

Marketing and Public Relations Report

February 2015

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Valentines Marketing

Valentine flyers have been mailed to our physical mailing list, and a stack was left behind at our Channing House Performance. Email list marketing was sent on Dec 16, 2014, Dec 27, 2014, Jan 14, 2015, and another is scheduled for the week of February 2, 2015. A special targeting for Senior residences offering a 15 to 20 minute performance and a card (no roses) in the activities room for \$125 is slated for February 2, 2015.

Spring Show Marketing

A draft Spring Show handbill has been created and circulated for corrections and changes. The guest quartet, ticket information, and location will be announced online a week after Valentines

Day. It has been suggested that Frank Thorne Chapter members be alerted to our show. A list of local Frank Thorne members can be extracted from the barbershop.org ebiz site.

Web Properties

In the 2015 Marketing Plan, I noted modernization as an action point. Updating and consolidating web properties is slated for after Spring Show to allow for maximum time between public events to make sure nothing gets borked and Spring Show on-line orders are inaccessible.

I would like to enhance the Board's productivity by transferring email service for the barbershop-harmony.org domain to Zoho.com. As a disclaimer, I am already a satisfied Zoho.com user and administrator.

Why

Separation of Corporate Identity from Personal Identity

The creation of an account at Zoho would be per-board member account, not a per-person account. Using this should allow a board member to create and store documents, for example the mailing list for publicity, or board report templates, that could easily be transferred to the next board holder. Using a specific @barbershop-harmony.org email account to create an account somewhere else for the good of the chapter would also allow for password recovery or change by future board members.

What

Zoho operates under the freemium plan, offering a free service level and premium service levels.

At the free level, we will have access to ten distinct @barbershop-harmony.org email accounts, which is enough for every board officer. Each email account gets 5GB mailbox storage, and access to 5GB shared docs storage (per domain). The username and password for each officer would be handed off to the next year's officer. Using Zoho docs allows, for example, monthly reports shared within an organization, and past reports or documents to be stored in one location for continuity planning. Account passwords could be stored as a document so they don't get lost from one year's board to the next.

Comparison

Assuming 10 email accounts and shared document editing

Zoho	Google	Outlook	POBox	Rackspace	AtMail	FastMail
Free	\$500/year (\$50/user/ year)	\$600/year (\$5/user/ year)	\$400/year	\$240/year (\$2/user/ month)	\$79/month	\$165/year

Due to our current host's relocation, this item may be difficult to complete until after spring show. However, I ask the Board's approval to obtain this free service when the available authentication information for control of the barbershop-harmony.org domain is available.

Upcoming Dates

2015 Spring Show	Handbills Created	February 7, 2015
2015 Spring Show	On-line Ordering Available	February 13, 2015
2015 Singing Valentines	Valentine's Day	February 14, 2015
2015 Spring Show	Email Announcement	February 21, 2015
2015 Spring Show	Press Release	February 24, 2015
2015 Spring Show	Handbills Mailed	March 14, 2015
2015 Spring Show	Harmony Sweepstakes, Marin, CA	March 14, 2015
2015 Spring Show	Spring Convention	March 20–21, 2015

2015 Spring Show	Sweet Adelines Region 11 Contest, Bakersfield, CA	March 27–28, 2015
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Respectfully submitted,

Jeff Harris

2015 VP Marketing and Public Relations

Palo Alto-Mountain View Chapter, SPEBSQSA

Silicon Valley's Barbershop ChorusSM