

## **Marketing and Public Relations Planning Notes**

### **January 2016 Planning Meeting**

## **Marketing**

Chapter marketing to existing patrons exists of snail mail, email, and Facebook marketing. Discovering new patrons has been an exercise in futility. An unimplemented initiative from 2015 is a Round Table of Bay Area Barbershop Choruses for the sharing of marketing and exposure ideas. I will attempt to organize a Bay Area Chapter Round Table at or near April 2, in Castro Valley to coincide with the NE/NW Spring Divisional, as currently listed on the Far Western District site.

It has become apparent that "send a quartet to XXX and sing for a while" does not generate additional ticket sales nor member increases, any more than the guy playing trumpet on West Santa Clara underneath 87 when there is an event at the SAP Center generates any additional ticket sales nor member increases to the San Jose Symphony.

The Current VP MPR is opposed to sending quartets to sing during intermissions at other shows, just as I would oppose a banjo band's, or any other performance troupe's, decision to send a contingency to perform during the intermission of our shows.

At this time, all existing free marketing ideas appear to be reaping exactly what is being sown. During this next year, I plan to explore costs of traditional marketing plans: periodic and regular newspaper ads, billboards, bus signs, radio ads to see if any of them would be possible with current chapter funding levels, or future funding levels, assuming increased grant funds to offset existing chapter costs.

### ***Marketing to Current Members***

Our chapter does a poor job of marketing to current members. Like Amway members, our chapter members have all been through their existing friends and family to bring guests and sell tickets and Valentines, and can only do a finite amount of personal marketing. Ticket sales and Guest Nights are stagnant. I don't know what the answer is, but perhaps the Bay Area Chapter Round Table can find it.

### ***Marketing to Board Members***

In June 2015, the chapter President, VPs, Secretary, and Treasurer were provided passwords and

login information for a chapter email address. The email provider also provides a document management suite for creating, storing, sharing, collaboration, and management all under one site, as well as other free and paid productivity suites. The purpose of a chapter email account is multi-fold: It separates your personal accounts from your other accounts, and it provides for seam-minimized transferring of documents, official emails, and other data and records from one office holder to the next. Based on the past six months of reports, not a single user, excluding MPR, has even visited the site <http://webmail.barbershop-harmony.org>.

The 2016 Officers are *strenuously* encouraged to separate their chapter emails from their personal emails and to separate their chapter documents from their personal documents. This also requires that the users add the chapter email account to his email client or phone. This also requires a one-time update to the Yahoo! PAMVBD group adding the chapter email addresses by the group owner. [who?]

## Public Relations

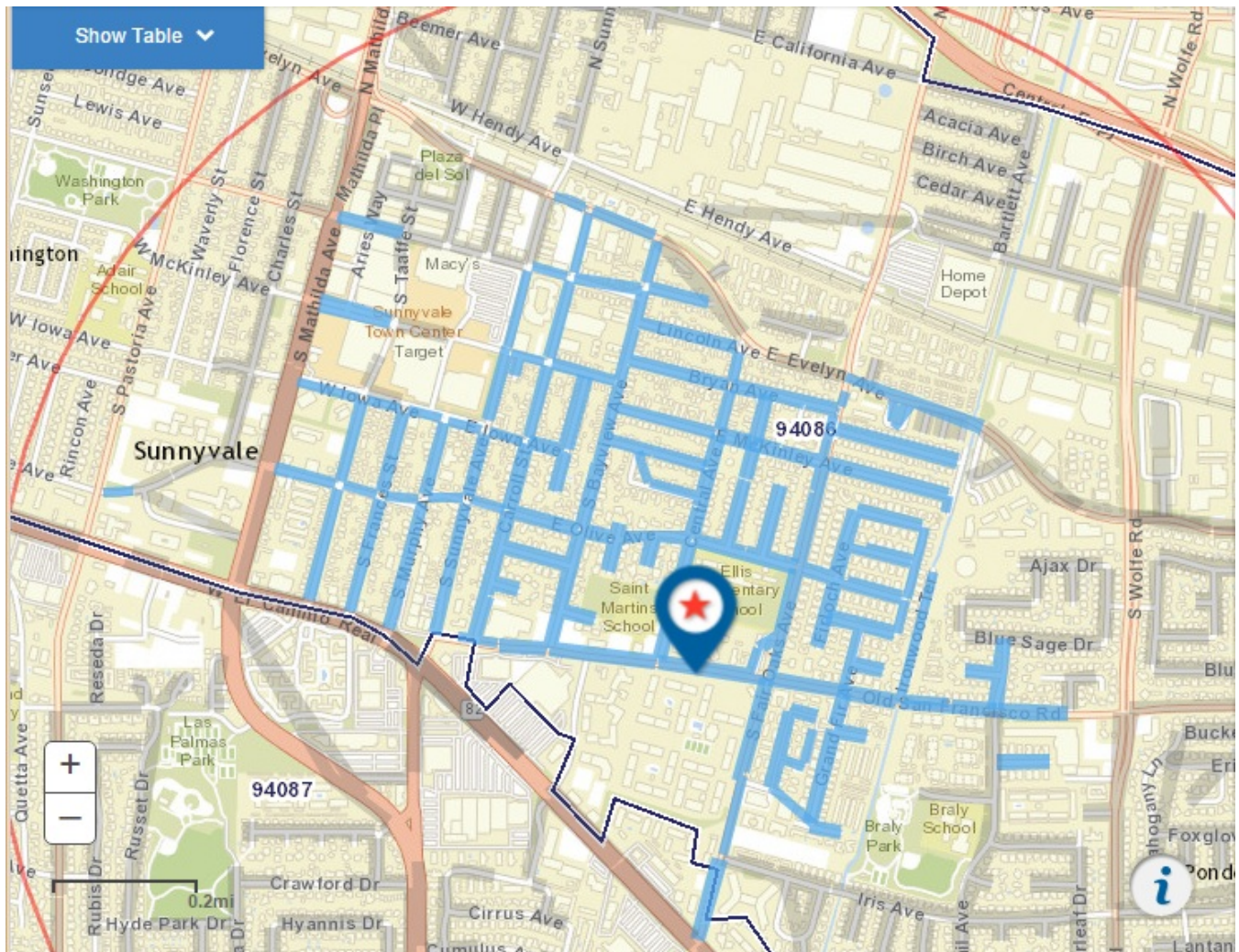
According to the font of all knowledge in the 21st century (wikipedia), "Public relations (PR) is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public....The aim of public relations is to inform the public, prospective customers, investors, partners, employees and other stakeholders and ultimately persuade them to maintain a certain view about the organization, its leadership, products, or political decisions."

To treat Public Relations separately from Marketing, requires that our chapter has a "certain view." At this time, before the strategic plan has had time to shape the direction of the chapter, this is a difficult view to define.

## Neighborhood Night

One public relations activity that we may consider is a modified guest night, more like an Open House evening for the residents in the neighborhood of the FUMC. Using the areas available to us at the church, we could have a few stations: Snack station, Learn a Tag station, General Information station, Buy tickets to our next show station, etc. Every 45-60 minutes, the chorus comes together for a 20 minute set. Through the USPS, we can utilize the Every Door Direct Mail program to deliver a flyer or card to every address residential and business in a postal route. According to the USPS website, we can mail to 4275 addresses for \$782.33. These addresses are marked in blue in the map

below (you may need to view the PDF) inside the 1 mile radius of the church, indicated by the red circle. This EDDM program should be considered for use in the area surrounding San Jose City College to market the Spring show.



Respectfully submitted,  
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