

# Marketing and Public Relations Report

March 2015

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## Valentines Marketing

Valentine Marketing has concluded for 9 months. During our promotional period, we advertised heavily on our Facebook page, distributed handbills via members, mailed our announcement, and engaged via email by Vertical Response, as well as asking members to send email templates.

## Spring Show Marketing

A Spring Show flyer has been created and will go to the printer on March 9-10 to be mailed by March 14. Half-sized sheets were sent with Singing Valentines Quartets if they were asked about upcoming events. Full sized sheets will be distributed to Chorus members for distribution in their areas. The Spring Show has been announced and pushed on our Facebook page. Flyers were distributed at Nor Cal Novice Contest and will be available at Convention.

The Peninsulaires has an ad running in the Convention program.

Neither Harmony Sweeps nor Sweet Adelines had program advertising information publicly accessible. Members who are planning on attending either event should take handbills.

## **Web Properties**

### **Mail Service**

At this time, I am still waiting for authentication information to change the Domain Name System to update our mail service.

### **Hosting Service**

At this time, barbershop-harmony.org is hosted and completely locked down by a former member. freevoicelessons.net appears to be hosted on a completely different server. I ask the Board's approval to obtain a Virtual Private Server for the hosting of freevoicelessons.net and barbershop-harmony.org. The new web sites will be tested and demoed before switching the domain names to the new server. The current ordering portal, orders.barbershop-harmony.org, will not be scheduled to move until after Spring Show to avoid disruptions in service. The domains, like the email service, cannot be pointed to the new server until I have received the authentication information. This is an expense of \$25 per year for all the domains that we can fit in 50 GB of storage space.

## **Upcoming Dates**

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 Chorus<sup>SM</sup>