or flyer into the window and it will generate a picture you can drop into your materials.

#### **Look at your history:**

You must find new ways of reaching each audience. Stay up with the trends.

#### **When in doubt...ASK.**

In marketing, it’s called a “focus group” and if you want honest answers, just ask questions of the market segment you want to reach.





# Get More Members Through Better Marketing

Sue Middleton, Region 13 Faculty



# What IS marketing?

- If the circus is coming to town and you paint a sign saying, "The circus is coming to the fairgrounds on 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**.

# Who is your audience?

1. First, decide **why** you want new members?
2. What **kind** of members do you want to get?
3. What is your **chorus culture**?
4. Once you figure this all out, you can best decide how to use your budget, resources, and time.

# It takes all kinds of singers!





# What types of singers do you want?

1. **Social driven?** Your members just like to sing! The chapter may / may not compete annually. Expenses tend to be less than other groups.
2. **Community driven?** Personable and outgoing. Finances less important. But, they'll need weekends, days, evenings free for performances. Do you have a spare tenor?
2. **Competition driven?** Requires skilled singers who are financially capable; self-starters who take personal responsibility. Plan for extra time needed for coaching, retreats, contests.
2. **To get the optimal outcome?** In each scenario, the best results come from marketing that matches both singer with chapter.



# What are the most effective methods of marketing for each group

- Social driven?
- Community driven?
- Competition driven?

# What are the most effective methods of marketing for each group

1. **Social driven:** Church choirs, clubs, grocery store bulletin boards, faculty lunchrooms, Facebook, community paper.
2. **Community driven:** College/community college music groups. Music teachers. Social media. Collaboration with other groups.
3. **Competition driven:** Top-tier college/community college music groups. Music teachers. Social media. YouTube. Collaboration with other groups.

# Targeted membership programs

- **Social and/or Community Driven Chapters:** Guest Nights / Open House where chorus and quartets perform. Teach a tag. Invite guests on risers to sing lead on a familiar song. Stop early for refreshments and social time.
- **Performance Driven Chapters:** Performance Opportunity Program (POP) for a specific performance (Christmas, Singing Valentines, an annual community festival. “Free voice lessons” programs.
- **For all:** Targeted SAI program like “Life on a High Note.” Tailor it to your chorus’ needs.

# Best ways to reach each group





# The best ways to reach each group

## 1. SOCIAL

*Start with...*

Website / Facebook Page

Contact list

Business cards

Logo wear

Face-to-face recruitment

## 2. COMMUNITY-ORIENTED

*All of 1, plus consider...*

Instagram, Twitter, TikTok

YouTube videos or channel

MeetUp

Posters / flyers

Ads in other groups' show programs

## 3. COMPETITIVE

*All of 1 & 2, plus consider...*

Social media advertising

Blogs

Print advertising

Direct mail / email

Alliance with other choruses

# To wrap it up...

- You are marketing your chapter's "product."
- You pinpoint that product by examining and understanding your chorus' culture.
- There are many marketing methods available, so chose ones that are effective for your chapter and budget.
- Supporters are more than just the people who see your show; use different tools to reach them.

# And finally...

- Resources: Sweet Adelines Members Only site [sweetadelines.com/resources/marketing-materials](https://sweetadelines.com/resources/marketing-materials)
- Thanks to Chris Rimple for sharing his *What is Marketing?* and *The Best Ways to Reach Each Group* slides.
- Questions? Feel free to contact me at [suemiddleton@gmail.com](mailto:suemiddleton@gmail.com)

# WHAT *IS* “MARKETING”?

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LARRY OSTERMAN



# INTRODUCTIONS

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- Who the heck are you and why are you teaching this class?
  - I've spent the past 35 years writing software for Microsoft.
  - Four years ago, the board of directors for the SeaChordsmen said "Hey, you'd make a great Marketing director".
    - At the time, I knew next to nothing about marketing.
    - A great opportunity for on-the-job training.
  - Now writing a column on marketing for The Timbre based on my experiences.



# AGENDA

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- What is “Marketing”?
- The “4 P’s of Marketing”
- Anatomy of a marketing campaign
- Digital Outreach
- Chorus Branding
- Questions

# SO WHAT IS MARKETING?

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- Most people think of marketing as:
  - Making promotional material for an activity
  - Putting up posters/distributing cards/etc.
  - Word of mouth
  - Selling Tickets
  - Paid Advertisements
  - Etc.
- These are all ASPECTS of marketing, but they're NOT what marketing is.

# WHAT IS MARKETING?

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- A marketing team creates “campaigns” which are intended to achieve a goal
- What is a “campaign”?
  - It’s a set of actions taken in pursuit of a goal.

# WHAT IS A “CAMPAIGN”?

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- A campaign is a set of actions taken in pursuit of a goal:
  - Selling Singing Valentines
  - Increasing Membership
  - Selling Tickets to an upcoming show
  - Increasing visibility of the chorus
- Posters/Flyers/Advertisements/etc. are all *tools* which are used as a part of a campaign.

# WHAT IS A “CAMPAIGN”?

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- Campaigns can have both tangible and intangible goals
- Tangible goals tend to affect the bottom line of the chorus:
  - Increased sales for show/occasion
  - Increased members
- Intangible goals don't 😊.
  - Increased chorus visibility in the community
- **Intangible goals can often lead to tangible results.**



# YOUR TEAM

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- The marketing team for your chorus needs to have people who can handle:
  - Media Relations (outreach for traditional media).
  - Webmaster/Social Media coordinator (outreach on internet media).
  - Graphic Design (those posters don't design themselves).
  - Sales (Singing Valentines won't sell themselves).
- Many times the same person can do multiple jobs, but marketing is typically not a one person job.

# YOUR TEAM

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- Remember that the marketing team for one chorus activity won't necessarily be the same team as a different activity.
  - One team for continuing chorus activities
  - One team for Singing Valentines
  - One team for Sing-Outs
- They might be the same people, but mixing up the teams helps ensure that the skills are spread around.

# THE “4 P’S” OF MARKETING

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- Marketing campaigns are driven by four main classes of activity:
  - Product
  - Price
  - Place
  - Promotion

# THE “4 P’S” OF MARKETING - PRODUCT

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- What are you selling?
  - Membership in your chorus?
  - Singing Valentines?
  - Concert Tickets?
  - Advertisements in a concert program?
- You need to understand the thing that you’re selling to understand how to sell it.

# THE “4 P’S” OF MARKETING - PRICE

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- How much are you charging for the product?
- How flexible is the price for your product?
- Will you sell more if you reduce the price?
- Is your price competitive with other comparable offerings?
  - This is especially important for things like program advertisements. If your advertisements are twice as expensive as other choruses, then you may not sell as many advertisements.



# THE “4 P’S” OF MARKETING - PLACE

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- What is the venue for your event?
  - How do you make sure people will get to the venue?
  - Are you targeting advertisements for people who are likely to attend the venue?

# THE “4 P’S” OF MARKETING - PLACE

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- Typically marketing teams don’t have a lot of say in choosing the “place”, but the marketing team can often help with the choice.
- Keep the venue location in mind when designing the campaign.
  - Advertising an event in Vancouver, BC to a Portland, OR audience might not be the best choice (Vancouver, WA might be a different story though).
  - How accessible is the venue?
    - If your venue isn’t very accessible, advertising in assisted living centers might not be a good idea.
  - What about parking? Is there enough?

# THE “4 P’S” OF MARKETING - PROMOTION

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- Promotion is your communication strategy.
  - How are you getting the word out?
  - What advertisements are you going to run?
  - How are you leveraging word of mouth?
    - How likely is your chorus to actually promote with word of mouth?
- This is where the tools of “Marketing” are used.

# ANATOMY OF A MARKETING CAMPAIGN

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# SEACHORDSMEN 2019 SINGING VALENTINES : PRODUCT

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- Singing Valentines
  - Tuxedoed Barbershop Quartet
  - Two Songs
    - Typically “Heart of My Heart” and “Let me Call You Sweetheart”, but ultimately quartets had a choice.
  - Delivered with a rose and a card.



# SEACHORDSMEN 2019 SINGING VALENTINES: PRICE

---

- \$60 per recipient, same as previous year.
- New for 2019: For an additional \$10, we guaranteed a 2 hour window in which the valentine would be delivered.

# SEACHORDSMEN 2019 SINGING VALENTINES: PLACE

---

- Place
  - Location was Seattle from the West Side of Lake Washington, north to Shoreline, south to South Seattle area
  - Also delivered via Skype or Facetime.
  - Delivered from 8AM to 8PM on Valentine's Day

# SEACHORDSMEN 2019 SINGING VALENTINES: PROMOTION

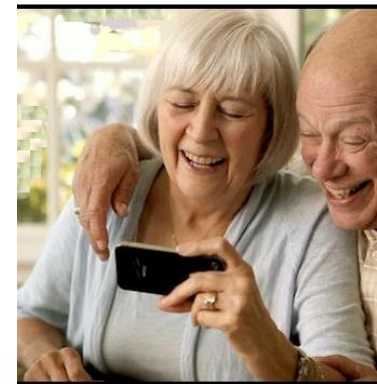
---

- Word of mouth from chorus members
  - Flyers and business cards distributed at chorus meetings
- Facebook Advertisement campaign

## SEACHORDSMEN 2019 SINGING VALENTINES: PROMOTION

---

- Facebook Advertisements
  - Started by building a collection of digital assets to show off different aspects of the event





# SEACHORDSMEN 2019 SINGING VALENTINES: PROMOTION

- Digital assets were scheduled for release on a predefined timeline.

	Date	Day	Posted	Deleted	Filename	Description
4	01/24/19	Thu	x		Facebook Ad.jpg	
	01/28/19	Tue	x	x	I've got a surprise for you.jpg	Plan ahead and knock her off her feet! Send a Singing Valentine delivered by a Seattle Seachordsmen quartet. For information and order form visit seachordsmen.org
5	02/01/19	Fri	x		man receiving flowers.jpg	He's probably never received a Singing Valentine. Won't he be surprised! Find out more at seachordsmen.org
6	02/06/19	Wed	x		Facetime or Skype.jpg	Thinking of someone outside our delivery area? We also deliver electronically! FaceTime, Skype, Video satellite link! Order a Singing Valentine from the Seattle Seachordsmen: seachordsmen.org
7	02/08/19	Fri	x	x	Surprise at office.jpg	Send a Singing Valentine to her at work! Four men dressed in tuxedos will sing two love songs in four-part harmony. They'll also present a red rose and a card from you. Delivered by the Seattle Seachordsmen! For more information and order form, visit seachordsmen.org
8						
9	02/11/19	Mon	x	x	My favorite place.jpg	You've already made your Valentine's day plans, right? Send your sweetie a Singing Valentine! Delivered 8:00 to 8:00 on Valentine's day. For information and to order, visit seachordsmen.org
10	02/13/19	Wed	x		I would jump in front of a train.jpg	Our quartets will hit the streets tomorrow delivering Singing Valentines! The morning is booked solid and early afternoon is starting to fill up. Order now. Late afternoon/evening deliveries still available. ==>
11						



# SEACHORDSMEN 2019 SINGING VALENTINES: RESULTS

---

- Advertisements and posts were viewed by over 3000 FB viewers in targeted demographic.
  - 200 users clicked on advertisement
- Advertising Spent:
  - \$20 on Facebook advertisements.
  - ~\$250 on printed materials (for word of mouth campaign).

# SEACHORDSMEN 2019 SINGING VALENTINES: RESULTS

---

- Comparable number of deliveries
  - 2018 was over two days, 2019 was over one.
- About \$2300 net revenue, down from 2018

	2019	2018
<b>Total Deliveries</b>	37	40
<b>Booked Online</b>	29	30
<b>Freelance while quartet in the field</b>	8	10
<b>Orders placed by chorus members</b>	16	20
<b>Placed by someone who knows a chorus member</b>	13	6
<b>Placed by someone not associated with chorus</b>	8	18

# SEACHORDSMEN 2019 SINGING VALENTINE: SUMMARY

---

- Successful promotion
  - Largely driven by word of mouth
  - Relatively low expense compared to revenue
- Tools Used
  - Word of Mouth supported by flyers and business cards
  - Digital Advertisements.
- Analytics collected during event will help inform future marketing events.
- Also important to measure how the Singing Valentines activity dovetails with overall chorus goals:
  - Did the quartets represent the chorus well?
  - Was this a useful activity for the chorus?

# DIGITAL OUTREACH

---

- Digital Outreach is all about the internet presence for your group
  - Chorus website
  - Social Media Feeds
  - Other websites
- Each of these serves a different complementary role in your digital outreach strategy.

# DIGITAL OUTREACH: CHORUS WEBSITE

---

- Often the “face” of your group.
  - Sometimes co-hosted with the chorus management site (something like Choir Genius).
- Great place to host upcoming event information and links to ticket sales.
- Keep it fresh – make sure you update your site regularly.



# DIGITAL OUTREACH: FACEBOOK

---

- Provides a “news feed” for information about the chorus.
- Great opportunity for visibility – posts can be any length, as can videos and/or photos.
  - Facebook’s policies can limit reach unless paid.
- Great advertising targeting tools.
- Slightly older demographic.

# DIGITAL OUTREACH: INSTAGRAM

---

- Primarily a photo sharing site.
- Audience tends somewhat younger than Facebook.
- Great for photos and flyers (static images), not so good for text or videos.

# DIGITAL OUTREACH: TWITTER

---

- “Microblogging” site. Content is limited to 280 characters per “tweet”.
- Great for photos
- Videos limited to 2:30, so potentially great for sharing tags and short clips of songs.
- Good advertising and promotional tools.

# DIGITAL OUTREACH: YOUTUBE

---

- Video sharing - can be public or private
- Private can be phenomenal for sharing rehearsal and coaching videos with the chorus
- Public can be used for advertising teasers
  - Not a great opportunity for chorus promotion due to limited outreach
  - Heavily policed for copyright issues
- Home of “Viral” content.
  - Several barbershop videos have gone viral.
  - Yours won’t be one of them.

# DIGITAL OUTREACH: VIDEO DO'S AND DON'TS

---

- Don't Do Disney
- Copyright is a HUGE deal. If you don't have streaming rights to your online content, then your group can be liable for significant penalties.
- Limit your videos to 30 seconds of copyrighted material unless you have secured digital streaming rights to your content.
- BHS clears all the streaming rights to performances at BHS contests before publishing the videos on YouTube
  - Link to the BHS version of your contest video, not your own copy of the performance.



# DIGITAL OUTREACH: MEETUP

---

- Allows people to look up events catering to their own particular interests
- Primarily useful for chorus membership
  - Surprisingly effective.
  - Relatively inexpensive.
- The keywords you pick for your group matter, so chose lots of keywords
  - For example, include “chorus”, “chorale”, “singing”, “a cappella”, “quartet”, “harmony”, “ensemble”, “vocalist”, etc. to maximize your reach.

# PUTTING DIGITAL OUTREACH TOGETHER

---

- Build your marketing campaign on one or more of the digital platforms
- The target of the advertisement should be an event specific page on your chorus web site.
  - Web site analytics can help track advertisement performance.
- Pro tip: For each advertisement (or platform), create a unique page on your chorus web site for the advertisement.
  - Now you can track the performance of each advertisement and do a/b comparisons on the advertisements.

# WHAT'S YOUR BRAND?

---

- When you're creating content, it's critical to remember four fundamental truths about the posts on the internet:
  1. *Image* – Your posts reflect the values and positions of your chorus.
  2. *Promotion* – Whenever you post, you're promoting *something*.
  3. *Culture* – your posts should be representative of your group.
  4. *Fresh* – It's important to make sure your content is updated regularly.

# WHAT'S YOUR BRAND?

---

- You should always keep your group's brand in mind when posting online.
- What IS your brand?
  - It's the essence of who your group is:
    - "The premier Men's a cappella chorus in the Pacific Northwest"
    - "An Everyman Chorus where all are welcome"
    - "A bunch of folks who like to hang out together and sing"
  - Any or all of these are phenomenal "brands" for your group.

# WHAT'S YOUR BRAND?

---

- Let's look at a few examples of choruses and their online presence.
  - For each slide, ask yourself:
    - What does this post say about the group?
    - What kind of group is this?
    - How does the post reflect on the group?



# WHAT'S YOUR BRAND: CASE STUDIES

---

- For each of the following slides, consider:
  - Are the posts telling a consistent story?
  - What can you tell about the group from the posts?



**AmbassadorsOfHarmony** @AOHchorus · 12m

Hockey may be king in St. Louis at the moment (Let's Go Blues!), but AOH brought the a-game with a full set of risers even while Game 4 was on! #lgb



**AmbassadorsOfHarmony** @AOHchorus · May 23

Sameness is the enemy of good music. -David Wright



**AmbassadorsOfHarmony** @AOHchorus · May 4

Coaching retreat in #STL! But one of our favorite coaches, Greg Clancy, had an unexpected conflict. Never fear, Kevin Keller is here! #strongbench



**AmbassadorsOfHarmony** @AOHchorus · Jan 24

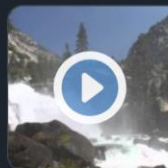
We honored two special women tonight. Donna Kleinschmidt (left) won the Irene Volker Award for volunteer service to the chorus. We also welcomed our first female chapter members this week—the first of the first is Gabrielle Drennen! Congrats to both of them!



**AmbassadorsOfHarmony** @AOHchorus · Jan 21

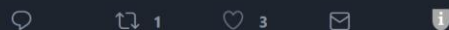
Vocal Spectrum's MLK:

[Translate Tweet](#)



**MLK - Vocal Spectrum**

Vocal Spectrum's rendition of MLK by U2. God's nature displayed at King's Canyon and Sequoia National Parks  
[youtube.com](https://www.youtube.com)



**AmbassadorsOfHarmony** @AOHchorus · Jan 19



**AmbassadorsOfHarmony** @AOHchorus · 9 Dec 2018

Only one set left in our 2018 Christmas show. It's been a blast. Thank you all for coming! See you next year! (Photos by Joshua Marino)



[Retweeted](#) by AmbassadorsOfHarmony



**Purk & Associates PC** @PurkAssocPC · 7 Dec 2018

Looking for some weekend plans? Check out these top five events!

- 1) Ambassadors of Harmony – Sounds of the Season
- 2) WinterMarkt
- 3) Harlem Globetrotters
- 4) Lafayette Square Holiday Parlor Tour 2018
- 5) St. Louis Blues vs. Vancouver Canucks



**5 Things To Do in St. Louis This Weekend | Dec.**

Season's Greetings! Here are the five things you won't want to miss this weekend in St. Louis including tons of seasonal entertainment such as the Ambassadors of Harmony. [explorestlouis.com](https://www.explorestlouis.com)



**AmbassadorsOfHarmony** @AOHchorus · 8 Dec 2018

Santa Santa ho ho ho! [facebook.com/714840107/post...](https://www.facebook.com/714840107/post...)





## Vocal Majority

@VocalMajority

The official Vocal Majority Twitter page

📍 Dallas, Texas, USA

🌐 [vocalmajority.com/performance-sc...](http://vocalmajority.com/performance-sc...)

📅 Joined April 2009

Tweet to

Message

👤 32 Followers you know

Tweets 1,224 Following 1,654 Followers 3,342 Likes 252 Lists 3

Following

Tweets Tweets & replies Media

Vocal Majority @VocalMajority · Apr 22

Vocal Majority is honored to perform in a Tribute to Our American Heroes on Memorial Day, Monday, May 27 at Restland Funeral Home and Memorial Park. We sing at 1:00 p.m. in the Field of Honor. This event is open to the public.

Who to follow · Refresh · View all

Song of Atlanta @songof... ·

Follow

MidwestVocalExp @Midw... ·

Follow

MetroNashvilleChorus @... ·

Follow

👤 Find people you know

Trends for you · Change

The Vocal Majority 2018 International Chorus Champion  
vocalmajority.com  
facebook.com/TheVocalMajorityChorus What I Did Fo...  
youtube.com

1 3

Vocal Majority @VocalMajority · 28 Sep 2018

The VM is thrilled and honored to be invited as special guests on "Music & The Spoken Word" radio/tv broadcast with The Mormon Tabernacle Choir while we are in Salt Lake City this coming July 2019.

1 6 21

Vocal Majority @VocalMajority · 21 Sep 2018

Happy Birthday Jim Clancy!

3 14

Vocal Majority @VocalMajority · 15 Sep 2018

The VM is honored to make it to The Harmony Hall Wall of Champions!





#tenyearpin

Christmas in Parr





circularkeyschorus\_ckc

Following

111 posts 493 followers 370 following

Circular Keys Chorus




Singing 4-part a cappella harmony, we are creative musicians who soul and musical excellence. We dare to be different!

[circularkeys.org](http://circularkeys.org)

Followed by region10sai, sweetadelinesintl, and theladiesq



POSTS TAGGED





CONGRATULATIONS

to the

Class of 2017 Graduates

who learned to sing a cappella with

Circular Keys Chorus

Planning your Christmas C

Circular Keys Chor

entertain you

[www.circularkeys.org](http://www.circularkeys.org)





# 2019 INTERNATIONAL CONVENTION

## CHORUS COMPETITORS

AMBASSADORS OF HARMONY  
CENTRAL STANDARD  
CIRCLE CITY SOUND  
GREAT LAKES CHORUS  
GREAT NORTHERN UNION  
HARMONIC COLLECTIVE  
HERALDS OF HARMONY  
THE MARCSMEN  
MEN OF INDEPENDENCE  
MIDWEST VOCAL EXPRESS

MUSIC CITY CHORUS  
NEW TRADITION  
NORTHWEST SOUND  
PALMETTO VOCAL PROJECT  
PATHFINDER CHORUS  
SALTAIRES  
SINGING BUCKEYES  
SMORGASCHORUS  
SOUND OF ILLINOIS  
SOUND OF TENNESSEE

SOUND OF THE ROCKIES  
SOUTHERN GATEWAY CHORUS  
SPACE CITY SOUND  
TORONTO NORTHERN LIGHTS  
VOCAL REVOLUTION  
VOICES OF CALIFORNIA  
VOICES OF GOTHAM  
WESTMINSTER CHORUS  
ZERO8

MIC TESTER CHORUS – BOISE CHORDSMEN  
CHAMPION CHORUS – VOCAL MAJORITY

### Barbershop Harmony Society

November 5, 2018 · 🌐

Edwin Dierdorff and 4 others

2 Shares

Like Comment Share

Write a comment...

### Northwest Sound Men's Chorus

October 27, 2018 · 🌐

Ladies and Gentlemen....

With a score of 83.2....

Your 2018 Evergreen District Chorus Champion..... [See More](#)

You, Mindy Engelberg, Dan Keating and 94 others 21 Comments 4 Shares

Like Comment Share

Northwest Sound Men's Chorus

Northwest Sound Men's Chorus updated their phone number.

Northwest Sound Men's Chorus was live.

Watch together with a group or with friends

Start Watch Party

18 3 Comments 4 Shares 283 Views

Like Comment Share

Most Relevant

Write a comment...

Christopher Ndamunura Brown 1:15 Miss all of you! Especially you NaVon!!!

Northwest Sound Men's Chorus updated their cover photo.

December 9, 2018 · 🌐

John Burri and 9 others

Like Comment Share

Write a comment...

Northwest Sound Men's Chorus was live.

December 8, 2018 · 🌐

Pacific Ring singing at the northwest Sound holiday show afterglow.





32 4 Shares

Like Comment Share

Write a comment...

**The Southern Gateway Chorus**  
February 8 · 🌐

Thanks so much again, ArtsWave! We had a blast!



#14 - Don't Stop Ballieving (\$2,820)  
#15 - Team Ian (\$2,785)

27 1 Share

Like Comment Share

Write a comment...

**The Southern Gateway Chorus**  
April 10 · 🌐

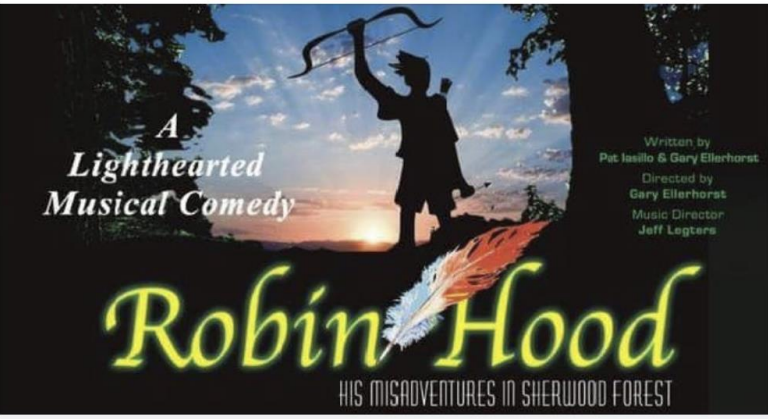
Hi folks,  
It has been brought to our attention that Robin Hood showtimes are showing up differently on different timelines. Just to clarify - the Saturday show is at 7:30 PM and the Sunday show is at 2:00 PM. Sorry for the confusion!

7 3 Shares

Like Comment Share

Write a comment...

**The Southern Gateway Chorus** added an event.  
April 10 · 🌐



*A Lighthearted Musical Comedy*

**Robin Hood**

HIS MISADVENTURES IN SHERWOOD FOREST

Written by Pat Isaillo & Gary Ellerhorst  
Directed by Gary Ellerhorst  
Music Director Jeff Legters

SUN, APR 28  
Robin Hood

**The Southern Gateway Chorus**  
@southern.gateway.chorus

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61 15 Comments 6 Shares

Like Comment Share

Most Relevant ▾

Write a comment...

**Brenda Adams Pennington** Wonderful entertainment for all ages -- our family was 14 to 80 years!!  
Like · Reply · 5w

**Rhonda Richman Cortright** Wonderful show. Thoroughly enjoyed 🙌🙌  
Like · Reply · 5w

View 6 more comments


**The Southern Gateway Chorus** is with Mark Culp.  
April 27 · 🌐

Tomorrow's your last opportunity to see Men in Tights... literally!!!  
Robin Hood, tomorrow at 2:00. Don't miss it.  
Photo credit: Christine Pirot




38 5 Comments 9 Shares





@bassman\_michael

254 reach



@Elizabe59980724

23 reach

Barbershop Harmony Retweeted


**Acaville Radio** @AcavilleRadio · May 22

INCREDIBLY EXCITED to announce a new partnership with @barbershopnews to bring you more amazing #barbershop - catch legendary contest and showcase performances and more. Close harmony FTW! [acaville.org/2019/05/22/aca...](https://acaville.org/2019/05/22/aca...)

Barbershop Harmony Retweeted

**Forrest Sanders** @WSMV\_Forrest · May 21

Loved working on this one. Hope it starts your morning well. It's a cappella on tour...and the stops are the rooms of children's hospitals. This one's about new friends...and using hard-earned talent for something great. @barbershopnews @MusicCityChorus



**"You've Got a Friend in Me," Music Medics uplift spirits with performa...**

One morning in Music City, the a cappella wasn't coming from any of the stages within the downtown skyline. It was from a show on tour, traveling


[wsmv.com](https://wsmv.com)

**Barbershop Harmony** @barbershopnews · May 20

HARMONIZER HIGHLIGHT:  
Full Performance Rehearsals | Gene (Doc) Spilker

How can singers give a truly engaged performance if they have never rehearsed a truly engaged performance?

READ MORE:





Tweets 6,986 Following 778 Followers 8,741 Likes 1,402 Lists 6

**Tweets** Tweets & replies Media

Barbershop Harmony Retweeted

**Nancy E Randolph** @jstwrite · 10h

While at Davidson College, Williams sang with Homer Sutton, Dennis Appleyard, & Dave Grant as the barbershop quartet, "The Four Coursemen. Music plays in the background of his book, From Away: Maine Origins of a Russian Historian. #BarbershopQuartet #DavidsonCollege #Maine



**Who to follow**

- Harmor** Follow
- 2013 BH** Follow
- BABS @** Follow


Find people you

**Trends for you**

- Elon** 8,568 Tweets
- Tiffany** 34.1K Tweets
- #ChernobylHBO** 11.4K Tweets
- #TheBachelorette** Another Bachelorette showing for Luke P
- Eid Mubarak**

Over the Rainbow [from The Wizard of Oz] - [youtube.com/watch?v=jeTHuG...](https://youtube.com/watch?v=jeTHuG...)

#BHSSLC




**Southern Gateway Chorus - Over the Rainbow [fro...**

Southern Gateway Chorus <https://southerngateway.org/>  
<https://www.facebook.com/southern.gateway.chorus/>  
Over the Rainbow [from The Wizard of Oz], arr. Ed W...  
[youtube.com](https://youtube.com)

**Barbershop Harmony** @barbershopnews · May 31

YouTube Comment of the Week: "I'm 15 and I enjoy this even if my popular friends think it's weird"  
You have found your tribe, friend. Welcome!

@TNFquartet | All Star




**The Newfangled Four - All Star (SmashMouth cover)**

The Newfangled Four <http://www.newfangledfour.com>  
<http://www.facebook.com/thenewfangledfour>  
<https://www.youtube.com/newfangledvlogs> All Star (...  
[youtube.com](https://youtube.com)

**Barbershop Harmony** @barbershopnews · May 31

"I think many of us can agree that by nature, singing is one of the most vulnerable activities we can do. Because singers create sound 100% biologically, the sounds we make are closely tied with who we are as a human beings."

READ MORE:



**Let's Get Real: Creating a Culture of Vulnerability in Choir**

This article examines the importance of encouraging our choir students to be vulnerable, authentic human beings, as well as tools to establish that culture.

[choirthoughts.wordpress.com](https://choirthoughts.wordpress.com)



Barbershop Harmony Society

@barbershopharmonysociety

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**SALT LAKE CITY**  
2019 INTERNATIONAL CONVENTION  
JUNE 30 - JULY 6, 2019  
WATCH LIVE ON FLOVOICE.COM

Like

Following

Share

Create Post

Write a post...

Photo/Video Tag Friends Check in

**Barbershop Harmony Society**  
13 hrs ·

We believe leaders have the power to translate a vision into reality. At BHS Leadership Summit, you'll gain an understanding not only of your own approach to leadership, but how to create and build teams based on trust and commitment. The Leadership Summit is open to everyone who wants to learn how to empower and motivate others.

Join us July 24 - 28 for the 2019 Leadership Summit, held at the beautiful Belmont University campus in Nashville, Tennessee, in conjunction with Harmony University.

LEARN MORE: <https://www.barbershop.org/education/leadership-summit>

**VOLUNTEER IN SALT LAKE CITY**

WOULD YOU LIKE TO MAKE A DIFFERENCE THIS YEAR AT OUR INTERNATIONAL CONVENTION?

SIGN UP AS A VOLUNTEER TO HELP BEHIND THE SCENES!

**SALT LAKE CITY**  
2019 INTERNATIONAL CONVENTION  
#BHSSLC

25

Like Comment Share

Oldest

Top Fan

**Jason Eric Whitney** Thanks to everyone from BHS for making this a truly mountain top experience.

Like · Reply · 1w

Write a comment...

**Barbershop Harmony Society**  
May 23 at 7:46 PM ·

Volunteer spots are still available! Join the team that makes our conventions happen. #BHSSLC

Sign up here: <http://bit.ly/BHsvolunteer>

**Barbershop Harmony Society**  
May 21 at 6:56 AM ·

Music City Chorus + Music Medics! Get a peek behind the scenes of this wonderful program. #BHSintheNews #wesingweserve

Want to bring Music Medics to your community? All BHS members have access to the Music Medics Guidebook, which includes tips on how to start, music to sing, and more.

Free download (or print version for purchase) is available here:  
<https://shop.barbershop.org/music-medics-guidebook-download/>

6,656 Views

**Forrest Sanders WSMV**  
May 20 at 5:03 PM ·

It's a capella on tour...and the stops are the rooms of children's hospitals. A seemingly small gesture might mean a whole lot more to someone than you know. Th...

See More

16

Like Comment Share

Write a comment...

**Barbershop Harmony Society**

# WHAT'S YOUR BRAND: CASE STUDIES

---

- What does this marketing message say?
  - How does it reflect upon the chorus?

Hey, <recipient>. Making sure you know our chorus has a show tomorrow!

Will you attend? You see, my invitation has a bit more urgency than usual.

We paid a well-deserved (but hefty) talent fee and need to sell **many tickets to eke out a profit** – you know, so we can Pay <headliner>?!

So, please, support the chorus (and <headliner>) and enjoy a great show!  
<Time and Date>

<Ticket Sales>

> Bring friends (especially first-timers!) <

Thanks in advance. See you tomorrow?

**Yes.** See you tomorrow!

<Signed>

Community Manager  
<Chorus>



# WHAT'S YOUR BRAND: CASE STUDIES

---

- I want to leave you with this clip:





# WHAT'S YOUR BRAND: CASE STUDIES

---

- “The Entertainers” chorus from Oakville, Ontario, CA
  - For several years, the #1 barbershop video on YouTube.
  - A perfect example of Viral video
    - Cannot be planned
    - Magic when they happen.
    - Don't have to be perfect.
- They cannot be planned.
  - So don't.

# WHAT IS MARKETING? RECAP

---

- Marketing is a set of organized activities to support a goal
- Marketing activities are collectively called “campaigns”
- Campaigns are organized around the “4 Ps” of marketing – Product, Price, Place and Promotion.
- Nowadays a digital presence is a critically important tool in your marketing back pocket.
- And always, always consider your brand.

# OTHER RESOURCES

---

- There are several marketing related classes during HCNW (all conveniently in Thompson Room 283):
  - Session 4: Facebook Ads Workshop with Duncan Gilman
  - Session 5: Photos and Videos for Marketing Your Chorus with Duncan Gilman
  - Session 6: Getting Gigs, Getting Paid with Amy Rose
  - Session 8: What Social Media can (and Can't) do for you

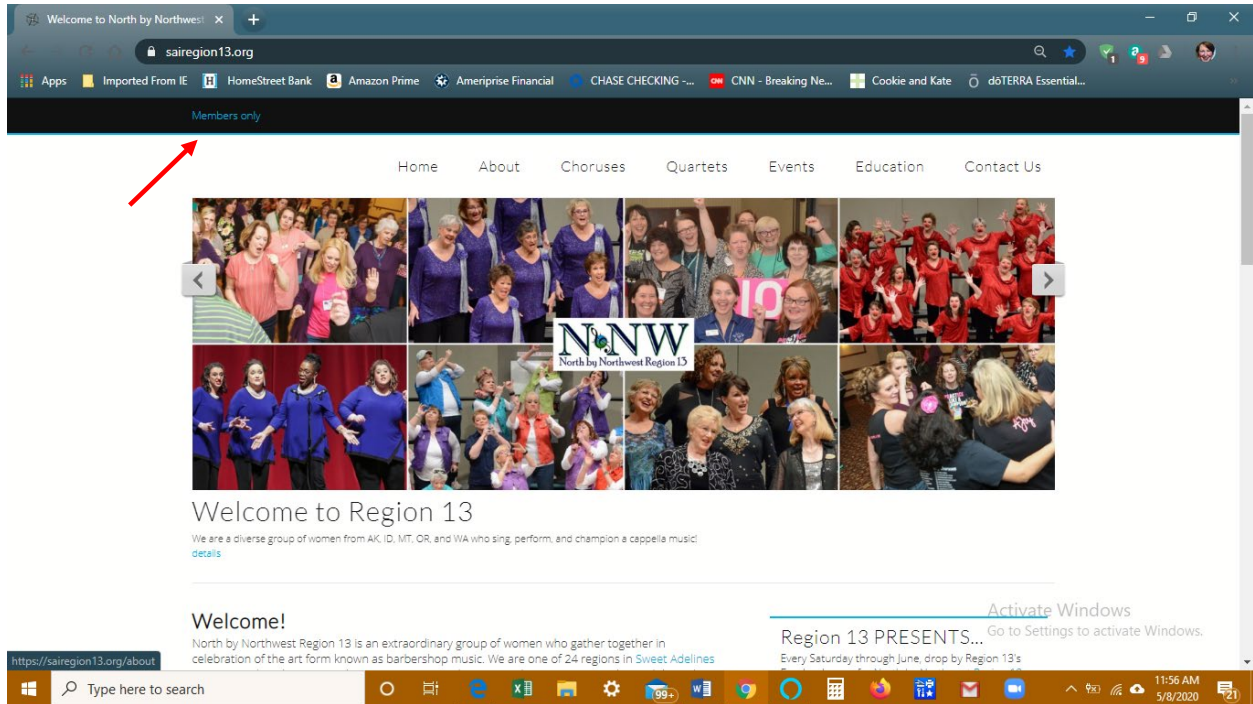
# QUESTIONS?

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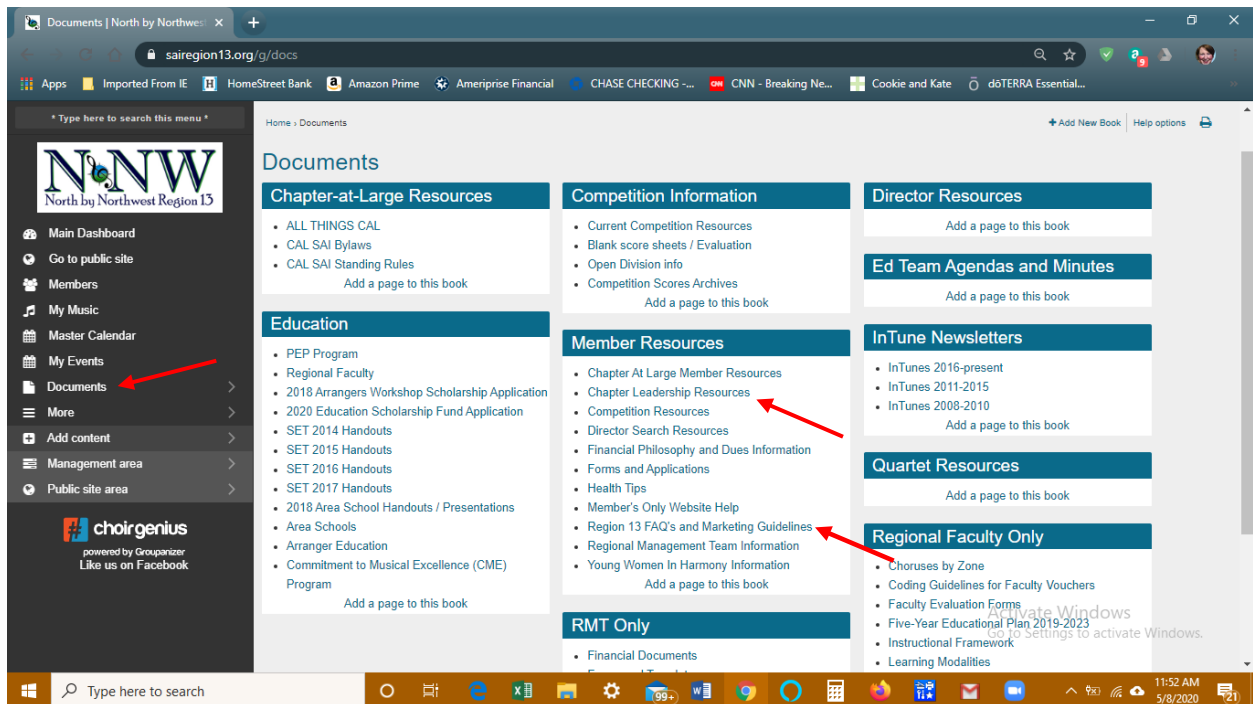




## MARKETING RESOURCES REGION 13 and SAI



### Home › Documents





Home › Documents › Member Resources › Chapter Leadership Resources › Marketing

The screenshot shows a web browser window with the URL [sairegion13.org/node/2766](https://sairegion13.org/node/2766). The page title is "Marketing | North by Northwest". The breadcrumb trail at the top reads: Home › Documents › Member Resources › Chapter Leadership Resources › Marketing. A red arrow points to the "Marketing" link in the breadcrumb trail. The left sidebar contains a menu with items like "Main Dashboard", "Go to public site", "Members", "My Music", "Master Calendar", "My Events", "Documents", "More", "Add content", "Management area", and "Public site area". The main content area has a heading "Marketing" and tabs for "View", "Edit", "Book access", and "Outline". Below the heading is an "Attachment:" section with a list of files: "InTune Specifications and Deadlines.pdf", "Miscellaneous Marketing Materials", and "Sweet Adelines Logo Licensing Policy". There is also a "Finance" link and an "Add child page" button. The Windows taskbar at the bottom shows the date and time as 10:26 AM on 5/7/2020.

Home › Documents › Member Resources › Chapter Leadership Resources › Marketing › Miscellaneous Marketing Materials

The screenshot shows a web browser window with the URL [sairegion13.org/node/2818](https://sairegion13.org/node/2818). The page title is "Miscellaneous Marketing Materials | North by Northwest". The breadcrumb trail at the top reads: Home › Documents › Member Resources › Chapter Leadership Resources › Marketing › Miscellaneous Marketing Materials. A red arrow points to the "Miscellaneous Marketing Materials" link in the breadcrumb trail. The left sidebar is identical to the previous screenshot. The main content area has a heading "Miscellaneous Marketing Materials" and tabs for "View", "Edit", "Book access", and "Outline". Below the heading is an "Attachment:" section with a list of files: "Marketing Your Chorus to Singers by Jennifer Cooke", "Marketing tactics every chapter should do.pdf", "rimple\_marketing\_your\_chorus.pdf", and "R13PolicyforOutsideVendors.pdf". There is also a "Marketing" link and an "Add child page" button. The Windows taskbar at the bottom shows the date and time as 10:24 AM on 5/7/2020.

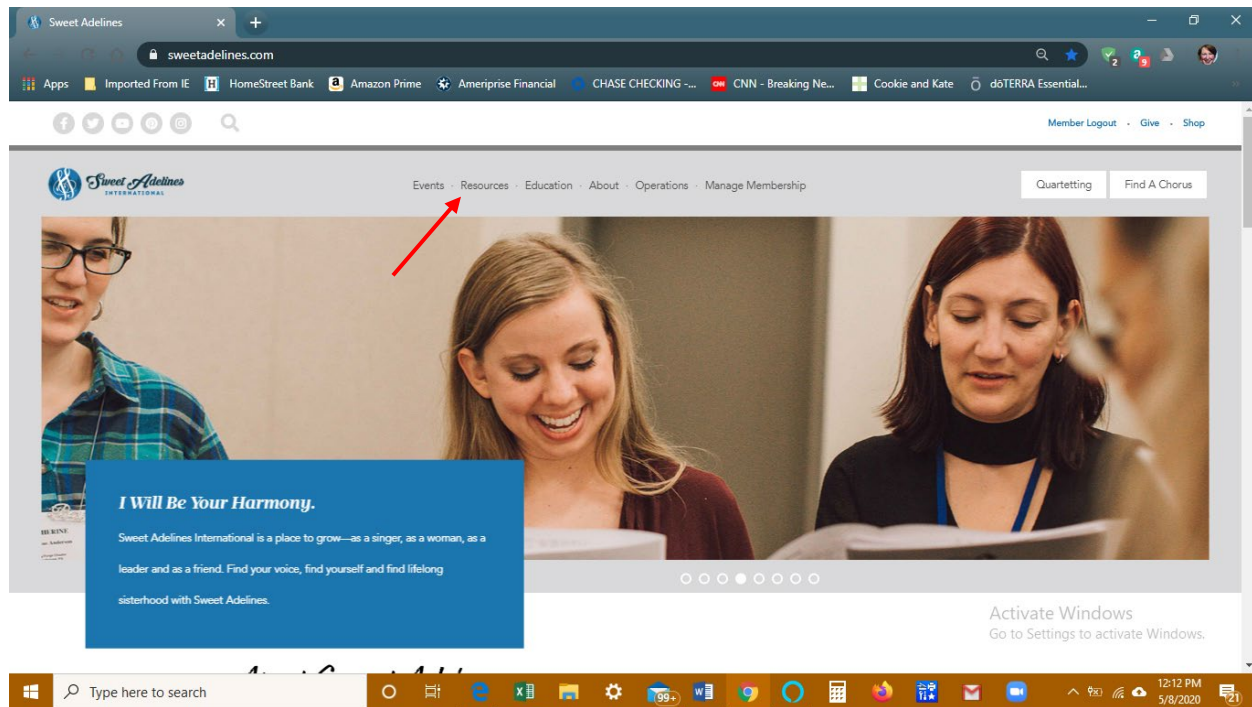
Home › Documents › Member Resources › Region 13 FAQ's and Marketing Guidelines

The screenshot shows a web browser window with the URL [sairegion13.org/node/2756](https://sairegion13.org/node/2756). The page title is "Region 13 FAQ's and Marketing Guidelines". A red arrow points to the breadcrumb trail: "Home › Documents › Member Resources › Region 13 FAQ's and Marketing Guidelines". The page content includes a sidebar with navigation links like "Main Dashboard", "Go to public site", "Members", "My Music", "Master Calendar", "My Events", "Documents", "More", "Add content", "Management area", and "Public site area". The main content area has tabs for "View", "Edit", "Book access", and "Outline". Below the tabs, it says "Attachment:" and lists "Choruses by Geographic Zone updated 9-1-19.pdf". There is also a list of links: "Harmonize the World Business Plan 2017", "Region 13 FAQ's", "Region 13 Guidelines and Procedures", and "Region 13 Logo Guidelines". At the bottom, there is a "Member's Only Website Help" link and a "Harmonize the World Business Plan 2017" link. The Windows taskbar at the bottom shows the time as 10:28 AM on 5/7/2020.

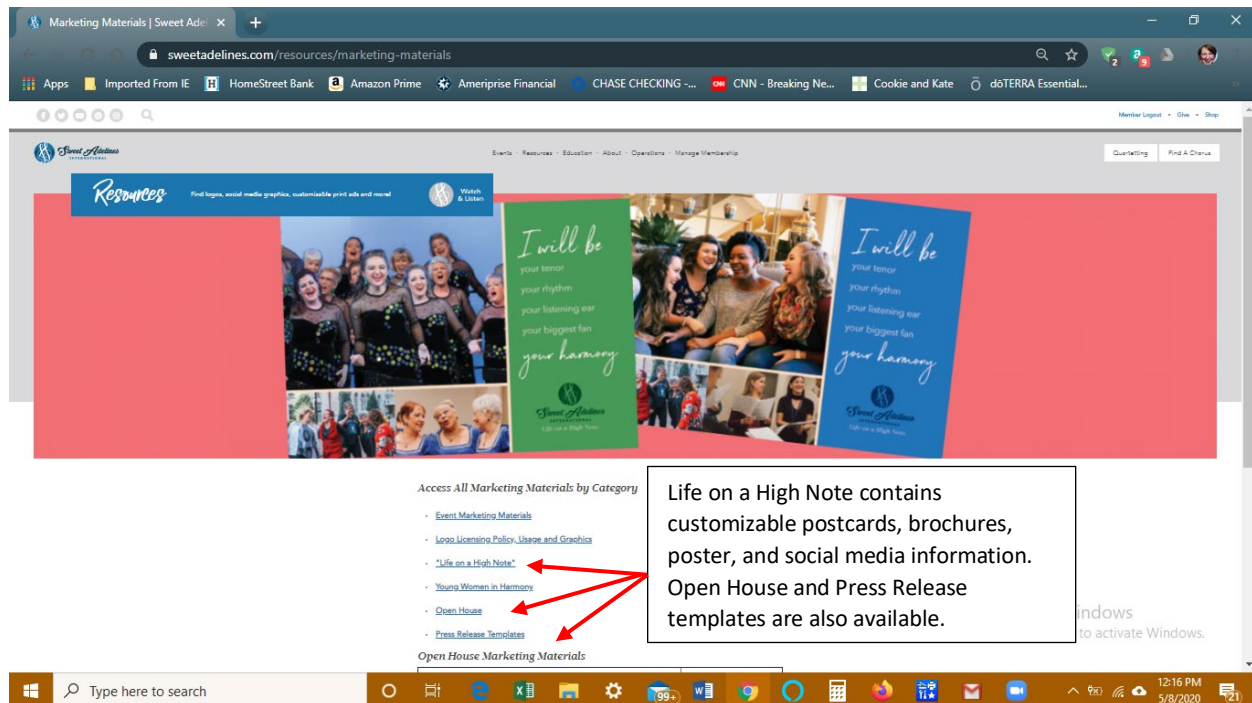
Sweet Adelines Site <https://sweetadelines.com/>

The screenshot shows the Sweet Adelines International website. The URL is [sweetadelines.com](https://sweetadelines.com/). The page features a large banner image of four women singing in a field. A blue text box overlay on the banner reads: "I Will Be Your Harmony. Sweet Adelines International is a place to grow—as a singer, as a woman, as a leader and as a friend. Find your voice, find yourself and find lifelong sisterhood with Sweet Adelines." The top navigation bar includes links for "Member Login", "Give", and "Shop". A red arrow points to the "Member Login" link. The page also has a "How To Join" button and a "Find A Chorus" button. The Windows taskbar at the bottom shows the time as 12:09 PM on 5/8/2020.

## Landing Page Member Login



<https://sweetadelines.com/resources/marketing-materials>



<https://sweetadelines.com/resources/marketing-materials/events>

Marketing Materials | Sweet Adelines | Event Marketing | Sweet Adelines

sweetadelines.com/resources/marketing-materials/events

Member Logout - Give - Shop

Events - Resources - Education - About - Operations - Manage Membership

Quartetting Find A Chorus

**Go go Image**

Project the Sweet Adelines logo across your regional competition stage backdrop.

Logo (with sound waves)

Logo (without sound waves)

**Attention! Signs**

Notify attendees when entering an area where photography is being taken for marketing purposes. Includes a customizable block to add your regional competition logo.

Size U.S. (11 x 17 in.) Size U.S. (31 x 71 in.) Size A3 (296 x 420 mm.)

Activate Windows  
Go to Settings to activate Windows.

<https://sweetadelines.com/marketing-materials>

Marketing Materials | Sweet Adelines | Marketing Materials | Sweet Adelines | Event Marketing | Sweet Adelines

sweetadelines.com/marketing-materials

Member Logout - Give - Shop

Events - Resources - Education - About - Operations - Manage Membership

Quartetting Find A Chorus

**Our Brand. Our Voice.**

Sweet Adelines International members are forward-thinking, motivated musicians from diverse backgrounds. It's you, the members, who keep barbershop music relevant and innovative. Our public image needs to reflect the artistry, passion, and friendship at the heart of the Sweet Adelines experience.

That's why we've launched the "Life on a High Note" campaign. Life on a High Note is about you, from you, and for you! The branding style guide includes campaign color palette, fonts, and photography style features. Use as a guide to keep marketing materials consistent and recognizable on a global scale! If you have questions about the new campaign or how to use the materials, email [communications@sweetadelines.com](mailto:communications@sweetadelines.com).

**"Life on a High Note" Branding Style Guide**

Social Media Postcards Posters Brochures

**Marketing Resources**

Social Media (COMING SOON!)

Event Marketing  
Graphic style guides, logos, jumbotron slides and more!

YWIH Marketing  
Flyers, letterhead, logos and more!

Public Relations (COMING SOON!)

Activate Windows  
Go to Settings to activate Windows.

<https://sweetadelines.com/resources/marketing-materials/postcards>

Marketing Materials | Sweet Adelines | Postcards | Sweet Adelines | Event Marketing | Sweet Adelines

sweetadelines.com/resources/marketing-materials/postcards

Member Login | Close | Shop

Send a postcard. Find new chorus members!

Available in ready-to-use and customizable templates, our friendly postcards help you share harmony with fans, members, and potential recruits!

Sizes: U.S. (7 x 5") and International "A6" (147 x 104 mm.)

All postcards are provided below. To download, simply click on the image!

Ready-to-Use (U.S.) Ready-to-Use (U.S.) Ready-to-Use (U.S.) Ready-to-Use (A6)

Image 1 4.56x3.74 3.78x3.09

Image 2 3.78x3.09 Image 3 3.78x3.09

Customizable (U.S.) Customizable (U.S.) Customizable (A6)

How to Customize

Adobe PDF Images Tutorial

Adobe PDF Text Box Tutorial

Activate Windows  
Go to Settings to activate Windows.

https://sweetadelines.com/sites/default/files/Resources/Life-On-A-High-Note-Marketing-Materials/Postcards/LOAHN-Postcards-A6-Cust-HR.pdf

Type here to search

12:27 PM 5/8/2020

<https://sweetadelines.com/resources/marketing-materials/posters>

Marketing Materials | Sweet Adelines | Posters | Sweet Adelines

sweetadelines.com/resources/marketing-materials/posters

Member Login | Close | Shop

Hang your poster. Find new chorus members!

Our inspirational posters are a great way to find new chorus members! Tape your poster on the window at your local coffee shop or pin it to the bulletin board at the grocery store. You never know how many singers or music fans might see it!

Posters are available in ready-to-use and customizable versions. Versions with and without crop marks are available.

Sizes: U.S. (11 x 17 in.) and International "A3" (297 x 420 mm.)

Select the buttons to download.

"Your Biggest Fan"

Ready-to-use (U.S.)

Ready-to-use without crops (U.S.)

Ready-to-use (A3)

Ready-to-use without crops (A3)

Customizable split horizontally (U.S.)

Customizable split vertically (U.S.)

Customizable split horizontally (A3)

Customizable split vertically (A3)

"Your Sister"

Ready-to-use (U.S.)

Ready-to-use without crops (U.S.)

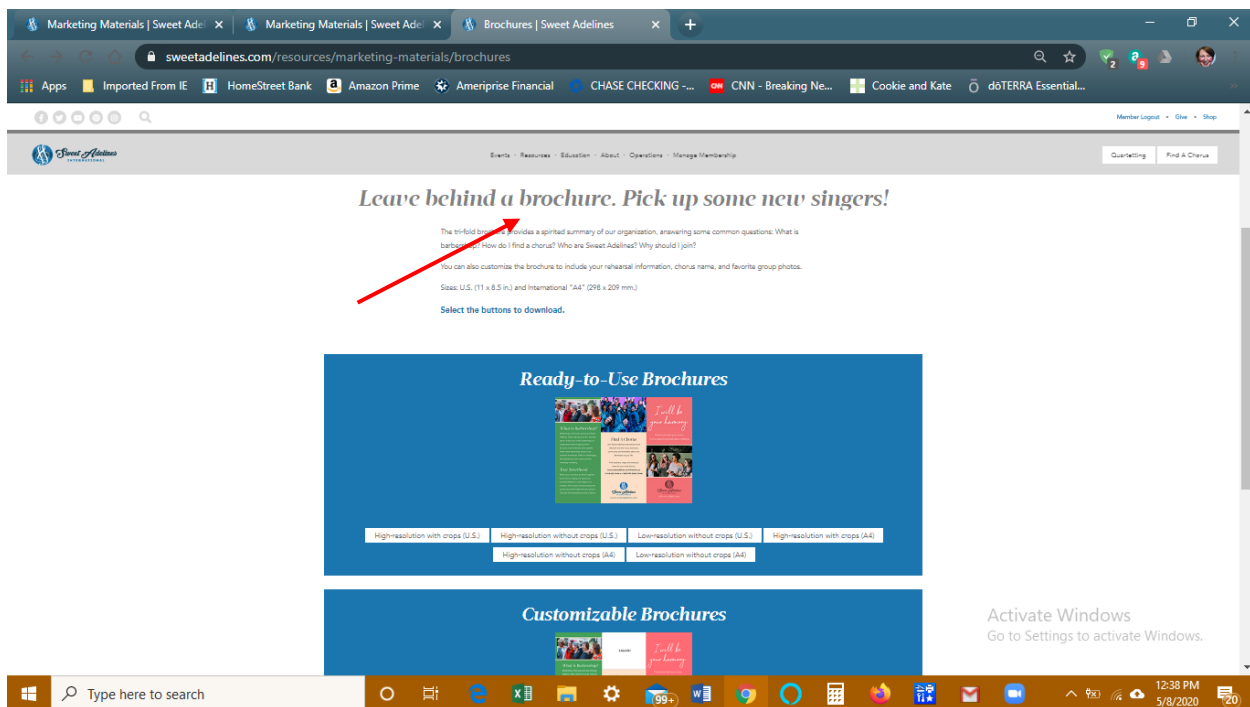
Ready-to-use (A3)

Activate Windows  
Go to Settings to activate Windows.

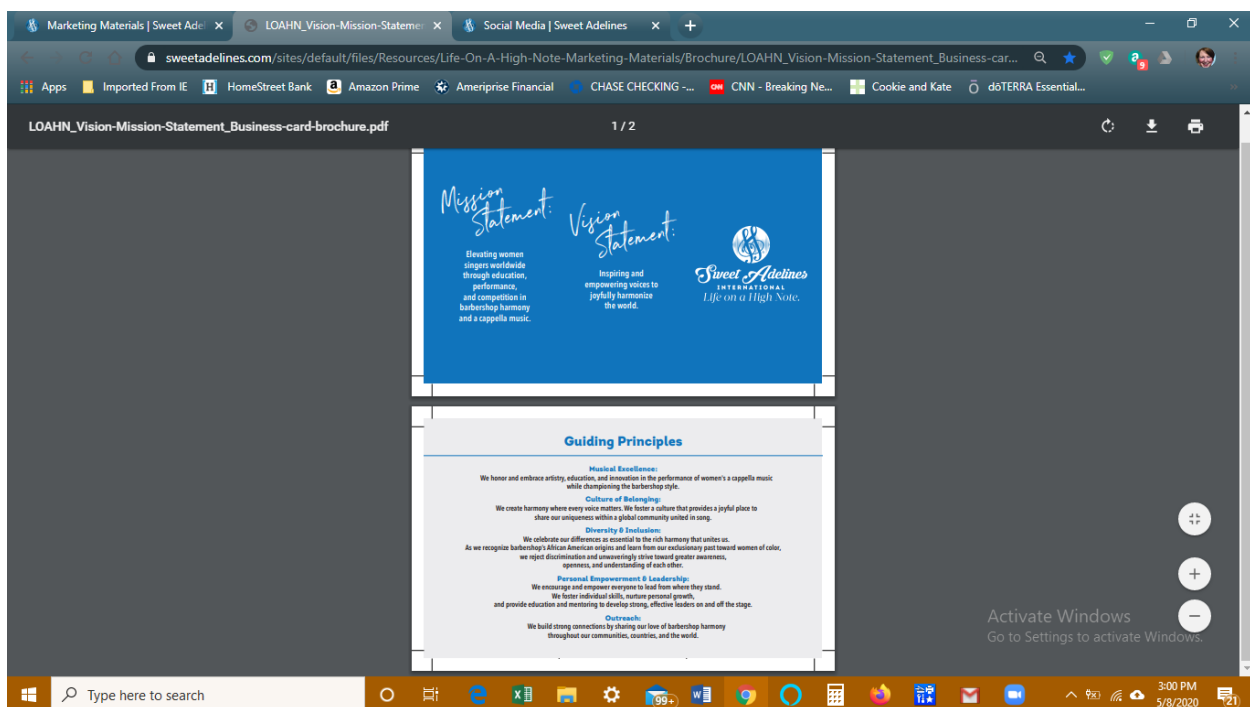
Type here to search

12:31 PM 5/8/2020





[https://sweetadelines.com/sites/default/files/Resources/Life-On-A-High-Note-Marketing-Materials/Brochure/LOAHN\\_Vision-Mission-Statement\\_Business-card-brochure.pdf](https://sweetadelines.com/sites/default/files/Resources/Life-On-A-High-Note-Marketing-Materials/Brochure/LOAHN_Vision-Mission-Statement_Business-card-brochure.pdf)



<https://sweetadelines.com/resources/marketing-materials/social-media>

Marketing Materials | Sweet Adelines | Social Media | Sweet Adelines

sweetadelines.com/resources/marketing-materials/social-media

Apps Imported From IE HomeStreet Bank Amazon Prime Ameriprise Financial CHASE CHECKING CNN - Breaking Ne... Cookie and Kate d5TERRA Essential... BethAnn

Member Logout Close Shop

Events Resources Education About Operations Manage Membership

Quartetling Find A Chapter

## Social Media Cover Images

A social media cover image is essentially a billboard or book cover for your group's channel. Cover photos are public, which means anyone visiting your page can see them. Use your cover image to showcase the spirit of your group!

Facebook Tutorial Twitter Tutorial

### Facebook Cover Images Available for Download

	329x168px		
	329x192px		

### Twitter Cover Images Available for Download

	450x100px			
	450x100px			

### Social Media Advertising

Place your own photo\* in the PDF, save as a JPEG file, then post your image to Facebook or Instagram! All ads are 1200 x 1200 px. Customizable photo size listed.

Activate Windows  
Go to Settings to activate Windows.

Type here to search

99+ 2:58 PM 5/8/2020 21