

Marketing and Public Relations Report

January 2016

Web Properties Update [continuing]

New Site [continuing]

The new site [<http://www3.barbershop-harmony.org>] is progressing and should be ready for public viewing within two weeks. At that time, the www domain will be pointed to the new server. The existing orders page [orders.barbershop-harmony.org] at the VINQ site will remain operational until at least Valentines has concluded. The e-commerce modules that I was incorporating into the new site for ticket sales has issues and an alternative module will be explored.

It is possible to create buttons that link to PayPal for immediate payments, however it may not provide our Treasurer and Ticket Sales Leader with enough patron data.

Domain Names [new]

Domain name FreeVoiceLessons.net is coming up for expiration in February. Before expiration, it should be transferred to the same registrar account as Barbershop-Harmony.org. Domain names ThePeninsulaires.com, ThePeninsulaires.org, and ThePeninsulaires.net are set to expire in June. As part of the planning meeting, it is suggested by VP MPR that ThePeninsulaires.com also be transferred into the Chapter's registrar account, and the .org and .net versions are allowed to elapse.

Valentines Marketing [continuing]

Flyers have belatedly been sent to the printer. Email announcements will begin this week, both to our existing mailing lists and Senior residences. Ordering page and announcement page have been added to the existing website.

Spring Show Marketing [new]

Flyers for the show were created for use at Cabaret without a headline quartet. Promotional information will be needed from Blood, Sweat & Years to update the flyer for the new show. Mailing is planned for the beginning of March, with email announcements scheduled for the middle of March.

Respectfully submitted,
Jeff Harris
2016 VP Marketing and Public Relations
Palo Alto-Mountain View Chapter, SPEBSQSA
Silicon Valley's Barbershop ChorusSM