



# Marketing Your Chapter

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2021 LEADERSHIP ACADEMY

# Overview

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## Marketing Concepts

- Marketing vs. Advertising
- What Are You Selling?
- Performances
- Recruiting New Members
- Designing Your Look
- Successful Materials

## BHS Resources

Review of Social Media Tools and Apps

Marketing for a Post-COVIC Paradigm

# Marketing vs. Advertising

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? Marketing is the systematic planning, implementation, and control of a set of activities intended to bring together buyers and sellers.

? Marketing starts with selling proposition – a short compelling sentence that describes your business.

? Marketing elements work together with a common message but must also be able to work independently.

? Advertising is one component of an overall market program.

? Advertising includes the placement of content in various media and locations.

? Advertising is generally the most expensive part of a marketing program.

Source: [thebalance.com](https://www.thebalance.com)

# What Are You “Selling”?

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? What is your product?

? Singing

? A Capella

? Unique style of A Capella

? Camaraderie

? Opportunity to Perform

? Why should I buy it?

? Emphasize the benefit to the “customer”

# Don't sell me...



# Sell me...

show tickets

singing

weekly meetings

singing valentine

local chorus

barbershop

singing without music

hard work to learn

hard songs

soliciting money

evening of entertainment

live music

foot stomping rhythms

shared harmony

healthy activity

opportunity to learn with experts

love to your special someone

People like you, new friends

4-part harmony or a capella

brain stimulation

pleasant diversion from chores

mix of talent levels

opportunity to serve the community

where funds are used (schools, etc.)

# Clarity of Goals

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- ❓ Clarity for a purpose
- ❓ Defining desired outcomes
- ❓ Sensitivity to current situation
- ❓ Being flexible but grounded in values and mission

# Goals

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Setting desired outcomes for each outreach

- ❑ Growing mailing list
- ❑ Procuring donations
- ❑ Growing memberships
- ❑ Inviting feedback
- ❑ Raising awareness
- ❑ Soliciting volunteers

Being concise and clear will produce better results!



# Your Brand

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- ? Song choices for repertoire
- ? Program focus (quality singing, entertaining audiences, fraternity)
- ? Community Presence
- ? Apparel/Uniform
- ? Logo
- ? Social Media



# Developing Your Look

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- ❓ Let a high-quality photo of your chapter (and if possible, your show guests) do the talking. Make sure individual faces are visible, and make sure the faces are enthusiastically representing what your group does best.
- ❓ 1-2 differently styled fonts max.
- ❓ Make sure fonts are readable (in both size and color contrast)
- ❓ Similar to font choices, avoid using too many different colors in your flyer copy; for best results, suggest using one or two colors for your flyer text for uniformity and consistency.
- ❓ Keep it simple! Basic information should include photos of headline performers, the event date and time, location, ticket prices, and how to buy tickets (website or phone number).
- ❓ Prominently display your logo.

# Promoting Performances

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## ? Be strategic with the promotion schedule

- ? -8 Weeks      Prep website, communicate date tickets go on sale
- ? -7 Weeks      Website launch, open ticket sales, email blast, early bird?
- ? -5 Weeks      Press releases to local media
- ? -4 Weeks      Follow-up communications, emphasize online discount
- ? -2-3 Weeks    Consider special offers to target groups if needed
- ? -1 Week        “Last Call” Communication

## ? Post everywhere

## ? Grow Your Customer Database

## ? Leverage BHS Resources (flyers and press releases)

# Recruiting New Members

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- ❓ Be realistic in your goals and target candidates
- ❓ Market where your members hang out
- ❓ High-profile performances or performances for new audiences
- ❓ Active social media presence
- ❓ Keep tabs on current members

# Tips for Successful Materials

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- ❓ Keep the messaging and design elements consistent across all marketing content and channels
- ❓ Create your long-form content first (such as your webpage). From there you can easily pull out smaller sections for channels that require shorter copy (such as social media).
- ❓ Keep the visuals simple and impactful
  - ❓ Use HD graphics or pictures
  - ❓ “Grab and Direct”
- ❓ Keep the copy (text) simple and focused – what is the most important thing for your audience to know?

# Leverage BHS Resources

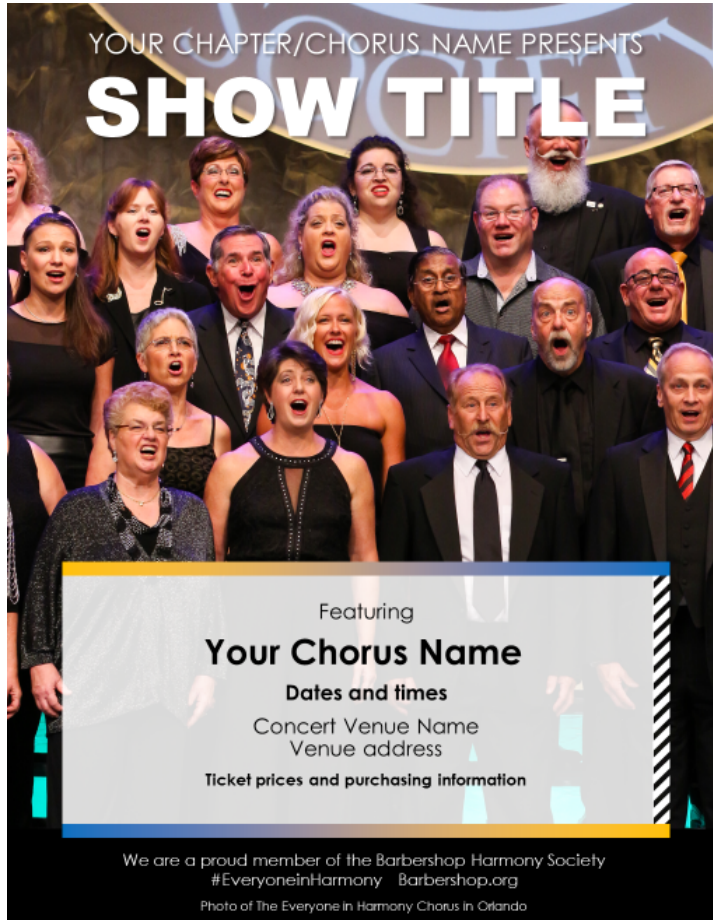
<https://members.barbershop.org/s/topic/0TO3h000000D0IxGAG/marketing>

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- ? Free marketing templates and resources
- ? Membership resources
- ? 'Promotion Strategies for Chapters' guide
- ? Custom Marketing Assets available
- ? Sample press releases, fact sheets, proclamations
- ? Logos and letterhead
- ? Photo and video resources
- ? Measurement and evaluation resources

# BHS Resources

<https://members.barbershop.org/s/topic/0TO3h000000DOlxGAG/marketing>



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# Social Media is...

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...websites and applications that enable users to create and share content or to participate in social networking.



# Social Media is...

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...the means of interactions among people in which they create, share, and/or exchange information and ideas in **virtual communities** and **networks**.

-descriptive definition

# Social Media is...

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...a website or service where people talk to, connect with other people.

...used for people to get to know each other more and create new friends/connections.

...a means of information dissemination to other people.

...a MUST in 2021

-personal/impersonal definition

# The Age of Social Media

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- # 1 Facebook
- # 2 Instagram
- # 3 Twitter
- # 5 LinkedIn
- #10 YouTube
- #16 Meetup
- #13 Nextdoor
- \*\* - Web Site





# Facebook

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Most used, especially for BHS Demographics

- ? Collect Likes and Comments on posts
- ? Post at min 1/week
- ? Post videos (legal issues...)
- ? Post images WITH TEXT when appropriate
- ? Live Broadcasts
- ? Create (repeating) Events
- ? Purchase Ads to target audiences
- ? Mix up images/text/videos
- ? Remember to personally LIKE and/or SHARE posts
- ? Admins should review likes and invite to friend the group



# Instagram

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Highly Visual with images and short video clips, as well as Stories and Live Broadcasts.

Post at least 1/month, more frequently if possible.

## NOTE:

If persons are under 18, you **MUST** have parent's permission to use their likeness in Social Media or print documents

# Twitter

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Use mostly for Breaking News, like cancellations or day-before and day-of ticket sales.

But also use if community has audience for your community. ex: #Avlmusic

# LinkedIn

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Use for PERSONAL professional connections, especially if you hold a Chapter office.





# YouTube

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Get a private Channel!

Get subscribers to your channel.

Post rehearsal quick videos, performances, guests at shows, etc.

All for public viewing... pay attention to quality, etc.

No copyright issues unless you try to “monetize” your content



# Meetup

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Use the online tools to find groups and events that match your interests.

Users can respond and you will be notified via email.

There is a small fee.

For ALL Social Media,  
members of your family, significant others,  
friends, etc. can be of HUGE benefit if they  
interact with your Social Media Posts.

# Nextdoor

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A private neighborhood-based social network. It has strict privacy controls, meaning only people who live in your area can join your neighborhood's specific group.

Use it for special events like shows, but also effective for guest nights, or cancellations.

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# Chapter or Chorus Website ! or ?



# Planning Chapter Marketing for Post-COVID Paradigm

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PREPARING YOUR CHORUS FOR SUCCESS

# Empathy Impact

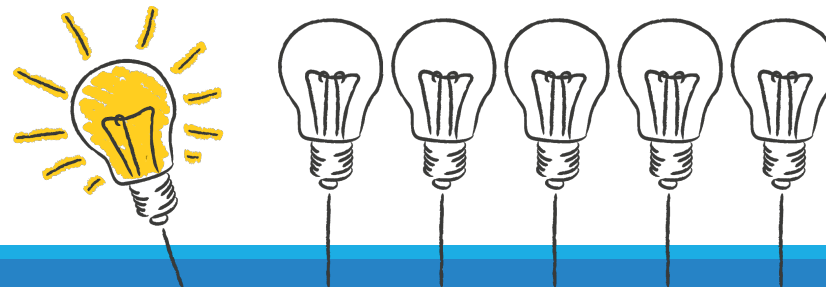
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- ❓ Natural response to empathy in messaging and outreach
- ❓ Making your chapter the HERO of its own story
- ❓ Focusing of beneficiaries and supporters. Who are they? What are their challenges?
- ❓ Sharing how your chapter is engaged in making positive change.
- ❓ Sharing your plan of action as things begin to open up again. How your chapter helping or already involved? How has your chapter been effected and how do you plan to move forward?

# Thought Leadership

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- ❓ How is your chapter managing the crisis?
- ❓ Showing Engagement
  - ❓ Leadership blogs
  - ❓ Webinar discussions
  - ❓ Social media postings and presence
- ❓ Let values and mission guide calls to action or growing of brand





# Leveraging “down time”

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- ❓ Growing partnerships
- ❓ Identifying businesses looking for opportunities to partner with organizations engaged in communities
- ❓ Looking for overlap in service and finding ways to partner for synergy

# Reviewing Chapter Assets

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- ❓ Who are our sponsors, volunteers & partners?
- ❓ Who could be sponsor, volunteer or partner?
- ❓ Developing an elevator pitch that emphasizes alignment of values and potential positive impact as a way to create new connections
- ❓ Identifying and empowering key supporters
- ❓ Leveraging members and their contacts
- ❓ Using archives for context

# Measuring Outcomes

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- ❓ Developing metrics to quantify successful outreach
- ❓ Tracking outreach and relationship building
- ❓ Adjusting approach based on successes and failures